2022 KPCA GenOffGrid Conference
SPONSORSHIP PROSPECTUS

13-14 October 2022 - Broome, Western Australia

The 2022 KPCA GenOffGrid Conference

The KPCA Annual Innovation Conference is our flagship event. The conference program is tailored to reflect the most important, immediate, and longer-term industry issues. It provides an ideal forum for producers and industry members to come together in an environment that is both stimulating and social. Conference delegates will have the opportunity to learn from industry leaders and innovators, and network with their peers.
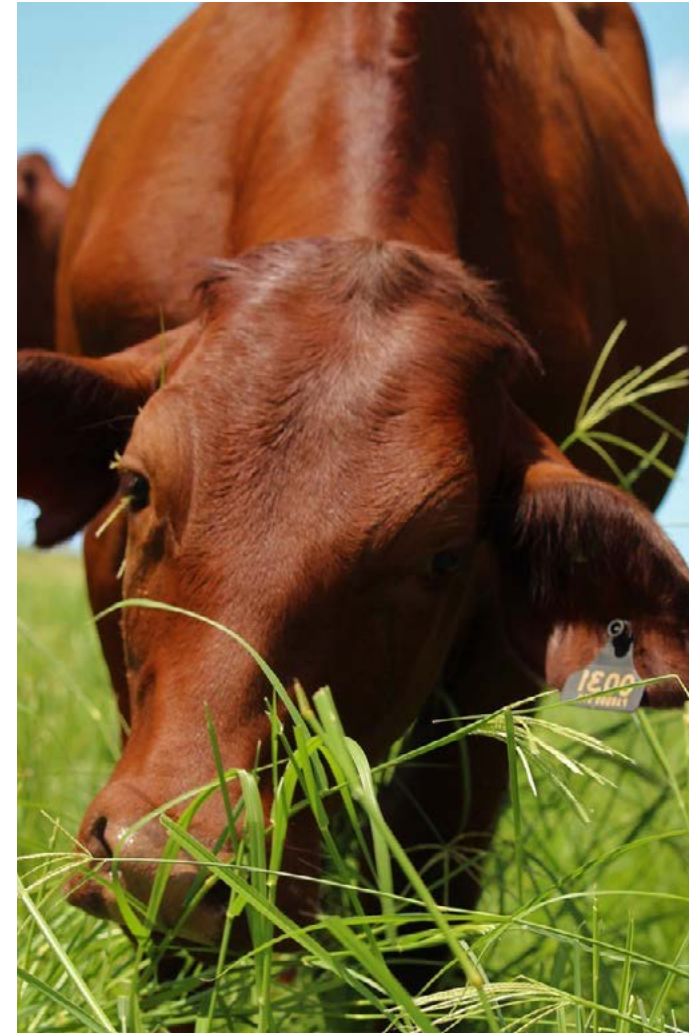
The Conference Website

ABOUT KPCA

The Kimberley Pilbara Cattlemen's Association is a not-for-profit development and advocacy organisation representing the Northern Beef Industry of WA. The KPCA is the peak industry body addressing issues affecting pastoralists in the region. Its mission is to support and empower members to build a resilient, profitable, and sustainable Northern Beef Industry.

AUDIENCE

The 2022 KPCA GenOffGrid Conference is expected to attract over 250 attendees including pastoralists, industry leaders, MPs and senior Ministers from the WA and Federal governments.

BENEFITS OF BEING A KPCA CONFERENCE SPONSOR

- Build and strengthen relationships and partnerships in northern Australia

- Increase your company's presence and profile

- Grow brand exposure and awareness through social media and conference marketing

- Showcase your products and services to an engaged audience

- Meet and network with producers, industry professionals and key industry stakeholders

- Support and promote the growth and sustainability of northern Australia's cattle

Sponsorship & Exhibition Opportunities

CONFERENCE	Availability	Price	Page No.
Platinum Sponsor	Exclusive	SOLD	4
Gold Sponsor	Multiple	$ 10,000	4
Silver Sponsor	Multiple	$ 5,000	4

EXHIBITION ONLY	Availability	Price	Page No.
Trade Stand	Multiple	$ 2,000	5
Trade Stand: Stakeholder	Multiple	$ 1,000	5
Trade Stand: Associate	Multiple	$ 1,800	5
Loyal Trade Stand	Multiple	$ 1,250	5

CONFERENCE PROGRAM	Availability	Price	Page No.
Program Sponsor	Exclusive	$ 4,000	6
Full Page Advertisement	Multiple	$ 300	6
Half Page Advertisement	Multiple	$ 250	6
Quarter Page Advertisement	Multiple	$ 200	6

CONFERENCE APP	Availability	Price	Page No.
Conference App Sponsor	Exclusive	$ 6,000	7
App Banner Advertisement	Multiple	$ 200	7
Notification Advertisement	Multiple	$ 350	7

HOSPITALITY	Availability	Price	Page No.
Coffee Cart Sponsor	Exclusive	SOLD	8
Morning Tea Sponsor	Exclusive	SOLD	8
Lunch Sponsor	Exclusive	SOLD	8
Afternoon Tea Sponsor	Exclusive	SOLD	8

MERCHANDISE	Availability	Price	Page No.
USB Sponsor	Exclusive	$ 2,500	8

SOCIAL FUNCTION SPONSORSHIP OPPORTUNITIES

LADIES LUNCHEON	Availability	Price	Page No.
Major Sponsor	Exclusive	SOLD	9
Speaker Sponsor	Exclusive	$ 4,000	9
Welcome Drinks	Exclusive	$ 3,000	9
Support Sponsor	Multiple	$ 1,000	9
Bus Sponsor	Exclusive	$ 3,000	9

GALA DINNER	Availability	Price	Page No.
Major Sponsor	Exclusive	SOLD	10
Welcome Drinks	Exclusive	$ 5,000	10
Support Sponsor	Multiple	$ 3,000	10

WELCOME DRINKS	Availability	Price	Page No.
Sponsor	Exclusive	SOLD	11

GOLF AFTERNOON	Availability	Price	Page No.
Sponsor	Exclusive	$ 6,500	12

TAILORED SPONSORSHIP
Please contact the conference organisers to chat about tailored sponsorship opportunities.

Rosie Peace | rosiep@associatedadvertising.com.au

CONFERENCE SPONSORSHIP

![Gen OffGrid logo]

	PLATINUM Exclusive Opportunity SOLD	GOLD Multiple Opportunities $ 10,000	SILVER Multiple Opportunities $ 5,000
Naming rights - overall	✓		
Speaking spot	30-minute	30-minute	
Banner on stage	✓	✓	
Branded lanyards for delegate name tags (200+ units) / program	✓		
Opportunity to provide branded delegate bags		✓	
Satchel insert (merchandise or flyer)	1	1	1
Advertisement in Conference Program	Full Page	Half Page	Quarter Page
Dedicated eDM to stakeholder distribution list	✓	✓	✓
Logo & link on conference website	✓	✓	✓
Logo on large screen during the conference	✓	✓	✓
Sponsor acknowledgement during the Conference	✓	✓	✓
Exhibition Booth	Double	Double	Single
Tickets - Conference	4	2	2
Tickets - Gala Dinner	4	2	2
Tickets - Social Function	4	2	

EXHIBITION ONLY

TRADE STAND PRICES

Trade Stand	$ 2,000
Trade Stand: Stakeholder Member 50% discount)	$ 1,000
Trade Stand: Associate Member (10% discount)	$ 1,800
Loyal Trade Stand This opportunity is reserved for exhibitors who have been part of the previous three Innovation Conferences but are NOT members.	$ 1,250

BOOTH INCLUSIONS

- One (1) satchel insert (merchandise or flyer)
- Two (2) tickets to the 2022 KPCA Conference
- One (1) 3x3m exhibition space
- One (1) table
- Two (2) chairs
- Power

PRELIMINARY EXHIBITION TIMETABLE

13 October 2022	Exhibition Bump In
14 October 2022 8.30am - 5.00pm	Exhibition Open (must be manned)
15 October 2022	Exhibition Bump Out

CONFERENCE PROGRAM

PROGRAM SPONSOR - $ 4,000

- Front inside cover full-page advertisement

- Artwork to be supplied with the following specifications:
  High resolution PDF with bleed
  Print size: 297 x 210mm LANDSCAPE
  Full size with 5mm bleed: 307 x 220mm LANDSCAPE

- Logo on the back cover of the conference program

- Sponsor acknowledgement during the conference

- Logo on large screen during the conference

- Logo & link on conference website

- Two (2) conference tickets

FULL PAGE ADVERTISEMENT - $ 300

- One (1) full page advertisement in the conference program

- Artwork to be supplied with the following specifications:
  High resolution PDF with bleed
  Print size: 297 x 210mm LANDSCAPE
  Full size with 5mm bleed: 307 x 220mm LANDSCAPE

HALF PAGE ADVERTISEMENT - $ 250

- One (1) half page advertisement in the conference program

- Artwork to be supplied with the following specifications:
  High resolution PDF with **no bleed**
  OPTION 1:
  Print size: 133 x 185mm PORTRAIT
  OPTION 2:
  Print size: 270 x 90mm LANDSCAPE

QUARTER PAGE ADVERTISEMENT - $ 200

- One (1) quarter page advertisement in the conference program

- Artwork to be supplied with the following specifications:
  High resolution PDF with **no bleed**
  Print size: 133 x 90mm LANDSCAPE

> All artwork must be sent to sita@associatedadvertising.com.au by the 23rd September 2022

All prices are exclusive of GST.

CONFERENCE APP

	CONFERENCE APP SPONSOR Exclusive Opportunity $ 6,000	APP BANNER ADVERTISEMENT Multiple Opportunities $ 200	APP NOTIFICATION ADVERTISEMENT Multiple Opportunities $ 350
Logo in app splash page (displayed upon app launch)	✓		
In-app banner displayed	✓	✓	
Branded push notification with hyperlink via the Conference App	1		1
Acknowledgement as the Conference App sponsor	✓		
Dedicated eDM to stakeholder distribution list	✓		
Logo & link on conference website	✓		
Logo on large screen during the conference	✓		
Tickets - Conference	2		

HOSPITALITY SPONSORSHIP

	COFFEE CART SPONSOR Exclusive Opportunity SOLD	MORNING TEA SPONSOR Exclusive Opportunities SOLD	LUNCH SPONSOR Exclusive Opportunities SOLD	AFTERNOON TEA SPONSOR Exclusive Opportunities SOLD
Speaking spot		2 minutes	2 minutes	2 minutes
Banner displayed	Near coffee cart	In morning tea area	In lunch area	In afternoon tea area
Satchel insert (merchandise or flyer)	1			
Advertment in Conference Program	Quarter Page			
Provide branded coffee cups (approx. 400 units)	✓			
Sponsor acknowledgement	✓	✓	✓	✓
Dedicated eDM to stakeholder distribution list	✓	✓	✓	✓
Logo & link on conference website	✓	✓	✓	✓
Logo on large screen during the conference	✓	✓	✓	✓
Tickets - Conference	2	1	2	1

MERCHANDISE SPONSORSHIP

USB SPONSOR - $2,500

- Banner displayed on stage
- One (1) satchel insert (merchandise or flyer)
- One (1) conference ticket

All prices are exclusive of GST.

SOCIAL FUNCTION SPONSORSHIP OPPORTUNITIES

LADIES LUNCHEON

	MAJOR SPONSOR Exclusive Opportunity SOLD	SPEAKER SPONSOR Exclusive Opportunity $ 4,000	WELCOME DRINKS Exclusive Opportunity $ 3,000	SUPPORT SPONSOR Multiple Opportunities $ 1,000	BUS SPONSOR Exclusive Opportunity $ 3,000
Naming rights	✓				✓ (Bus)
Speaking spot prior to guest speaker	5 minutes				
Opportunity to introduce guest speaker		✓			
Photo opportunity with guest speaker		✓			
Opportunity for a company representative to be seated at the head table witht he guest speaker		✓			
Banner displayed during luncheon	✓	✓	✓	✓	✓
Logo on all advertising material	✓	✓	✓	✓	✓
Acknowledgement on KPCA social media	✓	✓	✓		✓
Opportunity to provide discount/ promotion to attendees	✓	✓	✓	✓	
Opportunity to provide attendee gift / merchandise	✓	✓	✓	✓	
Dedicated eDM to stakeholder distribution list	✓	✓	✓	✓	✓
Logo & link on conference website	✓	✓	✓	✓	✓
Tickets - Ladies Luncheon	4	4	4	2	2

SOCIAL FUNCTION SPONSORSHIP OPPORTUNITIES

GALA DINNER

	MAJOR SPONSOR Exclusive Opportunity SOLD	**WELCOME DRINKS** Exclusive Opportunity $ 5,000	**SUPPORT SPONSOR** Multiple Opportunities $ 4,000
Naming rights	✓		Co-naming rights
Speaking spot prior to guest speaker	5 minutes		5 minutes
Banner displayed on stage during Gala Dinner	✓	✓	✓
Trade Stand	Single	Single	Single
Satchel insert (merchandise or flyer)	✓	✓	
Sponsor to the gala dinner auction	✓		
On stage to hand items to successful auction bidders	✓		✓
Dedicated eDM to stakeholder distribution list	✓	✓	✓
Logo & link on conference website	✓	✓	✓
Logo on large screen during Gala Dinner	✓	✓	✓
Tickets - Conference	2		
Tickets - Gala Dinner	4	2	1
Conference App Alert	1	1	

All prices are exclusive of GST.

SOCIAL FUNCTION SPONSORSHIP OPPORTUNITIES

WELCOME DRINKS

	SPONSOR Exclusive Opportunity SOLD
Naming rights	✓
Speaking spot prior to guest speaker	5 minutes
Satchel insert (merchandise or flyer)	✓
Advertisement in Conference Program	Half Page
Trade Stand	Single
Dedicated eDM to stakeholder distribution list	✓
Logo & link on conference website	✓
Tickets - Conference	2
Tickets - Gala DInner	2

All prices are exclusive of GST.

SOCIAL FUNCTION SPONSORSHIP OPPORTUNITIES

Golf Afternoon

	SPONSOR Exclusive Opportunity $ 6,500
Naming rights	✓
Speaking spot prior to guest speaker	5 minutes
Satchel insert (merchandise or flyer)	✓
Advertisement in Conference Program	Half Page
Trade Stand	Single
Acknowledgement on KPCA social media	✓
Banner displayed during lunch	✓
Logo on all advertising material	✓
Opportunity to provide discount/ promotion to attendees	✓
Opportunity to provide attendee gift / merchandise	✓
Dedicated eDM to stakeholder distribution list	✓
Logo & link on conference website	✓
Tickets - Conference	2
Tickets - Golf Afternoon	8 (1 team)

All prices are exclusive of GST.

TAILORED PACKAGES

Please contact the conference organisers to chat about tailored sponsorship opportunities.

Rosie Peace
rosiep@associatedadvertising.com.au

SPONSORSHIP APPLICATION

To apply for any of the sponsorship in this application, please fill out the 2022 KPCA Conference Sponsorship & Exhibition Application Form.

DOWNLOAD FORM

PAYMENT & CANCELLATIONS

Payment must be made within 14 days of invoice date to confirm sponsorship.

50% refund issued for cancellations up to 30 days before the conference date (COB 13 September 2022).

No refund will be issued for cancellations after 13th September 2022.

CONTACT

Conference Organiser:

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