Change & Adaptation

24th APPS Conference
ADELAIDE 2023

SPONSORSHIP PROSPECTUS

CHANGE & ADAPTATION

20-24th Nov Adelaide 2023

APPS

Sponsorship
Opportunities

You are invited to participate as a sponsor of the 2023 Australasian Plant Pathology Society Biennial Conference

CHANGE AND ADAPTATION

DATE: 20-24th November 2023

Australian agricultural production was valued at $81 billion in 2021-22 and this success relies on the smart use of crop protection products, enhanced technology and robust biosecurity systems. In an ever-changing environment, knowledge, understanding and education about plant pathology play a critical role in food security and productivity.

Do you engage in and collaborate with innovative researchers on plant biosecurity and agricultural technology? Do you want to be abreast of, and contribute to, the latest information in disease management and plant resistance, pathogen monitoring and surveillance, and 'omics?

This 24th Biennial Australasian Plant Pathology Society (APPS) Conference is the premier event for the Australasian pathology community www.appsconference.org.au

The conference will be held as a face-face event in Adelaide at the award-winning National Wine Centre of Australia. This unique venue, situated within the Adelaide Botanic Gardens, provides a flexible conference floorplan providing an excellent opportunity for delegates and sponsors to network and connect (https://nationalwinecentre.com.au/). In addition, a virtual platform housing pre-recorded presentations, poster galley and virtual exhibition will be accessible to all delegates post event for 3 months, extending your sponsorship investment.

The conference and workshops will:

Be held over 5 days

Involve over 500 delegates from across Australia, New Zealand and Asia.

The fully online conference in 2021 had 432 participants, whilst the most recent face-to-face conference had 516 participants.

Connect the international plant pathology communities via key guest speakers

The online platform provides content 12 months prior, and 3 months post conference.

Benefits of Sponsoring

Partnering with this event provides a significant opportunity to align your brand with delegates representing the plant pathology community. The face-to face and online sponsorship program allows you to customise your presence for maximised benefit before, during, and after the conference.

Keep your company front of mind for

- Sales and services
- Future collaborations with conference attendees
- Supporting education by assisting eminent researchers or industry members to attend the conference

A face-to face Conference paired with access to a online virtual platform post event gives your company greater exposure and return on investment

- Cost effectively, reaching a diverse audience of interested scientists
- With extended networking up to 12 months before and 3 months after via social media, conference website, recorded presentations, exhibitor information and sponsorship branding for the event.

Delegates will participate from across Australia, New Zealand and Asia. Membership is concentrated in these regions, with connections to the international plant pathology community.

The APPS is a diverse group and includes specialist areas of virology, nematology, bacteriology, mycology, soil science, disease transmission and biosecurity. The APPS aims to promote, support and advance education in plant pathology, facilitate communication, and disseminate high quality research findings. Our society has two scientific journals, Australasian Plant Pathology and Australasian Plant Disease Notes. More information can be found on our website appsnet.org.

Plant pathology is at the forefront of food security, production sustainability and innovation, and we welcome your support to bring together industry and researchers in this field. Should you have questions please contact us via Events Studios at www. appsconference. org.au. We are happy to consider ideas that support the meeting at the designated sponsorship levels.

Looking forward to your engagement.

Kind Regards

Pauline Glocke
24th APPS Conference Committee Chair

APPS Connections

Communication with delegates will occur through three main avenues, each displaying sponsors' logos, company profiles and website links:

- The website, the main and most valuable source of information for delegates
- The conference app will give delegates access to the full programme and notifications
- The conference handbook, ebook and printed, will be available to all delegates
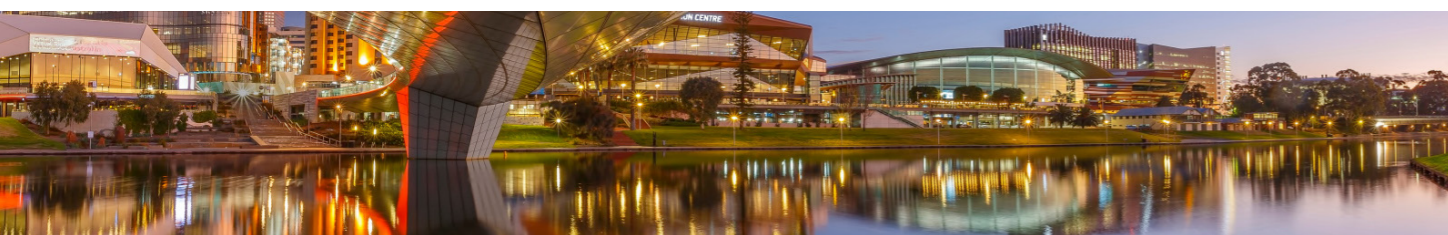
3,700
Facebook followers

6,133
Twitter followers

500+
Delegates

SPONSOR PACKAGES

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Sponsorship Opportunities Overview

Please see below how APPS 2023 Sponsorship Packages can provide your company with unique tools and more opportunities to engage and interact with attendees at the event.

Conference Website & Digital Communication

The conference website is the main source of information and a valuable tool to provide up to date material to all delegates. Sponsors will be recognised with reference to their company website as supporting the event including their logo and link to their company url.

Throughout planning of the event, delegates receive updates and communication which can be branded with your logo.

Connecting with the APPS community through social media posts is another way to get your conference logo and branding in front of a targeted audience.

Conference Handbook

The Conference Handbook will be made available all registrants. Inside includes information on how to participate in the event, sponsor advertising space and frequently asked questions. This will be a valuable resource for attendees to reference when attending the event.

In Person Conference

Having company representatives in person onsite at the National Wine Centre provides sponsors with the ultimate opportunity to talk business face to face. For the first time since 2019, this will provide sponsors and attendees the opportunity to interact and meet face to face in a spacious and well planned area conducive to colleagues engaging and networking.

The Conference App

The conference App will be available for all registered delegates. With the full program, sponsored branding, contact exchange, notifications and alerts, the app compliments the In Person event for a full delegate experience.

Virtual Platform & Post In Person event

All presentations, material, access to notes, exhibitor info, sponsor branding and handouts will all be available to paid registrants to access for after the event.

This is a great feature for delegates who wish to view the material remotely can access the platform on-demand, at any time, at their own convenience.

All sponsor recognition and branding along with access to materials via the virtual exhibition will give sponsors further exposure months after the In Person event has wrapped up. Having access to the plant pathology community after the event, extends the value of your sponsorship and return on investment.

SPONSOR PACKAGES

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	Platinum	Gold	Silver	Bronze	Exhibitor	Supporter
20 - 24 November 2023						
	Conference Partner $15,500 +GST	Mentoring Session Sponsor $11,000 +GST	Poster & Workshop Sponsor $7,500 +GST	Bronze Sponsor 3,300 +GST	Trade Exhibition Sponsor $2,200 +GST	Conference Supporter (Student, Early Career, Developing Country) $1,000 +GST
	Exclusive	Limited	Limited			
Conference Website & Digital Communication						
Co-branding across all website and digital communication	✓					
Logo recognition on conference home page	✓					
Logo listed under Sponsors/Exhibitors with hyperlink to business website	✓	✓	✓	✓	✓	✓
Branding on footer of all digital communication	✓	✓	✓			
Conference Handbook						
Co-branding throughout the Conference Handbook	✓					
1 page advertisement	✓	✓	✓			
Recognition in list of Sponsors / Exhibitors	✓	✓	✓	✓	✓	✓
Conference App						
Dedicated icon & page	✓					
Logo on footer of conference app	✓	✓	✓			
Listed in Sponsor icon including logo, contact, description & send message	✓	✓	✓	✓	✓	✓

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	Exclusive	Limited	Limited			
In Person Conference						
Trade Booth (3m x 2m)	✓				✓	
Verbal recognition at the opening and closing session	✓					
Logo on Event Signage & PowerPoints	✓	✓	✓			
Opportunity to provide satchel insert	✓					
Sponsored Stream *Select one stream within the confirmed program to sponsor.*	✓		✓			
Virtual Platform						
Logo recognition on login page image	✓					✓
Prominent sponsor ad on top of virtual agenda (this rotates throughout the live event)	✓	✓			✓	✓
Logo included on conference branding in top of virtual agenda (this rotates throughout the live event)	✓	✓	✓	✓	✓	✓
Virtual Exhibition Stand	✓	✓	✓	✓	✓	✓
All material and branding to remain on the on-demand virtual platform (for 3 months)	✓	✓	✓	✓	✓	✓

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	Exclusive	Limited	Limited			
Registrations & Tickets						
In Person Registrations	✓ x6	✓ x5	✓ x4	✓ x3	✓ x2	✓ x1
On – Demand Registrations	✓ x6	✓ x5	✓ x4	✓ x3	✓ x2	✓ x1
Available Sponsorship Add-ons *Additional Cost						
Additional sponsorship opportunities are available to boost your sponsorship package. If you are looking for a point of difference, a way to stand out amongst other sponsors or wanting to create a tailored package, consider the additional opportunities below:						
Name Badge / Lanyard Sponsor (1 available) $2,500 + GST	✓	✓	✓	✓		
Catering Sponsor $1,000 + GST per break	✓	✓	✓	✓	✓	✓
Charging Station Sponsor $2,500 + GST	✓	✓	✓	✓	✓	
Dinner Sponsor (1 available) $7,500 + GST	✓	✓	✓			
Barista Sponsor (2 available) $4,000 + GST	✓	✓	✓	✓	✓	
WIFI Sponsor (1 available) $3,000 + GST	✓	✓	✓	✓	✓	
Satchel Sponsor (1 available) $2,500 + GST	✓	✓	✓	✓	✓	

* Number included vary – please refer to package details