



Trans-Tasman Lobster Conference 2023

ADELAIDE / 25 - 27 JULY 2023

SPONSORSHIP AND EXHIBITION PROSPECTUS

Proudly Hosted By



South Australian
**Northern Zone
Rock Lobster**
Fishermen's Association Inc



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Have your organisation at the forefront of the largest lobster event in Australia and New Zealand by sponsoring the Trans-Tasman Lobster Conference in Adelaide in July 2023.

Bringing together over 250 delegates, the Trans-Tasman Lobster Conference will attract important stakeholders essential to the success of lobster industry including fishing, processing, scientific and more. Back as face to face conference since 2019, sponsoring this event provides your business with a great opportunity to showcase your support of our industry. This event represents twelve thousand tons of premium lobster production with thousands of members and supporting coastal regional areas in Australia and New Zealand. This is the pinnacle event of the Lobster Industry across both nations that has forged synergies that future proof the sector.

This conference is a high-profile event on the Primary Industries calendar for 2023 and all stakeholders are eagerly awaiting to enhance networking opportunities. High profile dignitaries will be attendees to the event with high media exposure.

BE A PART OF THE FIRST FACE TO FACE LOBSTER CONFERENCE IN FOUR YEARS

This Trans -Tasman Conference in Adelaide, the seafood and wine capital of Australia, provides perfect opportunities for businesses to be recognized by all stakeholders in the industry. We invite your business to be part of the history that brings this event back to its beginnings where the Trans-Tasman conference began over two decades ago.



Major Sponsorship Packages

	Platinum (Exclusive) AU \$20,000 + GST	Gold AU \$10,000 + GST	Silver AU \$5,000 + GST	Bronze (Exhibitor) AU \$2,500 + GST
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.				
Co-branding across all conference logos and branding	✓			
Logo recognition on home page	✓	✓		
Logo listed under Sponsors with hyperlink to business website	✓	✓	✓	✓
Sponsor highlight email – sent to all delegates in the lead up to the conference	✓ x2	✓ x1	✓ x1	
Branding on all digital communication and collateral distributed to delegates	✓	✓		
Conference Handbook The Conference handbook will be made available all registrants and provided to all delegates when they collect their materials onsite and the conference. Inside includes the conference program, sponsor advertising space and frequently asked questions. This will be a valuable resource for attendees to reference when attending the event.				
Co-branding throughout conference branded handbook	✓			
Sponsor Advertisement	✓ X1	✓ x1		
Recognition in list of Sponsors	✓	✓	✓	✓



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In Person Conference				
The below part of your package will demonstrate how your sponsorship participation will be executed onsite at the conference during the 2.5 day event at the Hilton Adelaide.				
Choice to sponsor Satchel OR Lanyard branding	✓			
3 x 2 m Trade Display	✓ x2	✓ x2	✓ x1	✓ x1
Program Theme Sponsor – select your preferred session to sponsor	✓ x2	✓ x1		
Opportunity to provide branded notepad and pen to all delegates	✓			
Verbal acknowledged in Opening Session & Closing Session	✓	✓		
Logo on Event Signage & PowerPoints	✓	✓	✓	✓
Satchel Insert	✓	✓	✓	
Registrations & Tickets				
Registration includes attendance to Welcome Reception on Tuesday 25 July, all sessions on Wednesday 26 th and 27 th July. Conference materials including name badge, Satchel and conference handbook is also included. The Conference dinner is part of the conference registration package and will be held on the last evening, Thursday 27 July, 2023.				
In Person Full Registrations	✓ x3	✓ x2	✓ x1	✓ x1
Dinner Tickets	✓ x3	✓ x2	✓ x1	✓ x1
Delegate List				
Receive contact details of the delegates who attended. This is subject to privacy laws and agreement form the participant to have their details shared which is captured when completing the conference registration form.				
List of participating attendees (who provide consent)	✓	✓	✓	
	2 Weeks Prior	1 Week Prior	At Meeting	



Supporter Sponsorship Packages

<p>All packages provided here will receive the following standard entitlements:</p> <ul style="list-style-type: none">✓ Recognition as a sponsor (with organisation logo) in the Conference handbook✓ Recognition as a sponsor (with organisation logo) on the sponsors' page of the official Meeting website, including a hyperlink to the organisation's home page.	<h3>Conference Dinner Sponsor</h3> <p>AUD \$10,500 (+ GST)</p> <p>Your organisation would receive exclusive naming rights to the Conference Dinner. Held on the last night of the 2023 Conference, this event is always a popular social event on the conference program with all the lobster community, conference attendees and guests networking together.</p> <p>This package allows your company representative 5 minutes to address the audience. Corporate signage and promotional items (e.g. pamphlets/brochures), supplied by sponsoring organisation, would be prominently displayed on the dinner tables.</p>	<h3>Welcome Reception Sponsor</h3> <p>AUD \$3,900 (+ GST)</p> <p>Your organisation would receive exclusive naming rights to the Welcome Reception, which would be the official start of the conference. Held at the Hilton Adelaide and serving canapes and drinks, you will have an opportunity to address the audience for 3 – 5 minutes.</p> <p>Corporate signage and promotional items (e.g. pamphlets/brochures), supplied by sponsoring organisation, would be prominently displayed during the Welcome Reception.</p>
<h3>Barista Sponsor</h3> <p>AUD \$2,500 (+ GST) per day</p> <p>Good coffee is always important!</p> <p>Your organisation will be recognised as the Barista sponsor providing freshly brewed coffee to delegates on arrival and at morning tea of the conference on either Wednesday 26 or Thursday 27 July.</p>	<h3>Conference Handbook Advertising</h3> <p>Half Page AUD \$750 (+ GST) Full Page AUD \$1,400 (+ GST)</p> <p>Your organisation can be seen in the Meeting Handbook that is distributed to all delegates who attend. The advertisement and artwork to be designed by the sponsoring organisation with approval from the Organising Committee.</p>	<h3>Satchel Insert</h3> <p>AUD \$1,000 (+ GST)</p> <p>Your organisation's product sample, promotional item or brochure can be inserted into each delegate's satchel (size inserts will be decided in consultation with and approval of the Organising Committee)</p>



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FOR ENQUIRIES, CONTACT US

To request more information or book your package today, please contact the Conference Manager via contact@eventstudio.com.au