



WBA

2022

HORIZON WHEAT



**WHEAT
BREEDING
SOCIETY
OF AUSTRALIA**

Sponsorship Opportunities

The Crossing Theatre, Narrabri

28 - 31 August 2022



Wheat Breeding Assembly 2022

HORIZON WHEAT

Wheat is Australia's most important grain crop, valued at over A\$7 billion annually and 55% of principal agricultural crops grown across the nation. (ABS)

With the importance of wheat to the Australian economy, innovation in wheat varieties is essential to ensure resilience and profitability in the face of climate variability, soil factors and the extensive array of soil borne and foliar pests and diseases.

Wheat Breeding Assembly 2022, Australia's wheat breeding forum, will bring together breeders, researchers, agronomists, growers and other industry stakeholders to focus on the science, practice and impact of variety development for the Australian wheat industry.

WBA 2022 Assembly Offering

The Wheat Breeding Assembly 2022 will showcase the importance of wheat in Australia's farming systems and the need to improve both productivity and profitability for Australian growers.

If wheat varieties matter to you and your organisation, you're invited to mark your calendar for **WBA2022** to be held 28 - 31 August at The Crossing Theatre, Narrabri.

This is the event where Australia's wheat breeders get together with each other and with researchers, students, growers, agronomists, end users and policymakers to challenge the following:

- What future wheat varieties need to meet the challenges of future environments, cropping systems, markets and products?
- What innovations in breeding practice will accelerate variety development and increase genetic gain?
- What new science and technology can be harnessed to boost progress in wheat breeding?

The **WBA2022** program will be industry led as authors are invited through a call for abstracts to outline the latest research and innovations that are progressing the industry to meet future demands.

The **WBA2022** program will address critical issues around innovation, technology and markets and their impact on grains, gains and profits.



WHEAT BREEDING SOCIETY OF AUSTRALIA

Conference Host

The Wheat Breeding Assembly is hosted by the Wheat Breeding Society of Australia. The Society is a national body committed to providing a platform that gathers industry to ensure Australia continues to develop sustainable wheat varieties suitable for Australian wheat growing systems.

The Wheat Breeding Society of Australia office bearers, and WBA local organising committee are:

- Prof Richard Trethowan – President;
- Dr Lindsay O'Brien – Secretary;
- Dr Meiqin Lu – Treasurer;
- Dr. Philip Davies;
- Dr. Jessica Hyles;
- Dr. Dan Mullan;
- Dr. Rebecca Thistlethwaite; and
- Ms. Isobella Revell.

YOUR INVITATION TO SUPPORT

WBA2022 offers your organisation a rare opportunity to promote your commitment, product or service to Australia's wheat breeding industry.

We invite you to consider the sponsorship opportunities outlined on the following pages and the value of having a presence at this forum. Conference promotion will begin in February 2022 and sponsors are encouraged to consider the opportunities to receive maximum recognition for their involvement.

There are a range of sponsorship packages and options available for the WBA2022, or alternatively, please get in touch with the conference organiser, Event Studio, to tailor an opportunity via WBA2022@eventstudio.com.au



Sponsorship Opportunities



EXHIBITOR & ADDITIONAL PROMOTION OPPORTUNITIES ALSO AVAILABLE!

SPONSORSHIP BENEFITS

*ALL PRICES EXCLUSIVE OF GST

	EVENT PARTNER \$20,000*	GOLD \$7,000*	SILVER \$4,000*	SUPPORTER \$2,750*
Opportunity for a senior representative to address the delegates	✓ on 1st day			
Opportunity for a senior representative to chair a session		✓ 2nd or 3rd day		
One banner displayed on the conference stage	✓	✓		
One banner displayed in the catering space	✓	✓	✓	
Verbal recognition during conference opening and closing	✓	✓	✓	
Logo to appear on all event promotional material and publications	✓	✓	✓	✓
Link to sponsor's website from the conference web page	✓	✓	✓	✓
Logo to appear on promotional / awards during the conference:	✓	✓	✓	
Advert in conference program (artwork to be supplied)	✓ full page	✓ half page		
Complimentary full conference registrations (incl. all social functions)	✓ 2	✓ 2	✓ 1	
One item (promotional or printed) included in the event satchels for delegates	✓	✓	✓	✓

WBA2022 Sponsorship Opportunities

EVENT PARTNER

\$20,000 ex gst

- Opportunity for a senior representative to address the delegates
- One banner displayed on the conference stage during the plenary sessions and another for display in the catering space and at the dinner
- Verbal recognition during conference opening and closing
- Logo to appear on all event promotional material and publications including:
 - Conference satchels alongside the Society's logo
 - Conference e-newsletters and all print advertising
 - Conference flyer/program and the conference handbook
 - Plenary PowerPoint slides at the start/end of the day and during breaks
 - Social media (Twitter) in the lead-up to the event
- Link to sponsor's website from the conference web page
- Full page advert in conference program (artwork to be supplied)
- Complimentary full conference registrations (includes welcome reception, field tour and BBQ and assembly dinner) (2)
- One item (promotional or printed) included in the event satchels for delegates

GOLD

\$7,000 ex gst

- Opportunity for a senior representative to chair a session on **Day 2 or Day 3**
- One banner displayed on stage during the allocated time and another for display in the catering space and at dinner
- Verbal recognition during conference opening and closing
- Logo to appear on all event promotional material and publications including:
 - Conference e-newsletters and all print advertising
 - Conference flyer/program and conference handbook
 - Plenary PowerPoint slides at the start/end of the day and during breaks
 - Social media (Twitter) in the lead-up to the event
- Link to sponsor's website from the conference web page
- Half page advert in conference program (artwork to be supplied)
- Complimentary full conference registrations (includes welcome reception, field tour and BBQ and assembly dinner) (2)
- One item (promotional or printed) included in the event satchels for delegates

WBA2022 Sponsorship Opportunities

SILVER

\$4,000 ex gst

- Verbal recognition during conference opening and closing
- One banner displayed in the catering space
- Logo to appear on all event promotional material and publications including:
 - Conference e-newsletters and all print advertising
 - Conference flyer/program and conference handbook
 - Plenary PowerPoint slides at the start/end of the day and during breaks
 - Social media (Twitter) in the lead-up to the event
- Link to sponsor's website from the conference web page
- Complimentary full conference registrations (includes welcome reception, field tour and BBQ and assembly dinner) (1)
- One item (promotional or printed) included in the event satchels for delegates

SUPPORTER

\$2,750 ex gst

- Logo to appear on all event promotional material and publications including:
 - Conference e-newsletters and all print advertising
 - Conference flyer/program and conference handbook
 - Plenary PowerPoint slides at the start/end of the day and during breaks
 - Social media (Twitter) in the lead-up to the event
- Link to sponsor's website from the conference web page
- One item (promotional or printed) included in the event satchels for delegates

EXHIBITOR

\$1,800 ex gst

- One trestle table in catering space

ADDITIONAL PROMOTION

- Half page advertisement in the conference program. Artwork must be supplied. **\$400** ex gst
- One item (promotional or printed) included in the event satchels for delegates. **\$400** ex gst
- Alternatively if you wish to tailor a sponsorship opportunity involving other areas of WBA2022 (for example, catering breaks), please get in touch with the conference organiser Event Studio via WBA2022@eventstudio.com.au

Sponsorship Opportunities can
be discussed with:



Conference Organiser

Rachael Rogers, Event Studio

Email: WBA2022@eventstudio.com.au

Phone: 08 8379 8222