

# TRANS-TASMAN LOBSTER CONFERENCE 2025

19-21 AUGUST  
RYDGES MELBOURNE | VICTORIA

PROUDLY HOSTED BY



SEAFOOD INDUSTRY VICTORIA

## Sponsorship & Exhibition Prospectus

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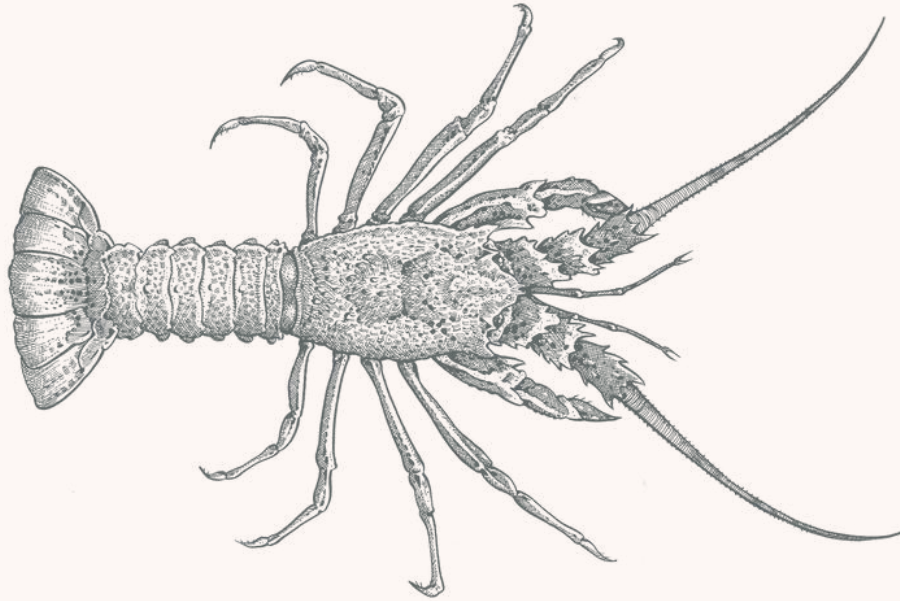






Photo: Richard Cornish ©



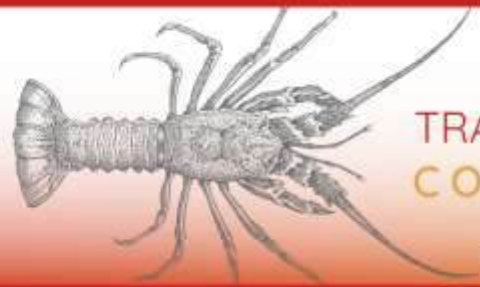


**Position your organisation at the forefront of the largest lobster industry event in Australasia by sponsoring the 2025 Trans-Tasman Lobster Conference to be held in Melbourne – the culinary capital of Australia!**

Seafood Industry Victoria is proud to host this exciting conference where we will be exploring the theme “**Harvesting Opportunities and Grappling with Change**”. Bringing together over 250 delegates, the Trans-Tasman Lobster Conference will attract key stakeholders critical to the future success of the lobster industry, including commercial fishing and processing businesses along with global experts in the fields of climate science, fisheries management, corporate affairs, trade, economics and community engagement. Presentation topics and insightful keynotes have been carefully curated to ensure relevance to all stakeholders across our diverse industry.

Representing over twelve thousand tons of premium lobster production, this event unites a broad array of interested parties dedicated to collectively supporting a bright future for one of our region’s largest seafood sectors. This conference is positioned to be the most prominent event on the Australian seafood industry calendar for 2025, with local industry and visiting delegates all eagerly anticipating enhanced networking opportunities. The attendance and participation of high-profile dignitaries will encourage significant media exposure at a time when the lobster industry will benefit greatly from recognition of a positive future.

We invite your business to be part of this event as a valued sponsor, working with our event organising team to showcase your support for our industry!

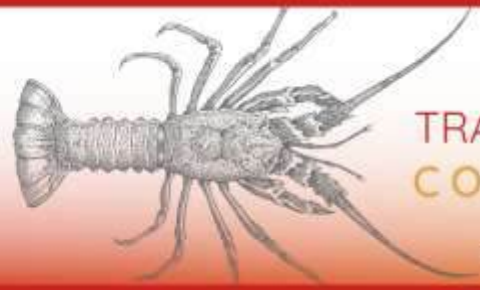


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## Major Sponsorship Packages

	Platinum (Exclusive) AU \$22,000 + GST	Gold AU \$11,000 + GST	Silver AU \$5,500 + GST	Bronze (Exhibitor) AU \$3,000 + GST
<b>Conference Website, Digital Communication</b> 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 conference website homepage	✓	✓		
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	✓	✓		
<b>Conference Handbook</b> The conference handbook will be made available to all delegates when they collect their materials onsite at the conference. The conference handbook 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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<b>In Person Conference</b> 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 Rydges Melbourne.				
Choice to sponsor Satchel OR Lanyard branding	✓			
3 x 1 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	✓	✓	✓	
<b>Registrations &amp; Tickets</b> Registration includes attendance to Welcome Reception on Tuesday 19 August, all sessions on Wednesday 20 and Thursday 21 August. Conference materials including name badge, Satchel and conference handbook is also included. The Gala Dinner is part of the conference registration package and will be held on the last evening, Thursday 21 August, 2025.				
In Person Full Registrations	✓ x3	✓ x2	✓ x1	✓ x1
Gala Dinner Tickets	✓ x3	✓ x2	✓ x1	✓ x1
<b>Delegate List</b> 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	



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### Supporter Sponsorship Packages

<p>All packages provided here will receive the following standard entitlements:</p> <ul style="list-style-type: none"> <li>✓ Recognition as a sponsor (with organisation logo) in the Conference handbook</li> <li>✓ 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.</li> </ul>	<h4>Gala Dinner Sponsor</h4> <p>AUD \$11,500 (+ GST)</p> <p>Your organisation would receive exclusive naming rights to the Gala Dinner. Held on the last night of the 2025 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>	<h4>Welcome Reception Sponsor</h4> <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 Rydges Melbourne 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>
<h4>Barista Sponsor</h4> <p>AUD \$3,000 (+ 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 20 or Thursday 21 August.</p>	<h4>Conference Handbook Advertising</h4> <p>Half Page AUD \$750 (+ GST) Full Page AUD \$1,400 (+ GST)</p> <p>Your organisation can be seen in the conference 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>	<h4>Satchel Insert</h4> <p>AUD \$1,100 (+ 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>





# FOR ENQUIRIES, CONTACT US

For more information or to book your package today, please contact the Conference Manager via email, or visit our website by scanning the QR code.



**Email**

[contact@eventstudio.com.au](mailto:contact@eventstudio.com.au)







Photo: Richard Cornish ©