

SPONSORSHIP & EXHIBITION PROSPECTUS

**The Australian Grains
Industry Conference**

2022

GROWING WITH GRAIN



About AGIC 2022

The Australian Grains
Industry Conference

2022



A must attend event

The Australian Grains Industry Conference (AGIC 2022) is an industry run conference for grain industry participants and service providers, hosted by leading grain associations Grain Trade Australia, Australian Oilseeds Federation, and Pulse Australia.

Organisations involved in the production, logistics, processing and marketing of grains, as well as supporting services will benefit by sponsoring the Conference. AGIC 2022 offers an opportunity to enhance your brand, build your company's profile, attract new business prospects, and expand your networking opportunities.

AGIC offers exposure to:

- Grain and oilseed producers, processors, importers and exporters
- Manufacturers of food, animal feed, biofuels and bio-based industrial products
- Suppliers of services (financial/logistical/marketing/communications) to the grain and grain-products industry
- Ports businesses, freight forwarders, shipping/ocean line companies, container companies
- Technology, equipment and service providers
- Trade groups, government agencies and researchers
- Industry advisers/consultants; key policy/decision makers

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Invitation to participate

The Australian Grains
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We warmly invite you to be a part of AGIC 2022 in Melbourne, at the Crown Promenade, from 27 - 28 July 2022.

As the premier event on the grains industry calendar, our industry-organised event provides unparalleled networking opportunities and a platform to promote your business and exchange ideas with clients, industry colleagues, decision makers and international participants.

The Australian grains industry is a growing focus for international customers, suppliers and investors. AGIC 2022 will provide the best opportunity for industry leaders to hear the latest news, outlooks and trends shaping the industry's future. The Conference is a platform to highlight leading-edge commerce in the grains industry, and explore opportunities and challenges for grains, supported by research and industry developments.

Our sponsors and exhibitors are a critical part of the Conference and we aim to ensure you receive maximum value for your sponsorship.

AGIC 2022 will feature a number of new ways to enhance networking and social opportunities, and we will work individually with sponsors and exhibitors to ensure we understand your needs and objectives. Our event, social media, marketing campaign, conference APP and website will provide a variety of ways to leverage your involvement and connect you to all delegates before, during and after the conference.

AGIC recognises the generous support from industry and particularly the continuing support of our many past sponsors, and we hope you will join us in 2022. Continued participation growth of sponsors is testimony to the value of the Australian Grains Industry Conference for delegates and sponsors/exhibitors. AGIC 2022 will again deliver a compelling technical program exploring the latest technologies, excellent networking opportunities, and an unrivalled place for all those involved in the Australian grains industry to do business.

To confirm your sponsorship, please complete and return the Sponsorship & Exhibition Booking Form at the end of the Prospectus.

We welcome your participation in the 2022 Conference.

**The Australian Grains
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Host Organisations:



Event Format

Conference

World-renowned industry experts will share their outlooks on the way forward for the industry. The Conference comprises keynote plenary presentations, specialist sessions addressing cutting-edge issues, and interactive sessions with industry leaders.

Exhibition

Discover new products and services in a business-oriented trade show, and meet potential business partners.

Sponsorship

With a targeted audience from the global grain, oilseed and pulse industries, your company will gain from the Conference's Australian and international exposure. AGIC 2022 presents a targeted opportunity for exhibitors/sponsors to 'showcase' products and services of interest to the grains industry.

Social Events

The Conference social events are an opportunity to mix with participants in a relaxed and friendly environment and include the conference dinner and welcome drinks.

Conference App and Live Streaming

While AGIC 2022 will be focused around the dace to face event in Melbourne, the sessions will be live streamed and the Conference App will be used heavily. Your logo and involvement will be displayed within the Conference App and live stream environment.



Fast Facts

Day	Time	Program
Wednesday 27th July	10.00am - 5.30pm 5.30pm - 7.30pm	AGIC Technical Program & Exhibition Welcome Drinks
Thursday 28th July	9.00am - 5.00pm 7.00pm - 12.00pm	AGIC Technical Program & Exhibition Conference Dinner

Marketing & Networking

As an AGIC sponsor and/or exhibitor you will receive an excellent opportunity to promote your organisation through a range of media and promotional activities. As well as promoting to conference delegates, we reach out to industry professionals, media and international organisations in a variety of ways, including:

Media relations campaign: A dedicated media relations campaign is implemented targeting print, radio and TV. Media are invited to the conference and kept abreast of key issues and newsworthy discussions via the distribution of numerous press releases. Sponsors and exhibitors will be recognised in all media releases and media kits relating to AGIC 2022.

Industry Newsletters: Coverage of the conference is also gained within industry newsletters, with all content pointing back to the AGIC website where sponsors and exhibitors are featured.

Social Media: AGIC will also be using social mediums such as Twitter, LinkedIn and the social wall within the 2022 conference APP to keep industry updated on all matters relating to AGIC. Where possible, sponsors and exhibitors will be mentioned within the AGIC social media campaign before and during the conference.

International marketing: AGIC will be proactively cross promoting both the Australian conference to the international market to build the profile and awareness.

Conference marketing material:

Print: Sponsors and exhibitors will be acknowledged in the printed Program and displayed signage.

Online: Sponsors and exhibitors will be mentioned on the AGIC 2022 Conference website, with links back to your website. The AGIC 2022 conference website is the go-to for the latest information on AGIC sponsors, registrations, speakers, program and social events.

Electronic: Sponsors and exhibitors will also be mentioned within electronic mail alerts and conference updates.

Conference APP

Sponsors and exhibitors will appear on the Conference APP, and have the option to be involved in the Grain game element of the APP, which encourages delegate engagement with your brand and company. The AGIC 2022 APP will also have the availability for you to capture delegate's details.



Value of Sponsorship

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With a targeted audience from all sectors of the global grain, oilseed and pulse industries, your company will gain from AGIC's strong Australian and international exposure. The Conference presents a target market opportunity for exhibitors and sponsors to 'showcase' products and services of interest to the grains industry through a Conference sponsorship package that is a cost-effective way to reach delegates in your target market.

Profile

- two days of unparalleled exposure and access to a targeted client base for your products/services.

Target marketing

- an ideal marketing opportunity for companies with products and services for the grains industry.

Brand positioning/differentiation

- brand benefit from association with the highly respected AGIC 2022.

Customer involvement

- meet participants from across the grains industry value chain and network with new and existing customers.

Exposure

- reach the most relevant and influential grains industry audience through AGIC 2022 informal events and Conference sessions, away from the daily distractions of your business.

Increased sales

- a unique chance to generate sales and new business via exposure to a high calibre Australian and international audience.

Benefits of early commitment

An early commitment to sponsorship/exhibiting will ensure:

- Maximum company/brand exposure and increased access to registered delegates and those receiving conference materials.
- First choice of sponsorship packages, more opportunities to reach your customers and achieve your business/marketing objectives - and the value of your investment.

AGIC 2022 is unique and we are confident that it will present your company with exceptional business rewards.

AGIC also welcomes the opportunity to customise and tailor packages for prospective sponsors to suit your company requirements.

Please feel free to contact the Conference Convener below to discuss.

Email: events@ausgrainsconf.com

Phone: 0412 582 187

All sponsorship costs are exclusive of GST.

The following restrictions and terms apply:

- For sponsors entitled to inclusion of a promotional item in the Conference satchels, this excludes pens and writing pads as these are covered by a separate conference sponsorship.
- For sponsors entitled to inclusion of a promotional item in the Conference satchels, and who wish to provide an item other than a company brochure, these must be approved by the Committee as they may not be suitable for the satchels. The satchel inserts may be replaced by a chair drop in some instances.
- Speakers who are nominated as part of a sponsorship package must be approved by the Organising Committee, as does the content of their presentation. Presentations should only reference their organisation where the information provided is of genuine interest to Conference participants. Presentations should not be used as an advertorial for the commercial interests of the speakers, or, any other commercial organisation. The Organising Committee reserves the right to request a copy of the presentation at least one week ahead of the Conference.

The Organising Committee reserves the right to reject any promotional activity and/or material from a sponsor/exhibitor that the Committee deems inappropriate and/or adversely impacts on the value, or reputation, of the Conference.

Sponsorship Packages

Gold Sponsor

As a Gold Sponsor you will enjoy a value-added partnership with exclusive benefits including:

- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgement as Gold Sponsor on front of the Program Book
- 100 word company listing in the Program Book
- Logo and brand awareness within the Conference APP and virtual live stream
- Signage - opportunity to have a banner in the Conference auditorium
- Editorial support - full page advertisement in the program book
- Trade display - three meters wide x two meters deep (bigger by negotiation) located in prime area between the conference hall and exhibition area
- Provision of a keynote speaker*
- One promotional item inserted in the delegate satchels
- One chair drop of company material/item
- Three complimentary registrations

Investment: \$20,000 (2 available)

* All speakers and topics must be approved by the Program Committee. Returning sponsors must provide alternative speaker i.e. the same speaker cannot speak on behalf of the company in consecutive years unless specifically requested by the program committee. Speakers cannot speak on the same issues in consecutive years. Sponsors can nominate speakers from outside of their company.

Silver Sponsor

Being a Silver Sponsor provides an opportunity for you to showcase your organisation with high level presence in the Conference and trade show. Benefits include:

- Logo and sponsorship level recognition on the conference website with link to your company website
- 50 word company listing in the Program Book
- Logo and brand awareness within the Conference APP and virtual live stream
- Editorial support - a half page advertisement in the program book
- Trade display - trade booth in a prominent location within the trade exhibition area
- Sponsorship of a session including opportunity to provide the session chair and company logo displayed on front screen at start and finish of session
- One promotional item inserted in the delegate satchels
- Two complimentary registrations

Total investment \$12,000

Bronze Sponsor

Being a Bronze Sponsor provides an opportunity for you to showcase your organisation with high level presence in the Conference and trade show. Benefits include:

- Logo and sponsorship level recognition on the conference website with link to your company website
- 50 word company listing in the Program Book
- Logo and brand awareness within the Conference APP and virtual live stream
- Editorial support - a half page advertisement in the program book
- Trade display - trade booth in a prominent location within the trade exhibition area
- One promotional item inserted in the delegate satchels
- One complimentary registrations

Total investment \$9,500



Sponsorship Opportunities

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Welcome Reception

Sponsorship of the Conference Welcome Reception presents a networking opportunity, providing the Sponsor with a wonderful opportunity to welcome all delegates.

The official welcome function sets the scene for a successful conference.

The Welcome Reception Sponsor receives:

- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book
- Logo and brand awareness within the Conference APP and virtual live stream
- Opportunity to place signage throughout the venue during the event (to be provided by the sponsor)
- Opportunity to display or give away promotional material during the event (to be provided by the sponsor)
- Opportunity for company representative to address the function
- Two complimentary reception tickets
- One complimentary registration

Total investment \$7,500 (1 available)

Conference Dinner

Sponsorship of the Conference Dinner provides a unique forum for networking with key decision-makers from a wide cross-section of the Australian grains community. Acknowledged as the social highlight of the conference, the sole event sponsor receives high profile exposure and recognition throughout the Conference and reaches a maximum audience. The dinner sponsor has the opportunity for interactive marketing and promotion throughout the dinner.



The Conference Dinner Sponsor receives:

- Naming rights to the Conference Dinner
- Company brochure inserted in delegate folders
- Logo on the dinner menu
- Opportunity to place signage throughout the dinner venue (to be provided by the sponsor)
- Opportunity to display or give away promotional material (to be provided by the sponsor)
- Opportunity to brand the venue (subject to approval from venue and organising committee and any additional audio visual or other costs are to be covered by the sponsor)
- Opportunity for company representative to address the dinner
- Reserved VIP tables at conference gala dinner for sponsor invited guests
- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgment within the Program Book
- Logo and sponsorship recognition on the Conference APP
- 50 word company listing in the Program Book and within the virtual conference
- Two complimentary dinner tickets
- One conference registration including social function tickets

Investment: \$21,000 (1 available)

Sponsorship Opportunities

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Lunch

The Lunch Break Sponsor receives:

- Logo on the conference website with link to your company website
- Logo and acknowledgment within Program Book and virtual platform
- 50 word company listing in the Program Book
- Logo and brand awareness within the Conference APP and virtual live stream
- Sponsorship of lunch following session of choice
- Free-standing signage displayed in the pre-function area during the break
- Signs with company logo on food buffets
- One piece of literature placed on delegates' seats during the break
- Acknowledgement of sponsor in the session preceding the break
- One complimentary half-page advertisement in the Conference Booklet
- One complimentary registration

Total investment \$3,400 (2 available)



Tea Break

The Tea Break Sponsor receives:

- Sponsorship of morning or afternoon tea following session of choice
- Logo on the conference website with link to your company website
- Logo and acknowledgment within Program Book and virtual platform
- 50 word company listing in the Program Book
- Logo and brand awareness within the Conference APP and virtual live stream
- Free-standing signage displayed in the pre-function area during the break
- Signs with company logo on food buffets
- One piece of literature placed on delegates' seats during the break
- Acknowledgement of sponsor in the session preceding the break
- One complimentary half-page advertisement in the Conference Booklet

Total investment \$2,300 (4 available)



Coffee Cart

Exclusive rights to coffee cart in the exhibition hall (location is subject to availability of power etc) including:

- Signage on coffee cart (supplied by sponsor)
- Branded coffee cups with one color printing
- Up to five exhibitor passes
- Half page advertisement in the Program Book to encourage attendees to visit the coffee cart

Total investment \$5,500

Note: it is possible to have more than one cart. Price is per cart. The investment includes cost of cart, staff and coffee and operation during official break times. Any additional branding such as cups, etc can be done but is at the sponsors cost and for any service outside of official breaks, will be at the sponsors cost.



Sponsorship Opportunities

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Recharge Lounge

The Recharge Lounge will be operational during the two days of the Conference Program. The sponsor receives:

- Naming rights of Recharge Lounge
- Logo on the conference website with link to your company website
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book
- Logo on the Conference APP
- Fully furnished networking lounge - opportunity to put up company banners
- Coffee station
- Opportunity to place sponsor material within each networking lounge for the duration of the event (to be provided by the sponsor)
- Upgrade opportunities available (at sponsor's expense such as TV screens)

Total investment: \$9,500 (1 available)

Hand Sanitising Stations

Increase your visibility by sponsoring a hand sanitation stand in a highly visible location throughout the Conference Space.

These stations will be displayed on both days of the conference with your logo attached to each station.

**Total investment
\$2,000 (each)**



Wi-Fi

Staying connected during AGIC is a must and sponsorship of the Wi-Fi and Charging Station will give high visibility to the sponsor, including:

- Your company logo displayed on all signage in association with the W-iFi password and within email alert identifying Wi-Fi password
- Logo on the conference website with link to your company website
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book
- Logo on the Conference APP

Total investment \$3,500 (1 available)



Sports Simulator

Looking to sponsor an interactive, engaging and unique activation at AGIC 2022? As the sponsor of the AGIC Sports Simulator, you will be offering delegates a realistic sporting experience. Delegates could be teeing off at St Andrew's Golf Course, kicking a goal on the hallowed turf of the MCG or bowling on the SCG. AGIC will supply the simulator and qualified staff to manage the equipment. The Sports Simulator Sponsor receives:

- Naming rights of Sport Simulator
- Opportunity to place signage throughout the activation (to be provided by the sponsor)
- Opportunity to display or give away promotional material during the activation (to be provided by the sponsor)
- Logo on the conference website with link to your company website
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book
- Logo on the Conference APP
- Editorial support and a half page advertisement in the program book

Investment: \$7,500 (1 available)

Sport experience to be determined in conjunction with the sponsor. Exact location of the Sport Simulator will be dependent on chosen sport and size of simulator. Location TBC



Sponsorship Opportunities

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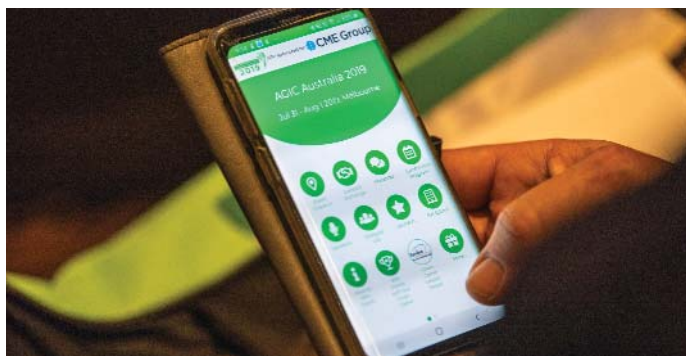


Conference APP & Pocket Program

The Pocket Program and APP is used by delegates throughout the Conference as a quick reference to what's on. The company providing this item will gain high visibility, including:

- Logo included on the printed Pocket Program
- Logo and sponsorship mention within the welcome email to all delegates providing instructions on accessing and downloading the APP.
- Branded banner on conference APP with click through to your company's website
- Sponsored messages and cobranding during polling or Q&A sessions on APP
- Recognition as the Pocket Program and Conference APP Sponsor on conference website with link back to your company's site
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book
- Logo on the Conference APP
- One conference registration including social function tickets

Total investment \$8,000 (1 available)



Gamification Sponsor

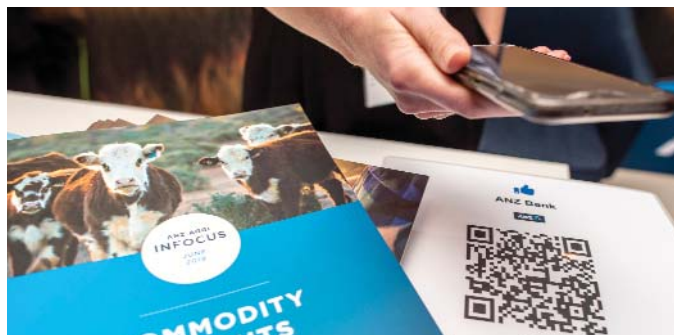
The Grain Game will again be a fun, interactive challenge amongst delegate, both in person and virtually, during the conference.

Delegates will love earning points and moving up the leader board by gaining achievements. A leader board will be running live on the APP and on a large TV screen within the exhibition space, and prizes will be awarded to the top three delegates on the leader board at the end of the conference.

As sponsor of this gamification element, you will receive:

- Your logo on the TV screen leader board displayed in exhibition area
- Your logo on the leader board page of the Conference APP
- Editorial support and a half page advertisement in the program book
- Opportunity to supply branded prizes to winners
- Logo on the conference website with link to your company website
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book

Total investment \$3,500 (1 available)

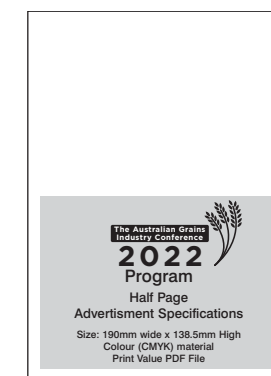
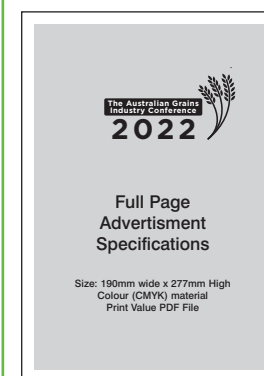


Advertisements in Program Book

The Program Book contains all the relevant Conference information for delegates, sponsors and exhibitors. Sponsors to supply artwork as per specifications in the Sponsors Manual.

Full Page \$1,200

Half Page \$600



Digital Media Advertising

The conference eNewsletter program leading up to the AGIC 2022 Conference will play a major role in the marketing of the conference. Updates to the program and speaker profiles are communicated to the AGIC database of industry representatives (national and international) by email. A minimum of 5 eNewsletters will be distributed before, during and after the conference. Sponsorship includes:

- placement of your company logo on a banner on five of the eNewsletters with link back to your website
- 50 word feature section profiling the sponsor in one edition of the eNewsletter

Total investment \$1,500

Sponsorship Opportunities

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Delegate Satchels

Every delegates at the Conference will receive an official Conference satchel. The Sponsor receives:

- Your company logo on delegate satchels in conjunction with the AGIC 2022 logo
- 1 promotional item inserted in the delegate satchels
- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgment within the Program Book
- 50 word company listing in the Program Book
- Logo and sponsorship recognition on the Conference APP
- One conference registration including social function tickets

Total investment \$11,500 (1 available)

Satchel Inserts/Chair Drop

Insert your company material in the delegate satchels distributed to all attending delegates or on the chairs within the main Conference Hall. If you wish to include an item that is not a brochure style document, please contact the Conference managers to check suitability. Quantities, delivery date and address details will be provided separately.

Total investment \$1,000 per insert

Note: Sponsor to supply up to 500 copies of the insert four weeks prior to conference. AGIC committee to approve insert.

Lanyards

All delegates will be provided with a customised Conference lanyard and name badge to be supplied by sponsor. The Conference Lanyard Sponsor receives:

- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgment within the Program Book
- 50 word company listing in the Program Book
- Logo and sponsorship recognition on the Conference APP
- One conference registration including social function tickets

Total investment \$8,000 (1 available)

Delegate List

The Conference Delegate List is a valuable reference tool used by delegates during the Conference and later. The company providing this item will gain high visibility and ongoing exposure. The Sponsor receives:

- Your company logo included on the front cover and company mention on each page of the delegate list
- A full page advertisement on the inside front cover of the delegate list
- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgment within the Program Book
- 50 word company listing in the Program Book
- Logo and sponsorship recognition on the Conference APP
- One conference registration including social function tickets

Total investment \$4,600 (1 available)

Writing Materials

Delegates will be provided with a customised Conference pen and pad set. This sponsor receives:

- Your company logo printed on the stationary set
- Logo and sponsorship level recognition on the conference website with link to your company website
- Logo and acknowledgment within Program Book
- 50 word company listing in the Program Book
- Logo and sponsorship recognition on the Conference APP
- One conference registration including social function tickets

Total investment \$4,000 (1 available)

Exhibition Opportunities



Exhibition Stand

The exhibitor space has been designed to offer exhibitors maximum contact with delegates. Exhibitors are encouraged to design interesting and exciting displays.

The in person exhibitor package includes:

- Booth 3m x 2m including fascia signage and spotlights
- Daily catering and attendance at the Welcome Reception for two exhibitor representatives
- One full registration
- Company logo displayed on the conference website page with a link to website
- '50 word' complimentary company product listing included in the Program Book

Booths will be allocated on first in basis. Sponsors will be forwarded the floor plan to select booths.

Closer to the Conference, exhibitor packs will be provided outlining important details:

- Bump-in/bump-out times
- Delivery labels
- Floor plan

Please note that exhibition bump in is Wednesday 27th July, from 6am to 8.30am and exhibition open from 9.00am to 5pm on 27th and 28th July.

Total investment: \$3,850 per stand ex GST



Exhibition Floorplan

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Sponsorship & Exhibition Booking Form

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Sponsorship Item/s Requested

Cost (\$)

1.	\$
2.	\$
Total Amount (ex. GST)	\$

If you are booking an **Exhibition Booth**, or, this forms part of your sponsorship package, please contact the event manager for a floor plan and then list your preferences:

1st choice:

2nd choice:

3rd choice:

Company Name:

Company Name*:

(* As you would like it to appear on AGIC marketing and delegate material if different from above)

Address:

City: State: Post Code: Country:

Contact Person:

Title/Position:

Telephone: Mobile:

Email:

Website:

Signed: Date:

(Please note that your signature also acknowledges you have read and agree to the conditions of participation stated in the AGIC Booking and Payment Conditions)

AGIC Booking and Payment Conditions

- Completed and signed Booking Forms must be forwarded to the Conference Managers.
- Upon receipt of a signed Form, entitlements will be confirmed in writing by the Conference Managers, together with a Tax Invoice. The full amount of the sponsorship is due payable 30 days from invoice or by 30 June 2022.
- In the event of cancellation of sponsorship no refund of monies will be payable.
- In the event of cancellation of an exhibition booth, a service fee of \$1000 applies on booths cancelled prior to 1 June 2022. After this date no refunds will be made unless space is resold and in this event a service fee of 50% of the booth cost will apply.
- The exhibition organisers will not discount for facilities not used or required. If you do not require the standard shell scheme but intend to construct your own display fixture please advise details and dimensions. All display construction requires the approval of the exhibition organisers. A pro rata fee may apply if your construction occupies space outside the booth space as indicated on the floor plan.
- The exhibition organisers reserve the right to rearrange the floor plan and/or relocate any exhibit.
- All monies due and payable must be received by the Conference Managers prior to the event. Should any monies due and payable not be received the Conference Managers have the right to refuse access to the venue and permission to set up displays.

COVID Information

If government and/or venue regulations cause AGIC to cancel the AGIC 2022 in person event, the conference will go 100% online.

All sponsors and exhibitors will be transferred to the virtual platform, and a proportioned cash refund will be calculated according to unrecoverable expenses AGIC has already had to incur by the date of cancellation.

If a sponsorship package does not translate to the virtual platform (eg - social event functions, AGIC will work with these sponsors on a case by case basis to find a suitable virtual presence.)

If an exhibitor cancels their sponsorship or booth at AGIC 2022, or reduces their amount of stand space, our standard terms and conditions will apply.

Australian Grains Industry Conference 2022

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Email: events@ausgrainsconf.com

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