



27th AAABG Conference

23–25 March 2027

Geelong | Victoria | Australia

**Genetic Advances through
Innovative Next-generation Technology**

Sponsorship Prospectus



aaabg2027.com



Invitation from the Conference Chair

We invite you to participate in the 27th Conference of the Association for Advancement of Animal Breeding and Genetics 2027 (AAABG 2027) as a sponsor and/or exhibitor.

AAABG is the premier conference for applied livestock (including aquaculture) breeding in Australasia and is attended by many professionals working in this area, including scientists, advisors, and service providers. We anticipate over 250 delegates from all over Australia and New Zealand, and some from further afield, will attend the 2027 AAABG Conference.

Sponsorship and exhibitor packages provide an opportunity to connect your business with some of the key influencers in the world of livestock breeding. AAABG also actively seeks involvement from students and early career professionals. This offers an opportunity to connect with potential employees and the livestock breeding workforce of the future.



About AAAG



The Association for the Advancement of Animal Breeding and Genetics is a professional organisation based in Australia and New Zealand for livestock scientists, breeders, educators, students, and industry service providers. Every two years AAABG holds a conference that aims to promote scientific research on the genetics of animals and create a discourse among those interested in the application of genetics to animal production.

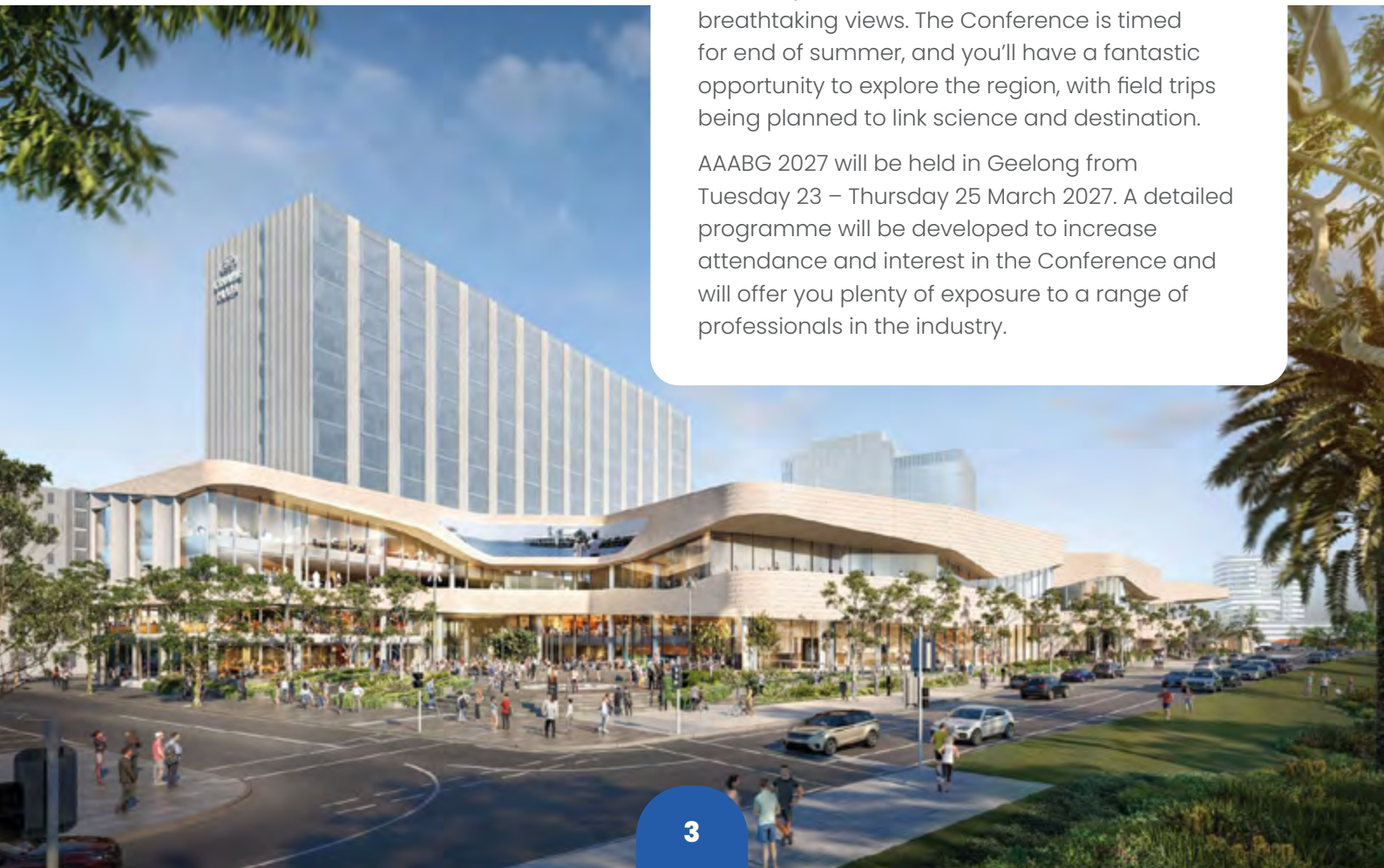


The 27th AAABG Conference 2027

The 27th biennial AAABG Conference will be held in Geelong, Victoria at the brand new Nyall Banyul Convention Centre.

Just an hour's drive from Melbourne, Geelong offers city vibes with coastal charm and breathtaking views. The Conference is timed for end of summer, and you'll have a fantastic opportunity to explore the region, with field trips being planned to link science and destination.

AAABG 2027 will be held in Geelong from Tuesday 23 – Thursday 25 March 2027. A detailed programme will be developed to increase attendance and interest in the Conference and will offer you plenty of exposure to a range of professionals in the industry.



Package Overview

ENTITLEMENTS	PLATINUM \$15,000 + GST	GOLD \$12,000 + GST	SILVER \$7,000 + GST	BRONZE \$5,000 + GST
Conference Dinner or Welcome Reception Sponsor	Two Opportunities			
Opportunity to make a 5-minute welcome speech at the Conference Dinner or Welcome Reception	✓			
Opportunity to provide 2 x free standing pull up banners to be inside the Welcome Reception or Conference Dinner Venue	✓			
The opportunity to align the theming of your organisation with the Conference Dinner or Welcome Function	✓			
Opportunity to Sponsors a Keynote Speaker Session		✓		
Logo against the Speaker Session in the Conference Programme		✓		
Logo on the Speaker Session Slide		✓		
Opportunity to Sponsor a catering break during the Conference.			✓	
Logo on Signage throughout the catering area			✓	
AUDIENCE ADDRESS				
Opportunity to promote your organisation to the delegates at the start of a conference session	Five minutes			
Acknowledgement by MC as Conference Sponsor	✓	✓		
EXHIBITION				
Exhibition Booth	Two	One	One	One
MARKETING & PROMOTION				
Promotion as sponsor across all conference materials	✓	✓	✓	✓
Company logo and hyperlink on the Conference Website	✓	✓	✓	✓
Company logo on venue signage	✓	✓	✓	✓
Company logo and synopsis in the Conference App	200 words	100 words	75 words	25 words
Company logo on Sponsor acknowledgement Slide	✓	✓	✓	✓
Dedicated Email about your organisation to registered delegates before the Conference.	✓			
Delegate list pre- and post-conference (subject to privacy laws)	✓	✓	✓	✓
Advertisement in the Conference App	✓	✓	✓	✓
Complimentary Sponsor registrations, including access to all social functions	Four	Three	Two	One



PACKAGES

Platinum Sponsor

\$15,000 + GST

TWO AVAILABLE

PLATINUM PACKAGE 1:

Conference Dinner

- Exclusive Conference Dinner Sponsor
- Opportunity to make a 5-minute welcome speech at the Conference Dinner.
- Sponsor-provided pull-up banners to be placed in the Conference Dinner venue.
- The opportunity to align the theming of the Conference Dinner with your organisation.

Registrations

- Four Complimentary Sponsor Registrations, including access to sessions, all social function tickets, and delegate materials.

Exhibition

- Two complimentary Exhibition Booths

Marketing

- Promotion as platinum sponsor across all conference materials
- Company logo and hyperlink on the conference website
- Company logo on venue signage
- Company logo and 200-word synopsis in the Conference App
- Company logo on Sponsor acknowledgement Slide
- Dedicated Email about your organisation to registered delegates before the conference.
- Delegate list pre- and post-conference (subject to privacy laws)
- Advertisement in the conference app
- Acknowledgement by chair as conference sponsor during the opening and closing
- 5-minute address to be made before the start of a Session of your choice

PLATINUM PACKAGE 2:

Welcome Reception

- Exclusive Welcome Reception Sponsor
- Opportunity to make a 5-minute welcome speech at the Welcome Reception
- Sponsor-provided pull-up banners to be placed in the Welcome Reception venue.
- The opportunity to align the theming of the Welcome Reception with your organisation.

Registrations

- Four Complimentary Sponsor Registrations, including access to sessions, all social function tickets, and delegate materials.

Exhibition

- Two complimentary Exhibition Booths

Marketing

- Promotion as platinum sponsor across all conference materials
- Company logo and hyperlink on the conference website
- Company logo on venue signage
- Company logo and 200-word synopsis in the Conference App
- Company logo on Sponsor acknowledgement Slide
- Dedicated Email about your organisation to registered delegates before the conference.
- Delegate list pre- and post-conference (subject to privacy laws)
- Advertisement in the conference app
- Acknowledgement by chair as conference sponsor during the opening and closing
- 5-minute address to be made before the start of a Session of your choice



PACKAGES

Gold Sponsor

\$12,000 + GST

LIMITED OPPORTUNITIES

Keynote Speaker Sponsor

- Opportunity to Sponsor a Keynote Speaker Session
- This sponsorship provides you with the opportunity to create content for a session to be advertised in the Conference Programme. Session content and timing of the session are at the discretion and approval of the Conference Committee
- Logo against the Speaker Session in the Conference Programme
- Logo on the Speaker Session Slide

Registrations

- Three Complimentary Sponsor Registrations, including access to sessions, all social function tickets, and delegate materials.

Exhibition

- One complimentary Exhibition Booth

Marketing

- Promotion as Gold sponsor across all conference materials
- Company logo and hyperlink on the conference website
- Company logo on venue signage
- Company logo and 100-word synopsis in the Conference App
- Company logo on Sponsor acknowledgement Slide
- Delegate list pre- and post-conference (subject to privacy laws)
- Advertisement in the Conference App
- Acknowledgement by chair as conference sponsor during the opening and closing

Silver Sponsor

\$7,000 + GST

LIMITED OPPORTUNITIES

Catering Break Sponsor

- Opportunity to Sponsor a catering break during the Conference.
- Logo on Signage throughout the catering area
- Logo on the session slide before the catering break
- Delegate list post-conference (subject to privacy laws)

Registrations

- Two Complimentary Sponsor Registrations, including access to sessions, all social function tickets, and delegate materials.

Exhibition

- One complimentary Exhibition Booth

Marketing

- Promotion as Silver sponsor across all conference materials
- Company logo and hyperlink on the conference website
- Company logo on venue signage
- Company logo and 75-word synopsis in the Conference App
- Company logo on Sponsor acknowledgement Slide
- Advertisement in the Conference App
- Delegate list pre- and post-conference (subject to privacy laws)

PACKAGES

Bronze Sponsor

\$5,000 + GST

Registrations

- One Complimentary Sponsor Registration, including access to sessions, all social function tickets, and delegate materials.
- One Exhibitor Registration, excludes access to sessions and social function tickets.

Exhibition

- One complimentary Exhibition Booth

Marketing

- Promotion as Bronze sponsor across all conference materials
- Company logo and hyperlink on the Conference Website
- Company logo on venue signage
- Company logo and 25-word synopsis in the Conference App
- Company logo on Sponsor acknowledgement Slide
- Advertisement in the Conference App
- Delegate list post-conference (subject to privacy laws)





INDIVIDUAL OPPORTUNITIES

Delegate Services

Name Badge and Lanyard

\$5,000 + GST

Every registered delegate will receive an official Conference Name Badge and Lanyard upon registration. Delegates will need to wear their Name Badge and Lanyard to gain access into the exhibition and sessions.

- Logo on Name Badge (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Lanyard (size and placement of logo will be at the discretion of the Conference Organising Committee)
- Logo on Conference Website.

Barista Zone

\$5,000 + GST

Two barista zones will be located within the exhibition area. Serving coffee and tea at morning tea, afternoon tea and lunch breaks.

- Logo on Barista Zone signage
- Opportunity to provide sponsor's cap, apron, cups and napkins for use on barista zone or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Opportunity to place a company provided banner at the barista zone (2m high by 1m wide, free standing)
- Logo in Conference Programme
- Logo on Conference Website

Pocket Programme

\$5,000 + GST

A supplement to the Conference Programme, the pocket Programme is carried in the pocket of virtually every delegate for frequent reference throughout the day. It includes a summary of the Programme, logistical details and important delegate information. As such, it is a widely read and referred to booklet.

- Logo on front page of the Pocket Programme
- Advert on back page (artwork supplied by sponsor)
- Logo on Conference Website



INDIVIDUAL OPPORTUNITIES

Programme

Industry Session Sponsor

\$5,000 + GST

This sponsorship provides you with the opportunity to create content for a session to be advertised in the Conference Programme. Session content and timing of the session are at the discretion and approval of the Conference Committee.

- Company logo and hyperlink on the Conference Website
- Company logo and 50-word synopsis in the Conference App
- Promotion of your industry session in the Programme
- Basic audio-visual facilities already provided in the room (Any additional AV will be at the cost of the sponsor)
- One Complimentary Sponsor Registration.

Field Trip Sponsor

\$5,000 + GST

- Company logo and hyperlink on the Conference Website
- Promotion as Field Trip sponsor across all Conference materials
- Company logo and 50-word synopsis in the Conference App
- Company logo on the external coach signage for transportation
- Company logo on Sponsor acknowledgement Slide
- Delegate list post-Conference (subject to privacy laws)
- Advertisement in the Conference App
- One Complimentary Sponsor Registration

Conference App Sponsor

\$5,000 + GST

- Opportunity to brand the Conference App with your organisation's logo and colours (as per specifications provided)
- Three push notifications sent to delegates about your organisation
- Promotion as Conference App sponsor across all Conference materials
- Company logo and hyperlink on the Conference Website
- Company logo on venue signage
- Company logo and 100-word synopsis in the Conference App
- Company logo on Sponsor acknowledgement Slide
- Delegate list post-Conference (subject to privacy laws)
- One Complimentary Sponsor Registration

Poster Zone

\$5,000 + GST

The Conference Poster Zone will be located within the Exhibition. This will be heavily populated with delegates throughout the duration of the Conference.

- Naming rights to the Poster Zone
- Logo on Conference Website
- Logo in Conference Programme
- Opportunity to place a company provided banner within the Poster Zone (2m high by 1m wide, free standing)
- Opportunity to present prizes to Poster Award winners on stage

EXHIBITION OPPORTUNITIES

The AAABG 2027 Organising Committee will host a trade exhibition alongside the Conference. As a key part of the event, the exhibition will showcase the latest information and products available.

The Conference Programme has been structured to provide delegates with ample opportunities to explore the exhibition. All refreshment breaks will take place within the exhibition area, making it the main networking hub for delegates, sponsors, and exhibitors. If you need additional space, you can purchase up to two booths alongside a sponsorship package.

Please choose your item from the list of Individual Partnership Opportunities listed from page 8 - 9.

Exhibition Booth

\$5,000 + GST

- 9 square metres of exhibition space
- Back and side walls
- Organisation name on fascia over open side
- Two spotlights
- One standard power outlet
- Two complimentary exhibitor registrations, including morning and afternoon tea and lunch during the Conference

*Please note: A one booth per organisation purchase limit applies, double booths and greater are available for sponsors.

Tabletop Display

\$3,000 + GST

- Trestle table, two chairs
- 1 x single 4amp power point
- 2x Exhibitor Registration (Inclusive of Programme, onsite catering, Welcome Reception)
- Company logo on the official AAABG 2027 Website



EXHIBITION INFORMATION

Exhibition General Information

- Priority of placement within the exhibition will be sold in accordance with the date of application receipt and sponsorship level.
- An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors in 2027.

Conditions of Payment

- 100% payable 14 days after the application of your conference sponsorship.
- Any outstanding amounts must be made for all conference sponsorship and exhibition monies prior to close of business on **Tuesday 15 December 2026**. Failure to do so may result in your conference sponsorship item being released again for sale.

Scan the QR code to finalise your application!



or click the link below:

<https://events.asba.asn.au/asba-sant-2026---associate-of-school-business-administrators-sant-conference/sponsor-application-form/Site/Register>

Sales Contact

Emma Bowyer
Sponsorship & Exhibition Director

Tel: (+61 2) 9254 5000

E: sponsorship@aaabg2027.com



Terms & Conditions

The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" includes any person, firm, company or corporation and its employees and agents identifies in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Exhibitor when the Organiser accepts the signed Application Form and receives a minimum of 50% of the total owing as a deposit. The Organiser will then issue a confirmation letter to the Exhibitor.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 28 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt.

The Application

5. An official Exhibition Application Form must be received to reserve the space.
6. The Organiser reserved the right to refuse application or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the exhibition however, reserves the right to postpone the exhibition from the set dates to hold the exhibition on other dates as near the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser agrees to promote the exhibition to maximise participation
10. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
11. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.

12. The Organiser reserves the right to change the exhibition floor layout if necessary.
13. The Organiser is responsible for the control of the exhibition area only.
14. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open.
15. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
16. The Organiser has the right to take action based on verbal or written directions including those contained in the Exhibition Manual. This is to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the exhibition.
17. The Organiser may refuse without limitation to permit activity within the exhibition or may require cessation of particular activities at their discretion.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition.
20. The Organiser may determine the hours during which the Exhibitor will have access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser will specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Organiser will specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The exhibitor agrees to abide by these.
24. The Organiser will arrange security onsite during the period of the exhibition but will not accept no liability for loss or damage.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.



Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid prior to the allocated exhibition move-in period.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition.
29. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
30. The Exhibitor must comply with all applicable laws, including laws in relation to occupational health & safety. The Exhibitor will therefore act with care to avoid damage to persons or property in the exhibition.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. Upon the conclusion of the exhibition the Exhibitor will promptly remove all exhibits, tools and other materials. If the Exhibitor fails or refuses to do so, the Organiser will make arrangements for this to be done by an external party at a cost to be paid by the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitor. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition spaces.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to build or may be requested to cease building. A valid Insurance Certificate of Currency for independent exhibition contractors will also be submitted prior to the Organiser granting this company access to the exhibition area.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.

36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser. In any case all permanent damage will result in the Exhibitor being invoices for all repairs.
37. The Exhibitor acknowledges that the Organiser has a preferred freight forwarder and agrees to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue, lost or damaged prior to the delivery date specified or on return.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

Storage of goods

40. Unless otherwise communicated storage will not be provided onsite at the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

Stand Services and Construction

41. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for Insurance, Public Liability and OH&S. Access will be denied without such documentation.

Insurance and Liability

42. All Exhibitors must have Public Liability Insurance for the period of the exhibition and must be able to produce this documentation immediately at the request of the Organiser.
43. Exhibitors must insure, indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organiser may become liable.



44. Whilst the Organiser will endeavour to protect exhibition property whilst on display at the exhibition, it must be clearly understood that the venue, the Organising Committee and the Organiser cannot accept liability for any loss or damage to property sustained or occasioned from any cause whatsoever.
45. The Organiser shall not be liable for any loss, which exhibitor may incur as a result of the intervention of any Authority, which prevents the use of the premises or any part thereof in any manner whatsoever.
46. The Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

Payment & Cancellation

47. The Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
49. Withdrawal – if the Exhibitor withdraws its exhibition commitment they will be liable for the following payments in accordance with the below:
 - a. Less than 6 months prior to the first day of the exhibition – No refund on sponsorship and exhibition amount
 - b. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice.
50. Cancellation – if the exhibition is cancelled due to unforeseen circumstances, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the cancellation however, all monies paid for the sponsorship will be refunded immediately.
51. Rescheduling – if the exhibition is rescheduled for any reason and the Exhibitor does not wish to participate in the exhibition at the rescheduled dates, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the rescheduling, and the Exhibitor will be liable for 25% of the total sponsorship cost.
52. If the exhibition transfers to an online format and the exhibitor does not wish to participate in the exhibition on the online format, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the online format. The Exhibitor will then be liable for 25% of the total sponsorship cost, being 10% administration and a scale dependant on the level of entitlements already delivered, such as promotion.
53. Booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.

Terms & Conditions of Contract Reviewed March 2026





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Innovative Next-generation Technology

Contact:

For further information, please contact:

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EVENT MANAGEMENT



www.icmsaust.com.au

