



FUTURE READY ALMONDS

Sponsorship
Prospectus



**Hort
Innovation**

AUSTRALIAN
ALMOND
CONFERENCE

ADELAIDE
2-4 OCT
2024

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The Australian Almond Conference in Adelaide from October 2-4 this year promises a program full of engaging subject matter that showcases the challenges and opportunities the industry faces on farm and beyond.

The biennial event will attempt to tackle the opportunities looming to future proof the industry and gain access to some of the most astute almond minds in the world.

There will subject matter for growers big and small and speakers along with a trade exhibition area featuring new technology to help growers do more with less.

The design of conference is specifically tailored to ensure trade exhibitors and sponsors gain maximum access to delegates. We are back in the same location at the Adelaide Convention Centre with two speaking forums at each end of the trade exhibition area and hospitality hub.

Instead of keeping all things separate the aim is to immerse suppliers and growers in the one environment so everyone gets the opportunity look, listen and learn.

There is no glossing over the fact that many growers (and suppliers) have experienced tough times since our last conference and this year's program will tackle issues like pollination, water efficiency, disease and pest management, dieback, new varieties and autonomous machinery. Our conference will also utilise Slido app to ensure all delegates can interact with presenters and get the answers they want to their specific problems.

For those new to the industry, it is one stop shop to upgrade knowledge and build a support network.

Since our last conference, we have seen:

- Australian production continue to grow
- Almond sales exceed annual production
- After two tough years, global pricing has started to improve
- Investment in new Australian orchards continues unabated
- Our revised tonnage timeline push toward 200,000 tonnes by 2028

- India re-emerges as one of our biggest customers due to a new trade agreement
- Orchards embrace autonomous machinery to cut costs
- Renewed interest in self fertile varieties and higher density plantings
- Pollination costs skyrocket
- Sustainability credentials emerge as a fact of life in agriculture
- Drying and effective on-farm storage a key focus

Despite all the challenges we have faced, Australian almonds continue to emerge as a powerhouse industry that has attracted significant investment.

The ABA, in conjunction with Hort Innovation, has almost 30 research and development programs dedicated to addressing key issues on farm, doing more with less and promoting the benefits of consuming a handful of almonds every day.

The aim of the Conference in 2024 will be bringing together as many stakeholders as possible by delivering a Conference program that educates, facilitates, collaborates and celebrates on issues throughout the supply chain.

We will again run the alternative spouses tour to the McLaren Vale winery region on day two and our Wednesday-Friday fixturing leads straight into the October long weekend. It is recognition that growing almonds is a partnership that starts at home and the Conference should be an event that has something for everyone.

We will also celebrate those that have contributed significantly to the industry and have an entertaining program lined up for our Gala Dinner at the Convention Centre.

We would look forward to seeing you there and trust the event represents the value deserved of your sponsorship.

Tim Jackson
CEO



Who will be there

The 2024 Australian Almond Conference aims to attract 600+ delegates.

Attendees are anticipated to come from a wide range of fields including:

- ▶ Individual growers and farm managers
- ▶ Key staff from larger orchards, processors and marketers
- ▶ Staff from listed and larger companies in the field of almond production
- ▶ Local and State Government department staff
- ▶ Key almond research scientists and academics
- ▶ Farm suppliers (implements, fertiliser, infrastructure, irrigation)

Reasons why you should participate

Raise your profile by showing your support for this vibrant and rapidly expanding industry.

- ▶ Reinforce your credentials as a key industry player
- ▶ Reach buyers managing nearly all industry plantings
- ▶ Publicise your activities
- ▶ Launch a new product or service and generate media interest
- ▶ Meet the movers and shakers in the Australian almond industry and interact with them both in sessions and at social events
- ▶ Relationship building – develop personal relationships with your clients

- ▶ Hands on display – let buyers use all five senses to gain a full appreciation of your product. Get immediate feedback and overcome objections
- ▶ Accelerate the buying process
- ▶ Create a quality database for future marketing

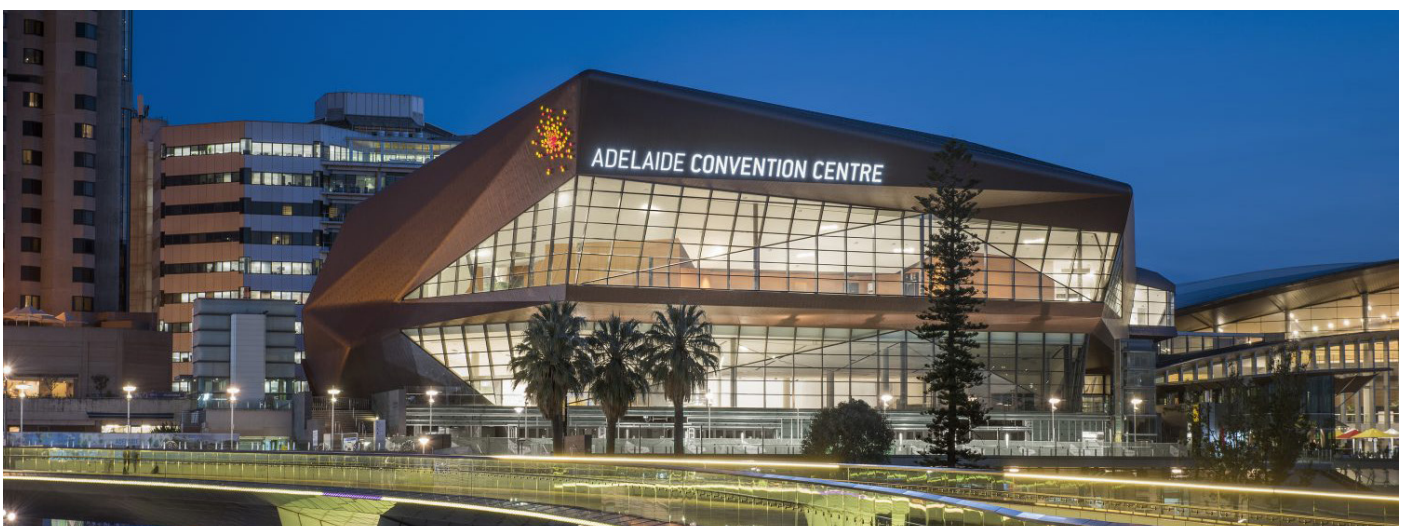
Venue

Adelaide Convention Centre, South Australia

The Adelaide Convention Centre is one of the world's most modern, flexible and technologically advanced meetings and event venues. Comprising three distinct yet seamlessly integrated buildings, the Centre's spacious facilities are complemented by creative, restaurant-quality menus, expert service and innovative event technologies. Focused on 'feel good, whole food, made fresh', the venue's Honest Goodness menu has transformed the convention centre culinary experience with its emphasis on minimal intervention foods and conscious reduction of processed elements.

The Adelaide Convention Centre is located at the heart of Adelaide's iconic Riverbank Precinct, just 15 minutes' drive from the Adelaide International Airport. The CBD is home to a lively arts, entertainment, sporting and dining scene, with 3,500 hotel rooms located within a five minute walk from the Adelaide Convention Centre and more than 6,000 rooms within the wider city centre. Once you've arrived there's little need for transportation; the city's compact nature makes it ideal for walking conferences.

For guests travelling to South Australia from interstate and looking to extend their stay, Adelaide is just a stone's throw from South Australia's world-famous wine regions; the unspoilt wilderness of Kangaroo Island and the Flinders Ranges, the most accessible outback experience in Australia.



Confirm your sponsorship early

Confirmation of your sponsorship as soon as possible will ensure a higher level of exposure.

An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead-up to the 2024 Conference.

This is the premium channel for raising your visibility to the Australian almond industry.

<https://pecbookings.eventsair.com/2024ausalmondconference/sponsorship>

Sponsorship and exhibition options

We are delighted to present the following sponsorship opportunities, which will promote your organisation to a pertinent high-level audience and showcase your brand in front of key stakeholders in the Australian almond industry.

Please note that sponsorship and exhibition opportunities are subject to availability. Prices indicated in this document are in Australian dollars and include GST.

Please contact shanna@premiereventconcepts.com.au if you would like to discuss bespoke options for sponsorship that align with your organisation's corporate objectives. Flexibility is key and we are happy to discuss with you how best we can tailor a package of benefits to complement your overall marketing objectives and budget.

Contacts

Conference Contact

Email: shanna@premiereventconcepts.com.au

Phone: Shanna +61 437 377 107

Almond Board of Australia

PO Box 1507

LOXTON SA 5333

Conference Committee

Peter Hayes, ABA Chairman

Damien Houlahan, ABA Board Member

Stephen Beckwith, ABA Board Member

Brendan Sidhu, ABA Board Member

Tim Jackson, ABA CEO

FUTURE READY ALMONDS

WEDNESDAY OCTOBER 2

Almond Board of Australia AGM
Industry Exhibition Setup
Registrations
Welcome Cocktail Function in
Trade Exhibition Space

THURSDAY OCTOBER 3

Registrations
Official Conference Opening
Trade Exhibition
Keynote Addresses
Accompanying Partner Tour
Pre Dinner Canapés
Conference Gala Dinner
& Entertainment
Industry Hall of Fame Induction

FRIDAY OCTOBER 4

Trade Exhibition
Keynote Addresses



SIGNATURE SPONSOR

AUD \$30,000 (exclusive package)

Inclusions:

Be acknowledged

- ▶ Recognition as the Signature Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Signature Sponsor on audio visual display during conference sessions.
- ▶ Verbal acknowledgement as the Signature Sponsor at the opening and closing addresses.

Be seen

- ▶ An opportunity to provide sponsor remarks at a time specified by the organiser (10 minutes).
- ▶ A double, 6m x 2m exhibition booth (or equivalent floor space only for custom booths) in a prominent location to be advised closer to the conference date including access to power, 2 x clothed trestle tables and 4 x chairs (alternative furnishing available at additional expense).

Be present

- ▶ 7 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ Company logo printed on all delegate name badges, alongside host logo and Name Badge and Lanyard Sponsor.
- ▶ Company logo printed on conference satchel, alongside host logo and Satchel Sponsor logo.
- ▶ 1 x pull-up banner (up to 1m wide) located on the stage in the plenary hall (to be provided by sponsor).
- ▶ Acknowledgement as the Signature Sponsor on the conference app.
- ▶ A full-page advertisement on the inside cover of the official program.
- ▶ 4 x full-page advertisements in the Almond Board's "In A Nutshell" magazine, 2024 editions.



WATER BOTTLE/FLASK SPONSOR

AUD \$12,000 (exclusive package)

As part of our push to become a sustainable and environmentally friendly industry, we will be offering a high-quality, eco-friendly water bottle/flask for delegates to use throughout the event to save on single-use plastic water bottles and to use beyond the event.

Inclusions:

- ▶ Recognition as the Water Bottle Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Water Bottle Sponsor on audio visual display during conference sessions.
- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.
- ▶ Company logo printed on the water bottle / flask, alongside host logo.
- ▶ Acknowledgement as the Water Bottle Sponsor on the conference app.
- ▶ 1 x full-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

BOOK
NOW



COFFEE CUP AND CART SPONSOR

AUD \$17,000 (exclusive package)

As part of our push to become a sustainable and environmentally friendly industry, we will be offering a high-quality, eco-friendly keep cup for delegates to use throughout the event to save on single-use cups and to use beyond the event.

Inclusions:

Be acknowledged

- ▶ Recognition as the Coffee Cup and Cart Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Coffee Cup and Cart Sponsor on audio visual display during conference sessions.

Be seen

- ▶ One 3m x 2m exhibition booth (or equivalent floor space only for custom booths) in a prominent location to be advised closer to the conference date including access to power, 1 x clothed trestle table and 2 x chairs (alternative furnishing available at additional expense).

Be present

- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ Company logo printed on the conference keep cup, alongside host logo.
- ▶ Acknowledgement as the Coffee Cup and Cart Sponsor on the conference app.
- ▶ Company logo printed on coffee cart signage.
- ▶ 1 x full-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

Note: This package can be reduced by \$1,000 if you do not wish to be part of the exhibition.



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SACHEL SPONSOR

AUD \$10,000 (exclusive package)

As part of our push to become a sustainable and environmentally friendly industry, we will be offering a high-quality, eco-friendly satchel for delegates to use throughout the event and to use beyond the event.

Inclusions:

- ▶ Recognition as the Satchel Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Satchel Sponsor on audio visual display during conference sessions.
- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.
- ▶ Company logo printed on the conference satchel, alongside host logo and Signature Sponsor logo.
- ▶ Acknowledgement as the Satchel Sponsor on the conference app.
- ▶ 1 x full-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.



HAT SPONSOR

AUD \$12,000 (exclusive package)

Inclusions:

- ▶ Recognition as the Hat Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Hat Sponsor on audio visual display during conference sessions.
- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.
- ▶ Company logo printed on the hat, alongside host logo.
- ▶ Acknowledgement as the Hat Sponsor on the conference app.
- ▶ 1 x full-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

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APP AND POWERBANK SPONSOR

AUD \$12,000
(exclusive package)

Inclusions:

- ▶ Recognition as the App Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the App Sponsor on audio visual display during conference sessions.
- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.
- ▶ Company logo printed on a power bank charger distributed to conference delegates, alongside host logo.
- ▶ Acknowledgement as the App Sponsor on the conference app.
- ▶ 1 x full-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

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LUNCH SPONSOR

AUD \$12,000 (exclusive package)

As part of our push to become a sustainable and environmentally friendly industry, we will be offering a high-quality, eco-friendly bento-style lunchbox for delegates to use beyond the event.



Inclusions:

- ▶ Recognition as the Lunch Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Lunch Sponsor on audio visual display during conference sessions.
- ▶ An opportunity to provide sponsor remarks at a time specified by the organiser (5 minutes) during a lunch break.
- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.
- ▶ Company logo printed on the Bento Lunchbox, alongside host logo.
- ▶ Acknowledgement as the Lunch Sponsor on the conference app.
- ▶ 1 x full-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.



WELCOME RECEPTION SPONSOR

AUD \$10,000 (exclusive package)



Inclusions:

Be acknowledged

- ▶ Recognition as the Welcome Reception Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Welcome Reception Sponsor on audio visual display during conference sessions.
- ▶ Verbal acknowledgement as the Welcome Reception Sponsor at the Welcome Reception

Be seen

- ▶ An opportunity to provide sponsor remarks at a time specified by the organiser (5 minutes) during the Welcome Reception.
- ▶ One 3m x 2m exhibition booth (or equivalent floor space only for custom booths) in a prominent location to be advised closer to the conference date including access to power, 1 x clothed trestle table and 2 x chairs (alternative furnishing available at additional expense).



Be present

- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ 1 x pull-up banner (up to 1m wide) located on the stage in the exhibition hall during the welcome reception (to be provided by sponsor).
- ▶ Acknowledgement as the Welcome Reception Sponsor on the conference app.
- ▶ 1 x half-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition

Note: This package can be reduced by \$1,000 if you do not wish to be part of the exhibition.

GALA DINNER SPONSOR

AUD \$10,000 (exclusive package)

Inclusions:

Be acknowledged

- ▶ Recognition as the Gala Dinner Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Gala Dinner Sponsor on audio visual display during conference sessions.
- ▶ Verbal acknowledgement as the Gala Dinner Sponsor at the Gala Dinner.

Be seen

- ▶ An opportunity to provide sponsor remarks at a time specified by the organiser (5 minutes) during the Gala Dinner.
- ▶ One 3m x 2m exhibition booth (or equivalent floor space only for custom booths) in a prominent location to be advised closer to the conference date including access to power, 1 x clothed trestle table and 2 x chairs (alternative furnishing available at additional expense).

Be present

- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

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Be promoted

- ▶ 1 x pull-up banner (up to 1m wide) located on the stage during the Gala Dinner (to be provided by sponsor).
- ▶ Acknowledgement as the Gala Dinner
- ▶ Sponsor on the conference app.
- ▶ 1 x half-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

ACCOMPANYING PARTNER TOUR SPONSOR

AUD \$3,500
(multiple opportunities available)

Inclusions:

Be acknowledged

- ▶ Recognition as an Accompanying Partner Tour Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as an Accompanying Partner Tour Sponsor on audio visual display during conference sessions.

Be present

- ▶ 1 x company representative to attend the accompanying partner tour (a trip to McLaren Vale on Thursday, 3 October).

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- ▶ 1 x complimentary registration including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ Opportunity to provide a company branded gift for each attendee on the Accompanying Partner Tour.
- ▶ Acknowledgement as an Accompanying Partner Tour Sponsor on the conference app.

NOTEPAD/PEN SPONSOR

AUD \$10,000 (exclusive package)

Inclusions:

Be acknowledged

- ▶ Recognition as the Notepad and Pen Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Notepad and Pen Sponsor on audio visual display during conference sessions

Be seen

- ▶ One 3m x 2m exhibition booth (or equivalent floor space only for custom booths) in a prominent location to be advised closer to the conference date including access to power, 1 x clothed trestle table and 2 x chairs (alternative furnishing available at additional expense).

Be present

- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.



Be promoted

- ▶ Company logo printed on both the notepad and pen, alongside host logo.
- ▶ Acknowledgement as the Notepad and Pen Sponsor on the conference app.
- ▶ 1 x half-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

Note: This package can be reduced by \$1,000 if you do not wish to be part of the exhibition.

NAME BADGE/LANYARD SPONSOR

AUD \$7,500 (exclusive package)

The lanyards will be made from bamboo fibre meaning it is a biodegradable and eco-friendly option.

Inclusions:

Be acknowledged

- ▶ Recognition as the Name Badge and Lanyard Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Name Badge and Lanyard Sponsor on audio visual display during conference sessions.

Be seen

- ▶ One 3m x 2m exhibition booth (or equivalent floor space only for custom booths) in a prominent location to be advised closer to the conference date including access to power, 1 x clothed trestle table and 2 x chairs (alternative furnishing available at additional expense).



Be present

- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ Company logo printed on the lanyards, alongside host logo.
- ▶ Company logo printed on the name badges, alongside host logo and Signature Sponsor logo.
- ▶ Company logo printed on the registration kiosk signage, alongside host logo.
- ▶ Acknowledgement as the Name Badge and Lanyard Sponsor on the conference app.

- ▶ 1 x half-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition

Note: This package can be reduced by \$1,000 if you do not wish to be part of the exhibition.

TRADE DISPLAY ONLY

SOLD OUT

The exhibition area will be designed to ensure good visibility and access to all trade displays. Maximum traffic flow will be encouraged by placement of catering stations at key points in the event space. The Welcome Reception, morning teas, lunches and afternoon teas for the duration of the Conference will be held in the exhibition area.

Inclusions:

Be seen

- ▶ One 3m x 2m exhibition booth (or equivalent floor space only for custom booths) in a location to be advised closer to the conference date including access to power, 1 x clothed trestle table and 2 x chairs (alternative furnishing available at additional expense)

Be present

- ▶ 2 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ Acknowledgement as an exhibitor on the conference app.

UNIVERSITY STUDENT SPONSOR

AUD \$2,500

(multiple opportunities available)

Enable a university student to get a valuable insight into the almond industry.

A number of scholarships will be made available to full-time agriculture students. Successful applicants will be awarded a complimentary registration to attend the 2024 Australian Almond Conference.

Inclusions:

Be acknowledged

- ▶ Recognition as a University Student Ambassador on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as a University Student Ambassador on audio visual display during conference sessions.

Be promoted

- ▶ Acknowledgement as a University Student Sponsor on the conference app.

SUPPORTER

AUD \$2,500

Inclusions:

Be acknowledged

- ▶ Recognition as a Supporter on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as a Supporter on audio visual display during conference sessions.

Be promoted

- ▶ Acknowledgement as a Supporter on the conference app.
- ▶ 1 x quarter-page advertisement in an Almond Board's "In A Nutshell" magazine, 2024 edition.

BOOK NOW



CLOSING DRINKS SPONSOR

AUD \$5,000 (exclusive package)

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Inclusions:

Be acknowledged

- ▶ Recognition as the Closing Drinks Sponsor on all conference promotional material, including official program, electronic direct mail (e-blasts), website and on social media.
- ▶ Recognition as the Closing Drinks Sponsor on audio visual display during conference sessions.
- ▶ Verbal acknowledgement as the Closing Drinks Sponsor at the Closing Drinks.

Be seen

- ▶ An opportunity to provide sponsor remarks at a time specified by the organiser (5 minutes) during the Closing Drinks.

Be present

- ▶ 1 x complimentary registrations including morning tea, lunch and afternoon tea for the duration of the conference.

Be promoted

- ▶ 1 x pull-up banner (up to 1m wide) located on the stage in the exhibition hall during the closing drinks (to be provided by sponsor).
- ▶ Acknowledgement as the Closing Drinks Sponsor on the conference app.

SOLD

TERMS AND CONDITIONS

To confirm sponsorship

- ▶ To book a sponsorship package, please visit the sponsorship booking portal at <https://pecbookings.eventsair.com/2024ausalmondconference/sponsorship>
- ▶ Enter your company information (including uploading your company logo and weblink), select the package and read and accept the sponsorship agreement.
- ▶ Once completed you will receive a confirmation letter and tax invoice.
- ▶ Your sponsorship package will be confirmed once the sponsorship agreement has been accepted and a deposit payment of 50% has been paid.
- ▶ Payment instructions will be highlighted in the booking portal.

Sponsorship conditions

- ▶ To confirm sponsorship, acceptance of these terms and conditions via the sponsorship booking portal is required.
- ▶ The deposit of 50% of total payment due is required before any entitlements can be delivered (special arrangements can be made).
- ▶ The final balance is due by Friday, 2 August 2024.
- ▶ Payment terms are strictly 7 days after the tax invoice has been sent.
- ▶ **All fees are in Australian dollars and include GST.**

Cancellation policy

- ▶ 25% cancellation fee will apply for cancellations received prior to 1 June 2024.
- ▶ 50% cancellation fee will apply for cancellations received between 1 June - 30 June 2024.
- ▶ 75% cancellation fee will apply for cancellations received between 1 July - 2 August 2024.

- ▶ Cancellations received after 2 August 2024 will not be refunded.
- ▶ Notice of cancellation must be submitted in writing to shanna@premiereventconcepts.com.au.

Liability/Insurance

All exhibitors must have public liability insurance for the period of the event. The Almond Board of Australia, Premier Event Concepts or the venue will not be responsible for any loss or injury that may occur to the exhibitor, exhibitor's employees, registrants, the public or property from any cause whatsoever prior to, during and the subsequent period of the meeting. Exhibitors shall indemnify and hold harmless The Almond Board of Australia, Premier Event Concepts and the venue from all liability (damage or accident) that might ensue from any cause resulting to or connected with the transportation, placing, removal or display of trade displays.



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