

# SPONSORSHIP PROSPECTUS

## SEED BUSINESS 2019 CONVENTION



**Australian Seed Federation**  
SOWING SEEDS

20 – 22 August 2019  
Oaks Elan Darwin, NT



*“It’s a cost effective way of doing business as you can see ten different companies in two days rather than organising face-to-face meetings across Australia. It’s one of the main side benefits of the ASF”*



## Annual Seed Business Convention

### CONNECTING YOUR BUSINESS TO THE SEED AND AGRICULTURE INDUSTRY

Seed Business is a 2-3 day industry Convention held annually by tradition in late August, in various locations around Australia.

The Convention is the highlight event for Australian Seed Federation (ASF) members to network with other businesses within the seed and agriculture industry. The Convention is also an opportunity for ASF members to engage on industry issues and policy development.

### Target Audience

The Seed Business Convention is open to all businesses within the Australian and International agriculture and seed industry. ASF members who attend the conference are from a broad range of businesses ranging from integrated international companies to family owned businesses located in both the metropolitan and regional locations across Australia and internationally.

This diversification provides prospective sponsors of the Convention with the unique opportunity to engage with the foundations of a critical Australian agribusiness sector involved in the delivery of seed along the supply chain to assist with agriculture’s adaptation to climate variability, securing world food security, and agricultural productivity.

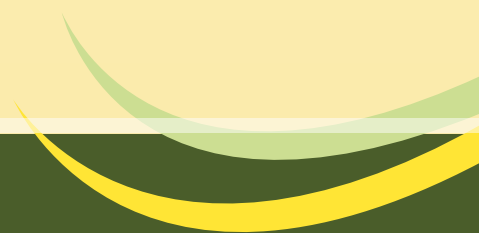
Seed Business 2019 aims to bring together:

- ASF Members and new entrants to the industry;
- the agriculture Supply Chain;
- Officials, State, Territory and Federal Government/s;
- Private Business and Government;
- Financial Industry; and
- Australian Research and Development Corporations.

## WHY SPONSOR SEED BUSINESS 2019?

It’s an opportunity to:

- Promote your company;
- Engage with the seed sector at the Australian and International level;
- Network with ASF members and build client relationships;
- Promote your products and services;
- Increase your company profile in the agriculture and seed industry and agricultural supply chain; and
- Publicise your latest products and services promoting the benefits to ASF members.



*“Great time to catch up with colleagues and business partners from around Australia without travelling too far to see them all”*



## Sponsorship Opportunities

**ENSURE YOUR COMPANY HAS ITS NAME AGAINST THESE EXCLUSIVE OPPORTUNITIES AT SEED BUSINESS 2019**

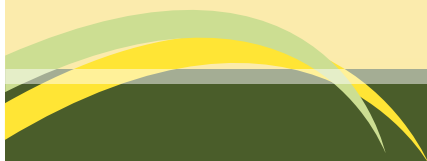
Exclusivity – one sponsor only per package

### Seed Business Convention Sponsor \$15,000 exc GST

Being the Seed Business Convention Sponsor will give you maximum exposure to companies in the seed and agriculture industry.

Sponsorship inclusions

- Sponsor acknowledgement for the duration of the Convention;
- Opportunity to make a 15-minute presentation at the opening of the Seed Business Convention;
- Company banner displayed at the front of the main plenary room next to the ASF banners for the duration of the Convention;
- Company logo on delegate name badges as the Seed Business Convention Sponsor;
- Advertising in the Convention Handbook;
- Recognition as a Sponsor including company logo in all promotional material. This will include the Convention Program, Registration Information, Seed Business Communication, ASF website – Seed Business page, and in the Convention Handbook;
- Promotion in the ASF monthly E-Newsletter as the main sponsor of the Seed Business Convention in the lead-up to the event and post-event.
- **Three** complimentary Delegate Registrations (including tickets to the Welcome Drinks and the Convention Dinner); and
- Complimentary Exhibitor Trade Booth.



*“Seed Business is an enjoyable, sociable conference. It’s a very important networking event that gets better each year and sets a high standard”.*



### **Gala Dinner Sponsor \$12,000 exc GST**

The ASF Seed Business 2019 Convention Gala Dinner is the showcase social event of the conference. Participation as the dinner sponsor is the perfect opportunity to align your brand and company with this high profile and memorable part of the ASF Seed Business Convention.

#### Sponsorship inclusions

- Sponsor acknowledgement at the Convention Dinner on Wednesday 21<sup>st</sup> August 2019;
- Opportunity to make a 10-minute presentation during the Convention Dinner **AND** introduce the guest entertainer for the evening;
- Opportunity to provide a banner and promotional material to be displayed at the Convention Gala Dinner;
- Recognition as a Sponsor including company logo in all promotional material. This will include the Convention Program, Registration Information, Seed Business Communication, ASF website – Seed Business page, and in the Convention Handbook;
- Acknowledgment as the Gala Dinner Sponsor throughout the Convention;
- **Two** complimentary Delegate Registrations (including the Welcome Drinks and the Convention Dinner); and
- Opportunity to purchase a trade exhibitor booth at a reduced cost POA.

### **Welcome Reception Sponsor \$8,000 exc GST**

The Welcome Reception is held the evening before the official opening day of Seed Business 2019 and starts off the convention by giving delegates the chance to reconnect with colleagues and make new contacts. Put your company and brand front of mind, take the opportunity to address the delegates and welcome them to Seed Business 2019 in Darwin.

#### Sponsorship inclusions

- Sponsor acknowledgment at the Welcome Reception on Tuesday 20<sup>th</sup> August 2019;
- Opportunity to make a 5-minute presentation during the Welcome Drinks Cocktail Party;
- Opportunity to provide a banner and promotional material to be displayed at the Welcome Drinks Cocktail Party;
- Recognition as a Sponsor including company logo in all promotional material. This will include the Convention Program, Registration Information, Seed Business Communication, ASF website – Seed Business page, and in the Convention Handbook;
- Acknowledgment as the Welcome Reception Sponsor throughout the Convention;
- **One** complimentary Delegate Registration (including the Welcome Drinks and the Convention Dinner); and
- Opportunity to purchase a trade exhibitor booth at a reduced cost POA.

*“Seed Business is a very important networking conference with a great atmosphere”*



### **Exhibitor Trading Room Sponsor     \$4,500 exc GST**

One of the major benefits of Seed Business is delegates being able to network with each other and learn about new and exciting products and services on offer in the industry. The trading rooms allow delegates to meet with exhibitors and conduct business and trade in the seed and agriculture industry.

Sponsoring the Trading Rooms includes:

- Opportunity to display a company banner in the Trading Room/ Area for the duration of Seed Business;
- Recognition as a Sponsor including company logo in all promotional material. This will include the Convention Program, Registration Information, Seed Business Communication, ASF website – Seed Business page, and in the Convention Handbook;
- Opportunity to update the design of the lounge/ trading room at an additional cost i.e. lounge area, coffee cart etc.;
- Acknowledgment as the Networking Lounge Sponsor throughout the Convention; and
- **One** complimentary Trade Exhibitor Registration which includes the shell booth, and one exhibitor representative including a ticket to the Welcome Drinks and Gala Dinner.

### **Lanyard Sponsor     \$2,750 exc GST**

**This is a great opportunity to market and promote your company throughout the Seed and Agriculture Industry!**

Attendance to the Convention is exclusive and by name badge only. Lanyards are to be worn by delegates throughout the duration of the Seed Business Convention.

Sponsoring the Trading Rooms includes:

- Your company logo will be included on the lanyard and will promote your company profile (the ASF logo will also appear on the lanyard).
- The Lanyards will be exclusive to your company with your company name on it and colour of your choice. Logo permitting depending on size.

**TAKEN**

*"We heartily enjoy ASF Convention. The quality of Seed Business is consistently high!"*



### **Convention Handbook Sponsor      \$1,800 exc GST**

The Convention Handbook will be sent electronically to all delegates and is the main resource in outlining the program and running agenda, giving you maximum exposure of your company throughout Seed Business.

Sponsoring the Convention Handbook will include:

- Your company logo on the inside front cover of the Convention Handbook promoting your company as the Convention Handbook Sponsor for Seed Business 2019;
- The opportunity to provide a 1 A4 page full colour advertisement or editorial in the Convention Handbook;
- Acknowledgement as the Sponsor of the Convention Handbook during the Convention;
- Your company logo displayed on marketing and promotional material for Seed Business as the Sponsor of the Convention Handbook; and
- Your company logo displayed on the ASF website and social media pages to promote your company as the Sponsor of the Convention Handbook.

### **Delegate List Sponsorship      \$800 exc GST**

The Delegate List contains contact details of all delegates and partners attending the Convention. It is the main directory resource for delegates to contact each other and setup meeting times and appointments. The list is circulated twice to delegates, once prior to Convention by email and the other is included in the Convention Handbook.

Sponsoring the Delegates List includes:

- Your company logo and name printed on the Delegates List;
- Acknowledged as the Sponsor of the Delegate List during Convention;
- Recognition as the Delegate List Sponsor, with your company logo in all promotional material including the Convention Handbook, Registration package and in the editions of the ASF E-Newsletter (produced monthly);
- Your company logo on the ASF website acknowledging you in being the Sponsor of the Delegates List; and
- The opportunity to place a ¼ page advertisement in the Convention Handbook.

### **Contact Details**

**For all Sponsorship enquiries or to discuss packages please contact**

**Alysha Lockley, Business Services Manager, Australian Seed Federation**

**Phone: +61 2 6282 6822 | Email: [alockley@asf.asn.au](mailto:alockley@asf.asn.au) | Website: [www.asf.asn.au](http://www.asf.asn.au)**

*Delegate testimonials sourced from the ASF Seed Business 2016, 2017 and 2018 Conventions*