

2023

# SEED BUSINESS CONVENTION

22-25 August | Adelaide, SA

- Sponsorship Prospectus -

# AUSTRALIAN SEED FEDERATION

## Seed Business Convention

Thank you for considering sponsorship of the Australian Seed Federation's Seed Business Convention for 2023.

The Australian Seed Federation represents the entire seed supply chain in Australia. We are committed to seeing a productive and sustainable seed industry in Australia through leadership, integrity and collaboration.

Seed Business Convention is the principal event on the Australian seed industry's calendar. In 2023 close to 150 delegates from over 60 companies will gather in Adelaide across four days to

- **Connect** with seed and agriculture leaders.
- **Engage** with industry colleagues, researchers and policy makers.
- **Learn** about the latest seed and agriculture developments and new technology.
- **Discuss** industry issues and policy development.

Convention sponsors will have the opportunity to meet with the decision makers right across the spectrum of Australian seed businesses as well as government officials and research and development corporations.

Take a look at the following sponsorship opportunities or get in touch with the Australian Seed Federation team to tailor a package to suit your needs.

## SEED BUSINESS SNAPSHOT



**Australian  
seed industry's  
principal event**



up to **150**  
**attendees**



over **60**  
**companies**

**4**

**four**  
**days**



**seed business  
decision  
makers**



**agricultural  
leaders**



**policy  
makers**



**brand  
exposure**



## Join us in Adelaide

Seed Business 2023 will be held in the heart of Adelaide, at the Adelaide Convention Centre.

Adelaide is a boutique capital, bursting with culture, flavours, events and entertainment. Dine at world-famous restaurants, sip your way through a thriving small bar scene or taste your way through some of Australia's best wine regions.

## Network with delegates

Seed Business attendees come as much for the learnings as for the opportunity to catch up with industry colleagues.

The social functions make up a big part of the Seed Business program.

In 2023 delegates will come together for a Welcome Reception at the Adelaide Convention Centre and a Gala Dinner held at the iconic Adelaide Oval.



# MAJOR EVENT SPONSOR

MAXIMUM EXPOSURE



**\$15,500**

+ GST

## Exclusive sponsorship opportunity

The Major event sponsor of Seed Business 2023 will have maximum exposure to companies in the seed and agriculture industry.

As well as being the major convention partner, this exclusive package gives you naming rights to the highlight of the social functions, the sell-out Gala Dinner.

The Gala Dinner will include the awards presentation of both Life Members and the inaugural President's Award.

As the Major event sponsor, the Australian Seed Federation team would be happy to work with you to consider other inclusions to allow you to maximise the value of your sponsorship.

## Whats included?

As the Major event sponsor you will receive:

- Naming rights for the Gala Dinner, including the opportunity to nominate a speaker at the Gala Dinner (5-minute speaking slot)
- The opportunity to nominate a convention speaker (15-minute speaking slot)
- Premium digital branding on the convention website and social media promotion
- Premium digital branding across the two days of Seed Business Convention
- One (1) pull-up banner on the main convention stage
- One (1) pull-up banner in the convention registration area
- Full page ad in the printed and digital Seed Business handbook
- Three (3) Seed Business Convention delegate tickets
- One (1) exhibitor trade booth

## WOMEN IN SEED LUNCHEON

SPONSOR



**\$5,500**

+ GST



### Exclusive sponsorship opportunity

The inaugural Women in Seed Luncheon sold out at Seed Business in 2022 so it's back and bigger for 2023.

The lunch is designed to showcase and support the women in the seed industry to network and encourage diversity in the seed industry.

By sponsoring the Women in Seed Luncheon you will receive:

- Premium branding at the Women in Seed Luncheon including one (1) pull-up banner in the luncheon venue
- Opportunity to have input in the selection of speakers for the Women in Seed Luncheon
- Opportunity to nominate a representative to close the Women in Seed Luncheon
- Digital branding on the convention website, social media promotion and throughout the convention
- Opportunity to have company logo printed on the menus
- Half page ad in the printed and digital Seed Business handbook
- Five (5) tickets for the Women in Seed Luncheon
- Additional sponsorship opportunities available for the Women in Seed Luncheon. Contact Alysha to find out more.

## LEADERSHIP DAY

SPONSOR



**\$8,000**

+ GST

### Exclusive sponsorship opportunity

The Australian Seed Federation's Leadership day is held the day before the Seed Business Convention. This event attracts current and future leaders in the seed and broader agriculture industry as well as emerging managers and experienced staff keen to add valuable knowledge and skills to their work.

By partnering with the Australian Seed Federation to deliver a valuable and memorable training package to attendees you will receive:

- Naming rights for the Leadership day, including the opportunity to nominate a speaker or provide an introduction (approx. 15-minutes)
- Digital branding on the convention website, social media promotion and throughout the convention
- One (1) pull-up banner in the Leadership day venue
- Half page ad in the printed and digital Seed Business handbook
- Five (5) Leadership day registrations
- The option to provide Leadership day participants with branded notebooks, pens and other training materials

## WELCOME DRINKS

SPONSOR



**\$5,000**

+ GST

### Exclusive sponsorship opportunity

The social functions of Seed Business kick off with the Welcome Drinks held after our leadership day.

The Welcome Drinks help to set the tone from the convention and provide a relaxed environment to network with known and new industry colleagues.

By sponsoring the Welcome Drinks you will receive:

- Premium branding at the Welcome Drinks including one (1) pull-up banner in the drinks venue
- Opportunity to nominate a representative to open the Welcome Drinks
- Digital branding on the convention website, social media promotion and throughout the convention
- Half page ad in the printed and digital Seed Business handbook
- Five (5) tickets for the Welcome Drinks
- The option to provide branded stubby holders (or similar) for all guests – to be organised separately through a promotions supplier, the Australian Seed Federation team can assist with design and production

## COFFEE CART

SPONSOR



**\$4,500**

+ GST



### Exclusive sponsorship opportunity

Everyone knows conventions are fuelled by caffeine, so why not be the company responsible for pleasing delegates with freshly made barista coffee.

Enjoy great brand exposure with every coffee made.

As the Coffee cart sponsor you will receive:

- Digital branding on the convention website, social media promotion and throughout the convention
- One (1) pull-up banner at the coffee cart for the duration of Seed Business
- One (1) complimentary ticket to the Welcome Drinks social function
- The option to provide branded coffee cups and additional signage on the coffee cart – to be organised separately through the coffee cart supplier, the Australian Seed Federation team can assist with design and production

## CONVENTION KEYNOTE SPEAKER

SPONSOR



**\$3,500**

+ GST

### Three sponsorships available

As a Convention keynote speaker sponsor you will have the opportunity to promote your company/brand and communicate directly with delegates during a plenary session.

There are three (3) Convention speaker sponsor sessions available across the two Seed Business Convention days.

As a Convention speaker sponsor you will receive:

- Naming rights to a plenary session at Seed Business 2023
- The opportunity to nominate a speaker (30-minute speaking slot)
- Digital branding on the convention website, social media promotion and throughout the convention
- One (1) pull-up banner on the main convention stage during your plenary session
- One (1) complimentary ticket for a company/brand representative to the Seed Business Welcome Drinks social function

## CONVENTION CATERING

SPONSOR



**\$2,750**

+ GST

### Three sponsorships available

As a Convention catering sponsor you will have maximum brand exposure during a chosen meal break.

- Morning tea | Lunch | Afternoon tea

There are three (3) Convention catering sponsorships available across the two Seed Business Convention days.

As a Convention catering sponsor you will receive:

- Naming rights to a meal break at Seed Business 2023
- Digital branding on the convention website, social media promotion and throughout the convention
- One (1) pull-up banner in the catering space during your chosen meal break
- Signage across the meal break tables
- One (1) complimentary ticket for a company/brand representative to the Seed Business Welcome Drinks social function

## CONVENTION HANDBOOK

SPONSOR



**\$3,000**

+ GST

### Exclusive sponsorship opportunity

Be seen as the Convention handbook sponsor across both the printed and digital convention handbooks, the key take away from the event.

See your brand showcased amongst the convention information, speaker biographies, program, delegate list and more.

As the Convention handbook sponsor you will receive:

- Digital branding on the convention website, social media promotion and throughout the conventionFull page ad in the printed and digital Seed Business handbook (inside front cover)
- Company logo displayed each page of the Seed Business handbook
- One (1) complimentary ticket for a company/brand representative to the Seed Business Welcome Drinks social function

### Handbook advertising

Get Seed Business delegates across your latest offering by advertising in the convention handbook. The Australian Seed Federation team can work with you to create a showstopping ad showcasing your brand.

Full page: \$1,100 + GST | Half page: \$670 + GST

## CONVENTION NOTEBOOK AND PENS

SPONSOR



**\$2,700**

+ GST

### Exclusive sponsorship opportunity

Let your brand do the talking as each delegate receives a notebook and pen to use throughout the convention and beyond.

The Australian Seed Federation team will work with you to bring your brand to life on the convention notebooks and pens which will also include the Australian Seed Federation logo.

As a Convention notebook and pens sponsor you will receive:

- Digital branding on the convention website, social media promotion and throughout the convention
- Maximum brand exposure on every delegate's notebook and pen
- One (1) complimentary ticket for a company/brand representative to the Seed Business Welcome Drinks social function



## CONVENTION LANYARD

SPONSOR



**\$3,000**

+ GST

### Exclusive sponsorship opportunity

**SOLD**

See your brand around the neck of every attendee as the Convention lanyard sponsor.

The Australian Seed Federation team will work with you to bring your brand to life on the convention lanyards which will also include the Australian Seed Federation logo.

As a Convention lanyard sponsor you will receive:

- Digital branding on the convention website, social media promotion and throughout the convention
- Maximum brand exposure on every delegate's lanyard
- One (1) complimentary ticket for a company/brand representative to the Seed Business Welcome Drinks social function

## EXHIBITOR BOOTH

SPONSOR

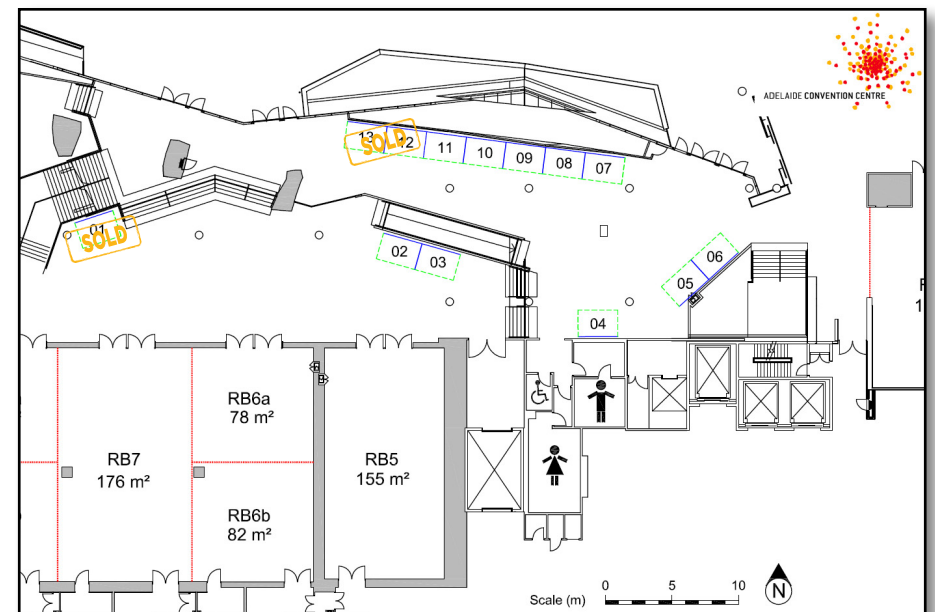
**\$1,250**

+ GST

Claim your space in the exhibitor trade show space and meet with convention delegates across the meal breaks throughout the two days.

The exhibitor booth allows you a 3m x 2m space to showcase your latest products or services. There are 13 exhibitor booths available at Seed Business 2023.

Booth includes: Shell scheme booth, spotlight, power outlet, printed company name printed above your booth.



## Got a sponsorship idea?

We'd love to work with you to customise a package that suits your needs.

Let's chat!



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## Australian Seed Federation

[asf.asn.au](http://asf.asn.au)

