



NSW CONFERENCE

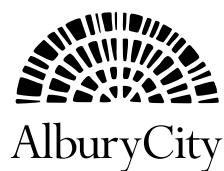
discover through recovery

21ST NSW WEEDS CONFERENCE

Sponsorship & Exhibition Prospectus

discover through recovery

Albury Entertainment Centre
23 to 26 August 2021





INVITATION

An invitation from the 2020 Organising Committee

We are delighted to invite you to participate as a valued sponsor or exhibitor at the 21st NSW Weeds Conference to be held in Albury 23 – 26 August 2021.

The conference presents a unique opportunity to engage with over 250 weeds professionals and related industry representatives from across NSW and Victoria.

Attended by researchers, practitioners, and government representatives. The conference provides an opportunity to showcase the latest in research, on-ground action, network ideas and to share knowledge for the effective management of weeds into the future.

This sharing of knowledge is the catalyst for the theme of the 2021 conference which is *discover through recovery*.

We invite you to consider the sponsorship options outlined in this prospectus to ensure you obtain maximum exposure at this important event. Packages have been designed to suit all budgets and we encourage you to be booked early to secure your place.

On behalf of the organising committee we look forward to your support and participation at the 21st NSW Weeds Conference.

Jan Mitchell - AlburyCity

Chair – 21st NSW Weeds Conference



ABOUT THE CONFERENCE

The 21st NSW Weeds Conference will be held in the beautiful city of Albury on the NSW Victorian border from 23 - 26 August 2021. The conference provides an invaluable opportunity for weeds practitioners from across NSW and Victoria to come together, learn and network.

AlburyCity was delighted to be selected to host the 21st NSW Weeds Conference in 2021 with the support of the Weed Societies of NSW and Victoria, the Murray Regional Weed Committee and Murray Local Land Services.

Throughout the three-day conference sponsors will be able to promote their business through trade displays, practical demonstrations and multiple networking opportunities.

Thank you for your consideration of the opportunities available within this prospectus.

We look forward to working with you.



OUR HOST CITY

Home to the winding Murray River, Albury is a vibrant city jam packed with interesting juxtapositions. Breathtaking vista against imposing architecture, indigenous stories told beside European migrant history, award winning restaurants verse street side cafes, light filled galleries intertwined with boutique shopping stores. This curious mix makes Albury a special destination.

Located on the Hume Freeway, Albury is an easily accessible destination with direct flights from Sydney and Melbourne, and public transport servicing capital and regional centres.

The Albury Entertainment Centre (AEC), the venue for the 21st NSW Weeds Conference in 2021, is a state-of-the-art conference facility located in the CBD of Albury within walking distance of accommodation, social venues and attractions.

We look forward to welcoming delegates in August 2021.



OUR OFFER TO SPONSORS AND EXHIBITORS

The Organising Committee has determined that sponsorship of the conference is an appropriate method of raising funds, not for commercial benefit, but for the purposes of:

- Keeping registration costs to a minimum in order to attract maximum attendance.
- Enabling enhancement of the conference program, and sourcing good quality speakers.

THE CONFERENCE WILL PROVIDE YOU WITH AN UNPARALLELED OPPORTUNITY TO:

- Promote your organisation, brand and product in an environment where delegates are keen to absorb new information and techniques.
- Maintain a high profile within your specialist target markets both prior to and during the conference.
- Share technical and scientific advances with maximum exposure to approximately 250 focused delegates.
- Network with past, present and future customers involved in this field in a relaxed environment away from everyday distractions.

HEIGHTEN YOUR COMPANY'S PROFILE AND COMMITMENT:

- A launch pad for new products that have developed in the areas related to weeds, the environment and agricultural industries.
- An ideal conference to demonstrate your contribution to research and development in these fields.
- Participation will acknowledge your contribution to the most influential and experienced people in this profession.

Early confirmation of your involvement will maximise benefits to your organisation and exposure to your target market through promotional material.



OUR OFFER TO SPONSORS AND EXHIBITORS

Platinum Partnership (One only)

As a Platinum Sponsor you are entitled to the following benefits:

- Be recognised in all event publicity (print and electronic) as the Major Conference Partner
- To make a 10-minute presentation within the conference program
- Opportunity to place signage/branding within the conference venue
- Recognition as a Platinum Sponsor on the introduction slides featured in the main conference room
- Company logo on front page of Conference Program and a 50 word company description within the conference program booklet
- Company logo on front page of Registration Brochure
- Logo and company link placed on the Conference website
- Recognition by conference chair during the conference
- Company signage at the entry foyer of the Conference venue for the duration of the Conference
- Full page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Provide 2 items for inclusion in the conference satchel
- Receive 6 inclusive full delegate registrations
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)



Investment - \$15,000.00 (plus GST)



OUR OFFER TO SPONSORS AND EXHIBITORS

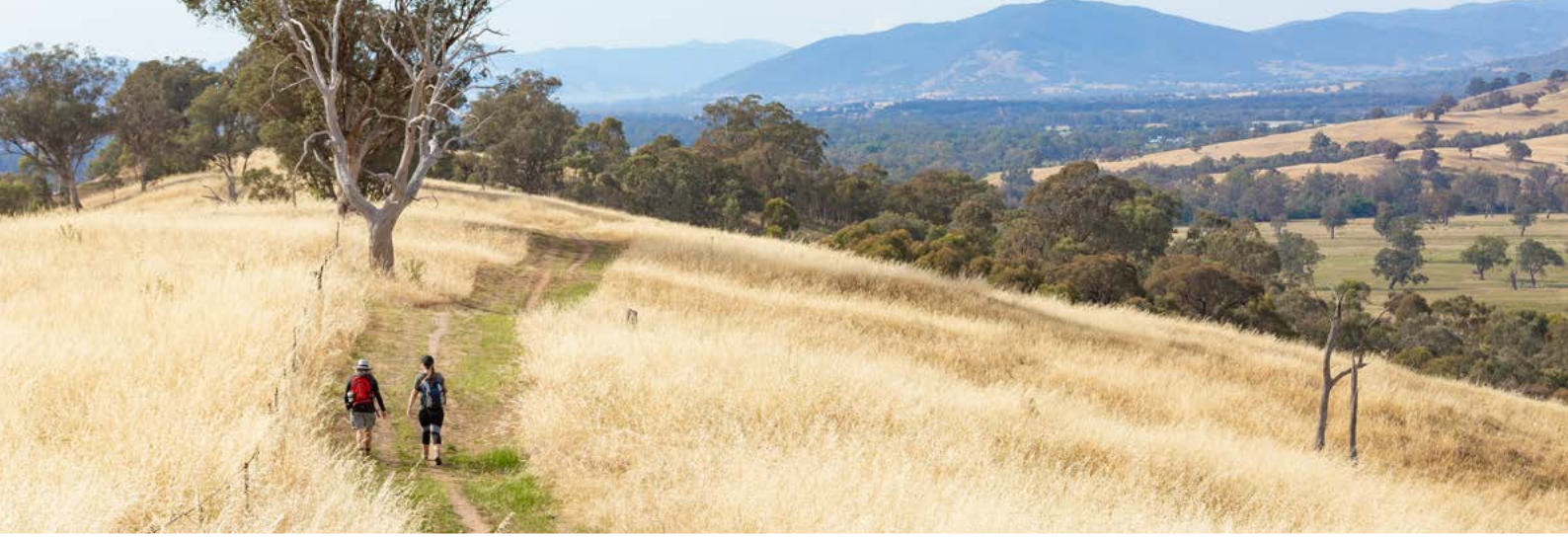
Gold Partnership (Three only)

As a Gold Sponsor you are entitled to the following benefits:

- To make a 5-minute presentation within the conference program
- Opportunity to place signage/branding within the conference venue
- Recognition as a Gold Sponsor on the introduction slides featured in the main conference room
- Logo and company link placed on the Conference website
- Company logo on the front cover of the registration brochure and a 50 word company description within the conference program booklet
- Recognition by conference chair during the conference
- Company signage at the entry foyer of the Conference venue for the duration of the Conference
- Full page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Provide one item for inclusion in the conference satchel
- Receive three inclusive full delegate registrations
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)



Investment - \$10,000.00 (plus GST)



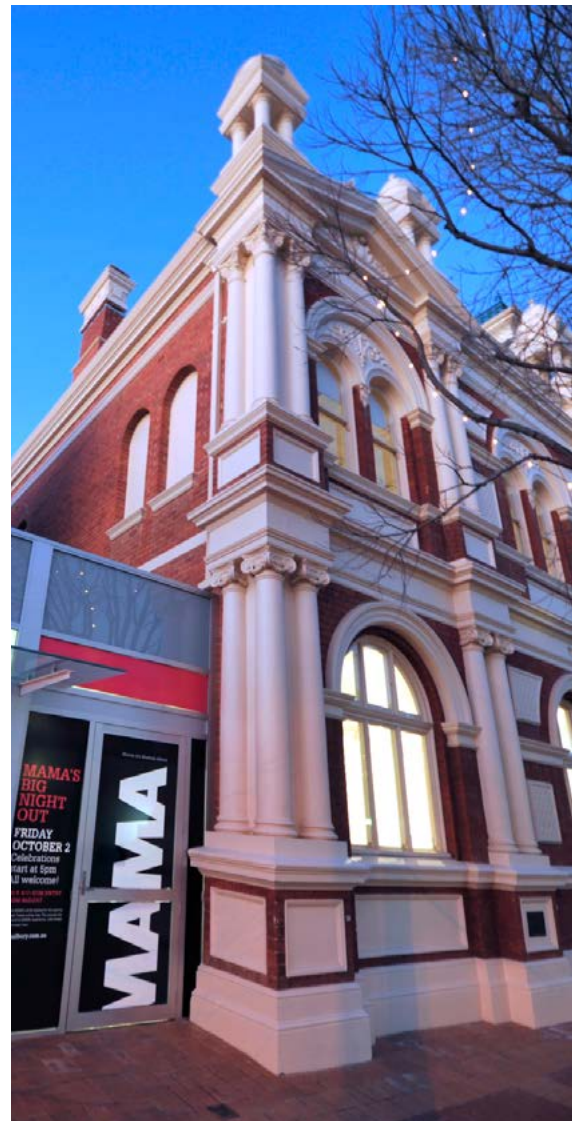
OUR OFFER TO SPONSORS AND EXHIBITORS

Silver Partnership (Not limited)

As a Silver Sponsor you are entitled to the following benefits:

- Logo and company link placed on the Conference website
- Company logo and 50-word company description in the conference program booklet
- Recognition by conference chair during the conference
- Recognition as a Silver Sponsor on the introduction slides featured in the main conference room
- Half page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Provide one item for inclusion in the conference satchel
- Receive two inclusive full delegate registrations
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Investment - \$5,000.00 (plus GST)





OUR OFFER TO SPONSORS AND EXHIBITORS

Conference Dinner Sponsor (One only)

- Recognition as conference dinner sponsor in all promotional material
- Opportunity to make a short welcome address at the conference dinner
- Opportunity to place signage/branding within the conference dinner venue
- Logo and company link placed on the Conference website
- Company logo and 50-word company description in the conference program booklet
- Half page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Opportunity to provide corporate merchandise to dinner attendees (sponsor to provide)
- Provide one item for inclusion in the conference satchel
- Receive two inclusive full delegate registrations
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Investment - \$5,000.00 (plus GST)

Coffee Sponsor (One only)

You have the opportunity to sponsor a coffee cart with a dedicated barista serving 'real' coffee within the trade display all day Wednesday and Thursday. You have the opportunity to promote your organisation through this area, with the coffee cart incorporated into your trade stand (a total of 5x2 metres will be arranged). Your sponsorship inclusions include:

- Opportunity for barista's to be dressed in your branded shirts and/or caps (sponsor to supply)
- Logo on environmentally friendly coffee cups (either quality reusable cups that delegates would keep or recyclable throw away cups) supplied by the sponsor
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation) adjoined to 2 metre area for coffee cart
- Company logo on front page of Registration Brochure
- Logo and company link placed on the Conference website
- Recognition by conference chair during the conference
- Half page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Provide one item for inclusion in the conference satchel
- Receive two inclusive full delegate registrations

Note - package includes the service of 300 cups per day. Additional coffee service will be served and paid for at the discretion of the sponsor based on \$4 per cup served

Investment - \$5,000.00 (plus GST)



OUR OFFER TO SPONSORS AND EXHIBITORS

Hydration Station Sponsor (One only)

You have the opportunity to promote your organisation through a dedicated 'watering station', which would be incorporated into your trade stand (a total of 5x2 metres will be arranged). Your sponsorship inclusions include.

- Opportunity to provide branded 'take home' water bottle for use throughout the conference
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation) adjoined to 2 metre area for hydration station (water refilling)
- Logo and company link placed on the Conference website
- Recognition by conference chair during the conference
- Half page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Provide 1 item for inclusion in the conference satchel
- Receive 2 inclusive full delegate registrations

Note – Standard water provided will be via 20 litre water dispensers. The 'take home' water bottles can be arranged by the organisers on your behalf, or you may arrange our own but it is at the expense of the sponsor.

Investment - \$3,000.00 (plus GST)

Delegate Cap Sponsor (One only)

You have the opportunity to promote your organisation through the provision of a hat to delegates. The hat would be co-branded with the conference logo and a long term take home memento of the conference. It will be of use for the conference field trips and make for some great photo opportunities. Your sponsorship inclusions include:

- Opportunity to provide a co-branded cap to all delegates.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area
- Company logo on front page of Registration Brochure
- Logo and company link placed on the Conference website
- Recognition by conference chair during the conference
- Half page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Provide one item for inclusion in the conference satchel
- Receive two inclusive full delegate registrations

Note – The cost of the cap is in addition to the sponsorship amount and will be selected and arranged by the conference organiser in consultation with the sponsor.

Investment - \$3,000.00 (plus GST)



OUR OFFER TO SPONSORS AND EXHIBITORS

Welcome Function Sponsor (One only)

- Recognition as conference Welcome Function sponsor in all promotional material
- Opportunity to make a short welcome address at the function
- Opportunity to place signage/branding within the function venue
- Logo and company link placed on the Conference website
- Company logo and 50-word company description in the conference program booklet
- Half page feature article/ advertisement in the Conference Program Booklet provided to all delegates at the conference
- Opportunity to provide corporate merchandise to function attendees (sponsor to provide)
- Provide 1 item for inclusion in the conference satchel
- Receive 2 inclusive full delegate registrations;
- One 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Investment - \$3,000.00 (plus GST)

Trade Display Site

Your package includes.

- Logo and company link placed on the Conference website
- Company logo and 50 word company description
- Provide one item for inclusion in the conference satchel
- Receive one inclusive full delegate registrations;
- One 3x2m trade display booth within the conference trade display area

Investment - \$1,500.00 (plus GST)



SPONSOR CONFIRMATION

Please go to [THIS LINK](#) to complete your sponsor application form. Upon receipt of your application we will process for approval and you will be issued a confirmation and tax invoice for the full amount due.

By submitting your application, you are deemed to have read and accepted the following terms and conditions

Terms and Conditions

- All rates listed above are exclusive of GST
- Placement and size of logos included in the Conference material will be at the discretion of the committee and will reflect the level of support given by your organisation.
- All signage displayed as part of your package is to be supplied by the sponsor and is to be self standing.
- All advertisements included as part of your package are to be supplied by the sponsor.
- Proposed content and/or theme of presentation to delegates must be approved in principal by the committee
- The Conference Committee requests each sponsor who is provided with a hyperlink from the Conference website, to respond with a reciprocal link from your organisation's website to the Conference website be provided.
- All company representatives attending and participating in the Conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a registration (for name tag and catering purposes). is still required.

- Sponsor registrations include a nametag, Conference satchel, day catering (M/T Lunch and A/T) during Conference hours.
- Placement within the Conference trade display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise.

CANCELLATION POLICY

*Once sponsorship is confirmed.

- Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled more than 60 days out from the conference.
- Cancellations of confirmed sponsors within 60 days of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the Conference Secretariat (details below).
- Should the organisers cancel the conference for which sponsorship funds has been provided, they will return the sponsorship monies unspent at the time of termination to the sponsor or provide a credit if possible for an alternate or replacement event to the same value.

More Information

Visit: www.nswweedsconf.org.au

Or contact

Mr Bradley Hayden - Conference Secretariat

M: 0412 461 392

E: bradley@ccem.com.au