



NSW CONFERENCE

**weeds gone wild**

22ND NSW WEEDS CONFERENCE

# Sponsorship & Exhibition Prospectus

7 - 10 AUGUST 2023  
DUBBO





# INVITATION

## An invitation from the 2023 Organising Committee

We are delighted to invite you to participate as a valued sponsor or exhibitor at the 22nd NSW Weeds Conference to be held in Dubbo 7 - 10 August 2023.

The NSW Weeds Conference showcases the latest research and ideas for managing the establishment, impact and spread of weeds and presents a unique opportunity to engage with over 250 weeds professionals and related industry representatives from across NSW.

Attended by researchers, market and industry analysts, government officials and policy makers, the conference provides an opportunity to showcase research, network ideas and to share a vision for the future of the weeds industry.

This shared vision is the catalyst for the theme of the 2023 conference - Weeds gone wild.

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 marketing budgets and will need to be booked early to avoid disappointment.

We look forward to the opportunity to develop a mutually beneficial partnership with you for the 22nd NSW Weeds Conference.

On behalf of the committee, I look forward to welcoming you to Dubbo in 2023.

Jodie Lawler | Central West Local Land Services  
Chair - 22nd NSW Weeds Conference



# ABOUT THE EVENT

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**The 22nd NSW Weeds Conference will be held in the beautiful city of Dubbo from 7 - 10 August 2023. Celebrating its 22nd year, the conference provides an invaluable opportunity for weeds officers from across NSW to come together, learn and network. Join more than 250 weeds professionals and related NSW industry representatives as we invest in our shared vision for the future of the weeds industry.**

## OUR PARTNERSHIPS

City of Dubbo was delighted to be selected to host the 22nd NSW Weeds Conference in 2023. The conference will be hosted by Dubbo Regional Council.

The Conference Organising Committee is managed by our Professional Conference Organiser, Abercrombie Management and consists of representatives from the Weed Society of NSW, NSW Weeds Officers Association, Central West Local Land Services, Castlereagh Macquarie Country Council, Bogan Shire Council and the Department of Primary Industries, in association with Dubbo Regional Council.

The committee has begun putting together a program of engaging speakers, interesting trade displays and demonstrations, educational and enjoyable field trips and a fantastic social program to ensure all delegates have a rewarding and memorable experience in Dubbo.

Thank you for your consideration of the opportunities available within this prospectus. We look forward to working with you.



## OUR HOST CITY - DUBBO

Located in the heart of the beautiful Macquarie Valley, Dubbo is a vibrant regional city. Dubbo offers visitors all the comforts of an established city just a stone's throw from the allure of the Aussie outback.

A compelling number of factors make the Dubbo Region a destination of choice for visitors. The city's central location, ease of access, breadth of accommodation and unique and memorable experiences for visitors combine to create an ideal location.

Affectionately known as the city of miles, Dubbo is a thriving regional centre with all the advantages of a city on the rise. The Dubbo Regional Theatre and Convention Centre, our conference venue in 2023, is a state-of-the-art facility located within walking distance of 21 motels providing ample choice for our delegates and partners.

We look forward to welcoming delegates from across NSW to Dubbo in August 2023.



# BENEFITS TO SPONSORS AND EXHIBITORS

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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.





# SPONSORSHIP PARTNERSHIP OPPORTUNITIES

Platinum Sponsorship - Price Available on Application (exclusive)

As a Platinum Sponsor of the conference, we are happy to discuss your organisation's goals and objectives to facilitate a tailor made proposal. Please indicate your interest on the partnership form and we will contact you.



*Please note: Only Platinum, Gold and Silver level sponsors will receive a copy of the conference delegate list. This list will exclude any delegates who have asked that their details be withheld.*

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

- Recognition as a Platinum Sponsor (with corporate logo and 50 word description) in the Conference Program and General Information Booklet
- Conference delegate registrations inclusive of social functions to be negotiated
- Recognition as a Platinum Sponsor on the introduction slide at each conference session
- Opportunity for a representative of your organisation to provide a presentation to the delegates
- Full delegate list provided post-conference
- Exhibition space located in a prominent area within the conference venue to be negotiated
- Marketing opportunities to be negotiated but may include:-
  - Company logo and 50 word company description (with link to company website) on the official conference website
  - Full page advertising space (mono) in the Program and General Information Booklet (artwork to be supplied by sponsor)
  - One item to be inserted in all delegate satchels (sponsor to supply material)

This is a unique marketing opportunity and we are confident that your involvement in this event will result in substantial benefits to your organisation.



# SPONSORSHIP PARTNERSHIP OPPORTUNITIES

Gold Sponsor - \$10,000 + GST

**Our Gold Sponsors are partners in the successful outcomes of the conference and we will work alongside you to maximise the benefits to your organisation.**



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

- Recognition as a Gold Sponsor (with corporate logo and 50 word description) in the Conference Program and General Information Booklet
- Three (3) complimentary conference delegate registrations inclusive of social functions
- Recognition as a Gold Sponsor on the introduction slide at each conference session
- Opportunity for a representative of your organisation to provide a 5 minute presentation to the delegates
- Full delegate list provided post-conference
- Exhibition space located in a prominent area within the conference venue
- Company logo and 50 word company description (with link to company website) on the official conference website
- Full page advertising space (mono) in the Program and General Information Booklet (artwork to be supplied by sponsor)
- One item to be inserted in all delegate satchels (sponsor to supply material)



# SPONSORSHIP PARTNERSHIP OPPORTUNITIES

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## Silver Sponsor - \$5,000 + GST

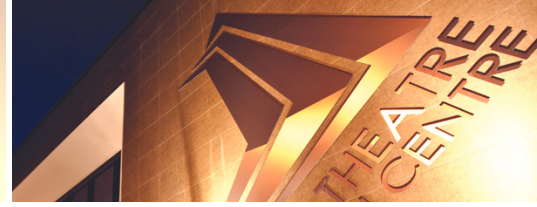
**This sponsorship package will ensure exposure for your organisation throughout the conference period.**



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

- Recognition as a Silver Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Two (2) complimentary conference delegate registrations inclusive of social functions
- Recognition as a Silver Sponsor on the introduction slide at each conference session
- Opportunity for a representative of your organisation to provide a 5 minute presentation to the delegates
- Full delegate list provided post-conference
- Exhibition space located in a prominent area within the conference venue
- Company logo and 50 word company description (with link to company website) on the official conference website
- One item to be inserted in all delegate satchels (sponsor to supply material)





# SPONSORSHIP PARTNERSHIP OPPORTUNITIES

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## Bronze Sponsor - \$2,500 + GST

**This sponsorship package will ensure exposure for your organisation throughout the conference period.**



**As a Bronze Sponsor, you are entitled to the following benefits:**

- Recognition as a Bronze Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- One (1) complimentary conference delegate registration inclusive of social functions
- Recognition as a Bronze Sponsor on the introduction slide at each conference session
- Opportunity for a representative of your organisation to provide a 5 minute presentation to the delegates
- Exhibition space located in a prominent area within the conference venue
- Company logo and 50 word company description (with link to company website) on the official conference website
- One item to be inserted in all delegate satchels (sponsor to supply material)





## Conference Dinner Sponsor - \$3,000 + GST (exclusive)

**This is an excellent opportunity to make a strong and lasting impression on all delegates, VIPs, speakers and accompanying persons with your hospitality. The conference dinner will be the major social event of the conference.**

### **Benefits include:**

- Recognition as the Conference Dinner Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Company signage placed at the entrance to the conference dinner venue (to be supplied by sponsor)
- Two (2) complimentary tickets to the conference dinner
- Opportunity for a representative of your organisation to provide a 5 minute address to attendees at the dinner
- Opportunity to provide corporate merchandise to dinner attendees (sponsor to provide)
- Company logo printed on all conference dinner programs and tickets
- One item to be inserted in all delegate satchels (sponsor to supply material)

## Welcome Reception Sponsor - \$2,500 + GST (exclusive)

**The Welcome Reception is a fantastic opportunity for delegates, speakers and sponsors to network in a relaxed environment on the opening night of the conference.**

### **Benefits include:**

- Recognition as the Welcome Reception Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Company signage placed at the entrance to the Welcome Reception (to be supplied by sponsor)
- Two (2) complimentary tickets to the Welcome Reception
- Opportunity for a representative of your organisation to provide a 5 minute address to attendees at the Welcome Reception
- Opportunity to provide corporate merchandise to Welcome Reception attendees (sponsor to provide)
- One item to be inserted in all delegate satchels (sponsor to supply material)



## Social Networking Function Sponsor - \$2,500 + GST (exclusive)

**The Social Networking Function is a fantastic opportunity for delegates, speakers and sponsors to network in a fun environment during the conference.**



### **Benefits include:**

- Recognition as the Social Networking Function
- Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Company signage at the entrance of the Social Networking Function (to be supplied by sponsor)
- Two (2) complimentary tickets to the Social Networking Function
- Opportunity for a representative of your organisation to provide a 5 minute address to attendees
- Opportunity to provide corporate merchandise to attendees (sponsor to provide)
- One item to be inserted in all delegate satchels (sponsor to supply material)



## BBQ Breakfast Sponsor - \$2,500 + GST (exclusive)

**This will be an opportunity for a sponsor to present product demonstrations and/or interactive displays during an informal BBQ breakfast session - date, timing and venue to be confirmed.**

### Benefits include:

- Recognition as the BBQ Breakfast Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Company signage displayed at the BBQ Breakfast venue (to be supplied by sponsor)
- Two (2) complimentary tickets to the BBQ Breakfast
- Opportunity for a representative of your organisation to provide a 5 minute address to attendees at the breakfast
- Opportunity to provide corporate merchandise to breakfast attendees (sponsor to provide)
- One item to be inserted in all delegate satchels (sponsor to supply material)

## Break Sponsor - \$1,000 + GST (per break)

**Demonstrate your organisation's hospitality by sponsoring a daily refreshment break.**

### Benefits include:

- Recognition as a Morning, Lunch or Afternoon Refreshment Break Sponsor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Company corporate promotional literature displayed in the refreshment break area (sponsor to supply)
- Company name and logo displayed on table signage on each refreshment station during the sponsored break
- Verbal recognition by the Chairperson as the refreshment break sponsor at the session prior to and directly after the sponsored break
- One item to be inserted in all delegate satchels (sponsor to supply material)





# TRADE EXHIBITION OPPORTUNITIES



Exhibition opportunities are available in conjunction with the Conference. The Exhibition will provide organisations with an opportunity to showcase and directly promote their products and services to a diverse audience.

## Exhibition Package - \$1,500 + GST

**This sponsorship package will ensure exposure for your organisation throughout the conference period.**

### Benefits include:

- Recognition as an Exhibitor (with corporate logo) in the Conference Program and General Information Booklet
- Company name, logo and web-link included on the Sponsors page of the official conference website
- Exhibition booth shell scheme including lighting and power (furniture not included)
- Fascia signage with company name
- Daily morning tea, lunch and afternoon tea breaks for a maximum of two (2) stand exhibitors. Day catering tickets for additional staff can be purchased from the Conference Secretariat

### OTHER PROMOTIONAL OPPORTUNITIES

If you would like to suggest additional ways to involve your organisation with the 22nd NSW Weeds Conference, please contact our Conference Secretariat.

The packages listed in this prospectus can be tailored to your specific marketing needs as well as new ideas incorporated into the available options.

The 22nd NSW Weeds Conference is an important marketing opportunity and we are confident your involvement as a sponsor will provide your organisation with significant long-term business benefits.

For further details on the opportunities available, please contact the Conference Secretariat as below:

22nd NSW Weeds Conference Secretariat  
Abercrombie Management  
PO Box 1231  
Warners Bay NSW 2282

Email: [nswweeds@abercrombiemanagement.com.au](mailto:nswweeds@abercrombiemanagement.com.au)  
Phone: 0418 283 397



# PARTNERSHIP FORM

Please complete this form and email to:  
**nswweeds@abercrombiemanagement.com.au**

## Organisation Information

(Please print in block letters)

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Company/Organisation: \_\_\_\_\_

Position: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

## Partnership Options

(All rates are per package and are quoted in Australian Dollars exclusive of GST)

ITEM	PLEASE TICK OR ADD QUANTITY	VALUE	SPONSORSHIP VALUE
Platinum Sponsor - Please contact us	<input type="text"/>		
Gold Sponsor	<input type="text"/>	AUD \$10,000	<input type="text"/>
Silver Sponsor	<input type="text"/>	AUD \$5,000	<input type="text"/>
Bronze Sponsor	<input type="text"/>	AUD \$2,500	<input type="text"/>
Conference Dinner Sponsor	<input type="text"/>	AUD \$3,000	<input type="text"/>
Welcome Reception Sponsor	<input type="text"/>	AUD \$2,500	<input type="text"/>
Social Networking Function Sponsor	<input type="text"/>	AUD \$2,500	<input type="text"/>
BBQ Breakfast Sponsor	<input type="text"/>	AUD \$2,500	<input type="text"/>
Break Sponsor	<input type="text"/>	AUD \$1,000	<input type="text"/>
Exhibition Package	<input type="text"/>	AUD \$1,500	<input type="text"/>
		<b>Sponsorship SUB TOTAL</b>	<input type="text"/>
		<b>+ GST 10%</b>	<input type="text"/>
		<b>Sponsorship TOTAL</b>	<input type="text"/>

All payments must be in AUSTRALIAN DOLLARS (AUD)  
An invoice will be issued when your application has been processed.