

NORTH AUSTRALIA BEEF RESEARCH COUNCIL



**SPONSORSHIP
OPPORTUNITIES**

Northern Beef Research **UPDATE CONFERENCE**

HOLIDAY INN ESPLANADE DARWIN
116 THE ESPLANADE DARWIN NT
2 - 5 AUGUST 2011



YOUR INVITATION

The North Australia Beef Research Council (NABRC) will host the 'Northern Beef Research Update Conference' (NBRUC) in Darwin on between 2 and 5 August 2011.

The conference organising committee is pleased to offer your organisation an opportunity to provide sponsorship of the Conference. This is an opportunity for your company to demonstrate support for this event, to increase customer contact, and pursue business opportunities in the beef industry.

ABOUT OUR CONFERENCE

What is NBRUC?

NBRUC is held every 3 years to and is the pre-eminent conference providing participants with the latest results and technical information about key areas of beef cattle research and management in northern Australia.

NBRUC is also an excellent networking opportunity for people working in, or interested in the northern Australia beef industry

Who will be attending?

Over 200 researchers, extension officers, industry advisers, agribusiness representatives, producers and students involved or interested in the northern Australia beef industry are expected to attend NBRUC.

What topics will be covered?

Presentations from leading industry researchers will review and report recently completed and ongoing research projects in genomics and genetics, reproductive performance, liveweight gain, sustainable grazing, climate change adaptation and mitigation, animal health and welfare and live export.

What else will be happening at NBRUC?

The NBRUC conference dinner will be held at the Darwin Ski Club, while another evening will be spent mingling at the Mindal Beach markets. NBRUC participants may also choose a full-day field trip to Melaleuca Station (a flood plain cattle and tourism operation) or a half-day visit to Beatrice Hill Research Farm inspecting research activities. Both field trips will include a visit to the live export yards and wharf precinct.



WHO IS NABRC?

The North Australia Beef Research Council represents research, industry and producer stakeholders throughout Queensland, the Northern Territory and the Kimberley and Pilbara regions of Western Australia. MLA, CSIRO, State Departments of Primary industry/Agriculture, the Beef CRC and northern universities are all NABRC members. Producer chairs of 11 Regional Beef Research Committees which operate across northern Australia are also represented. For more information about NABRC visit www.nabrc.org.au

SPONSORSHIP CONTACT

We encourage you to contact the Conference Organisers to discuss the best sponsorship package to meet your budget and needs. If you have specific requirements or desired outcomes linked to your sponsorship, we would be happy to tailor a package to suit your organisation. All sponsorship opportunities, entitlements and costs are subject to negotiation (all amounts are inclusive of 10% GST).

Conference Organisers

JK Connections

(Jackie Kyte and Janine King)

PO Box 846,

PARK RIDGE Q 4125

07 5482 4368 or 0409 564 729

Email: nabrc@nabrc.org.au



PLATINUM SPONSOR

As a Platinum Sponsor of the Conference, you will enjoy the highest level of exposure offered over all other sponsors. As the Platinum sponsor you will receive considerable exposure and recognition through the following benefits:

- Chairing and negotiated naming rights to one major plenary session during the Conference.
- Trade exhibition space for the entire conference.
- Corporate banner/signage placed in prominent position during the conference. (provided by sponsor).
- Company name and logo to be placed on all conference promotional material, including hyperlink to company's website on conference website.
- Acknowledgement as Platinum sponsor in opening and closing addresses.
- Acknowledgement as Platinum sponsor in conference program.
- Insert in conference satchel (to be provided by sponsor).
- A full page advertisement in conference proceedings (artwork to be provided by sponsor).
- Three full complimentary conference registrations, including field trip.

Package: \$16,500





GOLD SPONSOR

As a Gold sponsor of the Conference, you will receive an excellent level of exposure during the entire Conference.

- Negotiated naming rights to one conference session.
- Trade exhibition space for the entire conference.
- Corporate banner/signage placed in prominent position during the conference. (provided by sponsor).
- Company name and logo to be placed on all conference promotional material, including hyperlink to company's website on conference website.
- Acknowledgement as Gold sponsor in opening and closing addresses.
- Acknowledgement as Gold sponsor in conference program.
- Insert in conference satchel (to be provided by sponsor).
- A full page advertisement in conference proceedings (artwork to be provided by sponsor).
- Two full complimentary conference registrations, including field trip.

Package: \$11,000

SILVER SPONSOR

An excellent cost effective package that ensures your name is predominately displayed through the entire Conference.

- Recognition as 'Silver' sponsor.
- Trade exhibition space for the entire conference.
- Company name and logo to be placed on all conference promotional material, including hyperlink to company's website on conference website.
- Acknowledgement as Silver sponsor in conference program.
- Insert in conference satchel (to be provided by sponsor).
- A half page advertisement in conference proceedings (artwork to be provided by sponsor).
- One full complimentary conference registration, including field trip.

Package: \$5,500

BRONZE SPONSOR

- Recognition as 'Bronze' sponsor.
- Company name and logo to appear on all conference promotional material.
- Acknowledgement as Bronze sponsor in conference program.
- Complimentary insert in conference satchel (to be provided by sponsor).
- A quarter page advertisement in conference proceedings (artwork to be provided by sponsor).

Package: \$2,200

WELCOME RECEPTION (exclusive)

The Welcome Reception will be held on the evening of Tuesday 2 August 2011 in the outdoor area of the Holiday Inn Esplanade, setting the scene for a Darwin conference experience. Sponsorship of this event will entitle you to the Silver Sponsor arrangements plus the following additional promotional opportunities:

- Naming rights to "Welcome Reception".
- Corporate signage (provided by sponsor) in prominent display at the "Welcome Reception".
- Promotional material distributed at the Welcome Reception (to be provided by sponsor).
- Opportunity for brief address (3-5 mins) at the Welcome Reception.

Package: \$5,500





CONFERENCE DINNER SPONSOR (exclusive)

The Conference Dinner will be held on the evening of Wednesday, 3 August 2011. The dinner will offer a true Darwin outdoor dining experience at the The Darwin Ski Club where delegates will experience simple seaside elegance while watching the sunset over Fannie Bay.

Sponsorship of the dinner will entitle you to the Gold Sponsor arrangements plus the following promotional opportunities.:

- Naming rights to the Conference Dinner.
- Corporate signage prominently display during the conference dinner (to be provided by sponsor).
- Logo included on delegates' conference dinner menus.
- Promotional material distributed at the conference dinner (to be provided by sponsor).
- Opportunity for brief address (5 minutes) at the dinner.

Package: \$11,000

LANYARD & NAME TAG SPONSOR (exclusive)

Have your logo prominently displayed around every delegate's neck!

- Your logo or company name will be printed on the lanyard which every conference delegate will receive on registration and wear during the conference. (Artwork to be supplied by sponsor. Sponsor will have final approval prior to printing).
- Complimentary insert in conference satchel (to be provided by sponsor).
- Quarter page advertisement in conference proceedings (artwork to be provided by sponsor).

Package: \$2,200

SACHEL SPONSOR (exclusive)

This is an opportunity for your organisation to be promoted, not only at the Conference, but also extensively after the event. Due to the overwhelming popularity of the 2007 conference satchels – a laptop backpack – we have undertaken to once again provide a satchel that is suitable for use by delegates in their post-conference activities.

- Your company logo and the NABRC logo to be placed on the satchel.
- Company logo and name to appear prominently on all Conference promotional material, including a hyperlink to the company's web site on the Conference web site.
- Acknowledgement as sponsor in the Conference program.
- One quarter page advertisement in the Conference program (artwork to be supplied by sponsor).
- Complimentary insert in Conference satchel (to be provided by sponsor).

Package: \$5,500

EXHIBITOR

In addition to gold and silver sponsors' exhibits, five trade exhibition spaces are being offered. These exhibition spaces will be spread through the common areas of the venue where morning and afternoon tea and lunches will be served allowing maximum contact with delegates.

NBRUC provide you with a unique opportunity to highlight your services, research, technologies and products in allied fields and related disciplines, and provides the perfect forum for you to distribute information, promote your products and develop company loyalty. You can talk face-to-face with potential clients, customers and buyers.

Create links for future business . . . a well-designed exhibit helps you attract interest and develop new leads, while at the same time increasing the educational value of the meeting for attendees. NBRUC is a great opportunity for you to showcase your business.

Complimentary listing on the Conference web site (logo supplied by Exhibitor)

- One exhibition booth, approx. 3m x 2m, including velcro friendly booth walls, with a company name signage across the front; including lighting and access to power (if required); table and two chairs.
- Two complimentary tickets to the Welcome Reception
- Two complimentary conference day registrations. (Tickets to the conference dinners can be purchased).
- Complimentary insert in conference satchel (insert to be provided by the sponsor).

Package: \$3 300

SPONSORSHIP CONFIRMATION

To be part of the Northern Beef Research Update Conference, please complete this form
and email/post/fax to:

JK Connections (Jackie Kyte and Janine King)

PO Box 846

PARK RIDGE Q 4125

Fax: 07 5482 4368

Email: nabrc@nabrc.org.au

Contact Name:

Signature:.....

Organisation:

ABN:

Address:.....

.....

Telephone:

Facsimile:

Email:

Sponsorship package preferred (All sponsorship amounts include 10% GST):

Platinum - \$16 500

Welcome Reception - \$5 500

Gold - \$11 000

Satchel- \$5 500

Silver - \$5 500

Lanyard & Name Tag - \$2 200

Bronze - \$2200

Trade Exhibitor - \$3 300

Conference Dinner - \$11 000

Upon receipt of your sponsorship confirmation, a tax invoice will be sent to you.



