

Sponsorship Prospectus



AUSTRALIAN
PULSE
CONFERENCE

15 - 17 OCTOBER 2019 • HORSHAM

Taste and Technology

Australian Pulse Conference

Horsham, Victoria 15 - 17 October 2019

Pulses are an important Australian industry with production quadrupling over the past 10 years. Exploring *Taste and Technology*, the three-day Australian Pulse Conference will highlight the growing range of technologies driving research, production and trade to increase pulse production and productivity; and examine the growing role pulses are playing in nutrition and the possibilities for their increased inclusion in Western diets.

The Conference will commence with a field day and industry tours followed by two symposia days focusing on research and production/industry presentations. International keynote speakers are being selected to focus on key aspects of pulse research and development of significance to the Australian industry.

Welcome from the Chair - Conference Organising Committee

It is my great pleasure to invite you to the 3rd Australian Pulse Conference (APC). The APC brings together the Australian pulse industry to discover and discuss recent achievements and advances in pulse research and development.

My well credentialed and enthusiastic organising committee are working hard to deliver an excellent Conference and we welcome the support and participation of the entire pulse industry to create a great Australian Pulse Conference in Horsham Victoria, 15-17 October 2019.

The APC will begin with a unique field day in association with the Southern Pulse Agronomy Program. The field day is open to both Conference delegates and the local pulse industry. The field day provides an opportunity to examine Australian research aimed at increasing pulse productivity and reliability through improved varieties and agronomic practices. After a BBQ lunch, there will be four options including the Grains Innovation Park Research Precinct and/or a range of local seed production and food packaging companies. The Conference mixer at the picturesque Barangaroo Winery will conclude day one. A two-day Conference program will then commence examining "innovation leading transformational change" across research, production and processing through a range of aspiring themes including:

- Pushing pulse yield boundaries
- Accessing new markets
- Value adding pulses
- Expanding pulse production
- Smart farms and remote sensing

The Conference Dinner will be held on 16 October at the Horsham Town Hall and will feature an entertaining and informative speaker.

Please join us on what will be an exciting journey into pulse research and development - linking cutting edge technological research to improved profitability for growers and providing healthy options for human consumption - *Taste and Technology*.

Garry Rosewarne
Australian Pulse Conference

AUSTRALIAN **PULSE CONFERENCE**

Taste and technology

15 – 17 October 2019: Horsham

Australian Pulse Conference Managers

Arinex Pty Ltd

P: +61 2 9265 0700

E: APC2019@arinex.com.au

Proposed Program

Tuesday 15 October

Field Day and Industry Tours

Welcome Reception at Barangaroo Winery

Wednesday 16 October

Focus on industry presentations

Keynote and session presentations, rapid fire presentations, poster sessions.

- Accessing new markets - new products and market opportunities (marketing, products), novel ideas for achieving domestic 'buy-in' on pulse products
- Expanding pulse production (new crops and new environments) - agronomy and novel farming systems, Rhizobia and alternative pulse crops

Expert panel discussion – short presentations and interactive discussion on the future of the Australian pulse production industry.

Conference Dinner at Horsham Town Hall - with guest speaker and local musicians.

Thursday 17 October

Focus on scientific presentations

Keynote and session presentations, rapid fire presentations and poster sessions.

- Pushing pulse yield boundaries - genomics, phenomics, rapid generation cycling, abiotic/biotic traits for yield stability
- Value adding pulses - food chemistry and nutrition (gluten free, others) and seed traits including quality
- Smart farms and remote sensing – robotics, big data and how to get the most from it

**** Please note that this is a draft program and is subject to change**

Sponsorship Opportunities at a glance

Sponsorship	Platinum \$10,500	Gold \$6,500	Silver \$4,500	Conference Dinner \$3,000	Bronze \$2,500	Trade \$1,500	Field Day Display Negotiated
Number Available	1	2	3	1	5	10	
Opportunity to exclusively sponsor keynote speaker <i>(at the discretion of the Organising Committee)</i>	✓						
Opportunity to provide a speaker in the Conference program or introduce a keynote speaker or field day speaker/session <i>(at the discretion of the Organising Committee).</i>	✓						
Opportunity to provide a session chairperson in the Conference Program <i>(at the discretion of the Organising Committee)</i>	✓	✓					
Choice of a prominent position for an Exhibition Trade Table top <i>(preference given by sponsorship level / payment date)</i>	✓ (2 Table tops)	✓ (1 Table top)	✓ (1 Table top)	✓ (1 Table top)	✓ (1 Table Top)	✓ (1 Table Top)	
Inclusion of an advertisement for your company in the Conference Program and electronic proceedings <i>(finished artwork to be supplied by sponsor)</i>	✓ (Full Page)	✓ (1/2 Page)	✓ (1/4 Page)	✓ (1/4 Page)	✓ Listing	✓ Listing	✓ Listing
Opportunity to introduce Dinner speaker plus inclusion of company logo on menu and branding at the Dinner				✓			
Display at Field Day <i>(to be Negotiated with the Organising Committee and supplied by sponsor)</i>	✓						✓
Display at Conference Dinner <i>(to be supplied by Sponsor)</i>				✓			

Sponsorship	Platinum \$10,500	Gold \$6,500	Silver \$4,500	Conference Dinner \$3,000	Bronze \$2,500	Trade \$1,500	Field Day Trade Display Negotiated
Number Available	1	2	3	1	5	10	
Session / break Sponsorship: Choose the program session that best suits your organisation, acknowledgment of sponsorship will be on session slide. Or choose a meal break. <i>(at the discretion of the Organising Committee)</i>	✓	✓	✓				
At the Conference, your banner will be on prominent display <i>(to be supplied by Sponsor)</i>	✓	✓	✓	✓ At the Dinner	✓ At one Conference session		
Special acknowledgement during opening and closing sessions	✓	✓					
The inclusion of Sponsor logo hyperlinked to Sponsor's website until 30 November 2019 on the Conference website	✓ 250 word promotional paragraph	✓ 150 word promotional paragraph	✓	✓	✓		
During the Conference, a PowerPoint presentation will be shown acknowledging your company as a Sponsor	✓	✓	✓	✓	✓		
The inclusion of your company collateral or promotional product in the Conference satchels <i>(to be supplied by Sponsor)</i>	✓	✓	✓	✓	✓		
Complimentary full registration to Conference <i>(As numbers specify)</i>	4	3	2	1 (plus 3 Dinner only tickets)	1	1 Trade only registration	Field Day Registration

All prices quoted are inclusive GST. Should you wish to discuss alternative sponsorship opportunities please contact the Conference Managers.

Sponsorship Opportunities

PLATINUM SPONSORSHIP PACKAGE

\$10,500 (inc GST)

Company Acknowledgment

- Exclusive opportunity to sponsor a keynote speaker
- Opportunity to provide a speaker in the Conference program or introduce a Keynote speaker or Field Day speaker/session (at the discretion of the Organising Committee).
- Opportunity to provide a session chairperson in the Conference program (at the discretion of the Organising Committee)
- Choice of a prominent position for exhibition trade table top (preference given by sponsorship level and sign on date)
- The inclusion of a full-page advertisement for your company in the Conference program and electronic proceedings (finished artwork supplied by sponsor)
- Display at Field Day (negotiated with the Organising Committee and to be supplied by Sponsor)
- Session sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of Organising Committee)
- Pull-up banner on prominent display throughout the Conference (to be supplied by Sponsor)
- Special acknowledgement during opening and closing sessions
- The inclusion of Sponsor logo hyperlinked to Sponsor's website and 250 word promotional paragraph until 30 November 2019 on the Conference webpage
- During the Conference, a PowerPoint presentation will be shown acknowledging your company as a sponsor
- The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by Sponsor)

Complimentary Registrations

- 4 x complimentary full Registrations to Conference (includes admittance to the Field Day, and tickets for the Welcome Reception and Conference Dinner)

Sponsorship Opportunities

GOLD SPONSORSHIP PACKAGE

\$6,500 (inc GST)

Company Acknowledgment

- Opportunity to provide a session chairperson in the Conference program (at the discretion of the Organising Committee)
- Choice of a prominent position for exhibition trade table top (preference given by sponsorship level and sign on date)
- The inclusion of a half page advertisement for your company in the Conference program and electronic proceedings (finished artwork supplied by Sponsor)
- Session sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of Organising Committee)
- Pull-up banner on prominent display throughout the Conference (to be supplied by Sponsor)
- Special acknowledgement during opening and closing sessions
- The inclusion of Sponsor logo hyperlinked to Sponsor's website and 150 word promotional paragraph until 30 November 2019 on the Conference webpage
- During the Conference, a PowerPoint presentation will be shown acknowledging your company as a Sponsor
- The inclusion of your company collateral or promotional product in the Conference satchels (to be supplied by sponsor)

Complimentary Registrations

- 3 x complimentary full Registrations to Conference (includes admittance to the Field Day, and tickets for the Welcome Reception and Conference Dinner)

Sponsorship Opportunities

SILVER SPONSORSHIP PACKAGE

\$4,500 (inc GST)

Company Acknowledgement

- Choice of a prominent position for exhibition trade table top (preference given by sponsorship level and sign on date)
- The inclusion of a quarter page advertisement for your company in the Conference program and electronic proceedings (finished artwork supplied by Sponsor)
- Session sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of Organising Committee)
- Pull-up banner on prominent display throughout the Conference (to be supplied by Sponsor)
- The inclusion of Sponsor logo hyperlinked to Sponsor's website until 30 November 2019 on the Conference webpage
- During the Conference, a PowerPoint presentation will be shown acknowledging your company as a Sponsor
- The inclusion of your company collateral or promotional product in the Conference satchels (to be supplied by sponsor)

Complimentary Registrations

- 2 x complimentary full Registrations to Conference (includes admittance to the Field Day, and tickets for the Welcome Reception and Conference Dinner)

Sponsorship Opportunities

CONFERENCE DINNER

\$3,000 (inc GST)

Company Acknowledgement

- The inclusion of a quarter page advertisement for your company in the Conference program and electronic proceedings (finished artwork supplied by Sponsor)
- Opportunity to introduce the Conference Dinner speaker plus inclusion of company logo on menu and branding at the Conference Dinner
- Pull-up banner on prominent display at the Conference Dinner (supplied by Sponsor)
- The inclusion of Sponsor logo hyperlinked to Sponsor's website until 30 November 2019 on the Conference webpage
- During the Conference a PowerPoint presentation will be shown acknowledging your company as a Sponsor
- The inclusion of your company collateral or promotional product in the Conference satchels (to be supplied by Sponsor)

Complimentary Registrations

- 1 x complimentary full Registration to Conference (includes admittance to the Field Day, and tickets for the Welcome Reception and Conference Dinner)
- 3 x Conference Dinner tickets

Sponsorship Opportunities

BRONZE SPONSORSHIP PACKAGE

\$2,500 (inc GST)

Company Acknowledgement

- The inclusion of a company listing in the Conference program and electronic proceedings (finished artwork supplied by Sponsor)
- Choice of position for exhibition trade table top (preference given by sponsorship level and sign on date)
- Session sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of Organising Committee)
- Pull-up banner on prominent display at one Conference session (to be supplied by Sponsor)
- The inclusion of Sponsor logo hyperlinked to Sponsor's website until 30 November 2019 on the Conference webpage
- During the Conference, a PowerPoint presentation will be shown acknowledging your company as a Sponsor
- The inclusion of your company collateral or promotional product in the Conference satchels (to be supplied by Sponsor)

Complimentary Registrations

- 1 x complimentary full Registration to Conference (includes admittance to the Field Day, and tickets for the Welcome Reception and Conference Dinner)

Sponsorship Opportunities

CONFERENCE TRADE EXHIBITOR

\$1,500 (inc GST)

There are 10 trade table displays available. Multiple tables may be booked.

Trade tables will be allocated in order of receipt of Sponsorship/Exhibitor Application Forms accompanied by full payment. All promotional material and aides are to be supplied by the participating exhibitor.

You will receive:

- 1 x trestle table with table cloth, 2 chairs
- One power board to be provided upon request. All power boards and leads must be safety checked and tagged accordingly.
- 1 x Trade Representative Registration including daily catering (does not include Welcome Function or Conference Dinner)
- The listing of your company logo in the Conference program and electronic proceedings (finished artwork to be supplied by Sponsor)
- The inclusion of Sponsor logo hyperlinked to Sponsor's website until 30 November 2019 on the Conference webpage

Floor plan and Banners

A floor plan will be distributed to confirmed exhibitors. The floor plan will be subject to change and space will be allocated on a first-registered, first-served basis.

Banners are to be supplied by Sponsor (where applicable) and size restrictions may apply. Positioning of banner is at the discretion of the Conference Managers.

FIELD DAY DISPLAY EXHIBITOR

Negotiated

Field Day displays are to be directly negotiated with the Organising Committee. Sites will be allocated in order of receipt of Sponsorship/Exhibitor Application Forms accompanied by full payment. All promotional material and aides are to be supplied by the participating exhibitor.

You will receive:

- Field Day displays as approved by the Organising Committee (to be supplied by the Sponsor)
- The listing of your company logo in the Conference program and electronic proceedings and the Field Day program (finished artwork to be supplied by Sponsor)
- Entry to the Field Day
- The inclusion of Sponsor logo hyperlinked to Sponsor's website until 30 November 2019 on the Conference webpage

Field site plan and Banners

A field site plan will be distributed to confirmed exhibitors. Field site plans will be subject to change and space will be allocated on a first-registered, first-served basis.

Banners are to be supplied by Sponsor (where applicable) and size restrictions may apply. Positioning of banner is at the discretion of the Conference Managers.

TERMS & CONDITIONS

By returning the sponsorship and exhibition application/contract form, you will be taken to have consented to be bound by these terms and conditions.

SPONSORSHIP BOOKING TERMS & CONDITIONS

1. Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Exhibition Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Exhibition Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **15 July 2019**. Applications received after **15 July 2019** must include full payment. Payments for sponsorship of \$5,000 and under will be required to be paid by credit card and will be charged the full amount.
3. All monies are payable in Australian dollars.
4. All monies due and payable must be received by the Exhibition Managers prior to the event. No organisation will be listed as a sponsor in any official conference material until full payment and a booking form have been received by the Exhibition Managers.
5. If sponsorship payment is not received by **15 July 2019** you will receive an email notifying you that the authorised credit card supplied on the booking form will be charged for the remaining unpaid amount.
6. **CANCELLATION POLICY:** In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to **15 June 2019**. No refunds will be made for cancellations after this date and full payment will be due and payable. Should a cancellation be made prior to payment being made, the appropriate cancellation fee will be applicable, and the Exhibition Managers will issue an invoice which will be payable within seven (7) days. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by this cancellation policy. All communications regarding cancellation must be made in writing.
7. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Exhibition Managers.
8. Sponsorship monies will facilitate towards the successful planning and promotion of the Conference in addition to subsidising the cost of management, communication, invited speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
9. Sponsorship entitlements including organisation logo on the Conference website and other marketing material will be delivered only after receipt of the required deposit or full payment.
10. Sponsors whose agreed entitlements include the right to host an endorsed private function, will do so at their own expense and at a time and date approved by the Exhibition Managers and APC 2019.
11. Hosting of private functions in conjunction with the Conference is limited to those Sponsors who have obtained such a right within their Sponsorship entitlements. The purpose of this condition is to avoid conflict between official Conference functions and private functions.
12. The Delegate List may be used by the Sponsor (if entitled) for the purpose of contacting APC 2019 Conference delegates only. The list must not be used for the purpose related to future Conferences and shall not be transferred in whole or in part to any third party. The Delegate List may be used for up to a twelve-month period from the start date of the Conference. The inclusion of email addresses is at the discretion of the Conference Managers.
13. You will exercise due care in and around the Conference venue and in all matters related to your sponsorship of the Conference so that no harm is caused.
14. You agree that no promise, warranty or representation has been made to you by the Exhibition Managers regarding any benefit expected or other expectation you may have regarding entry in this Agreement and that you alone bear full responsibility for the sponsorship package chosen by or allocated to you.
15. The Exhibition Managers will have no liability to you of any kind if anything not of their doing happens that you may consider causes you loss or damage of any kind. In the event of cancellation or interruption of the Conference, the Exhibition Managers will have no liability to you other than any refund to which you may be entitled from the Conference venue.
16. Privacy Statement –
 YES, I consent to my details being shared with suppliers and contractors of the Conference to assist with my participation, being included in participant lists and for the information distribution in respect of other relevant events organised by the Exhibition Managers.
 NO, I do not consent.

EXHIBITION BOOKING TERMS & CONDITIONS

1. Where appropriate, Goods & Services Tax (GST) is applicable to all goods and services offered by the Exhibition Managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Exhibition Managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Exhibition space/booths/display tables will be allocated only on receipt of the signed Booking Form and Booking Terms & Conditions. Preferred booth allocation is subject to availability and change. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 30 days from the date of the tax invoice. The balance is due and payable by **15 July 2019**. Applications received after **15 July 2019** must include full payment. Payments for exhibition of \$2,500 and under will be required to be paid by credit card and will be charged the full amount.
3. All monies are payable in Australian dollars.
4. All monies due and payable must be received by the Exhibition Managers prior to the event. No exhibitor will be allowed to commence move-in operations or be listed as an exhibitor in the on-site publications until full payment and a signed booking form have been received by the Exhibition Managers.
5. If exhibition payment is not received by **15 July 2019** you will receive an email notifying you that the authorised credit card supplied on the booking form will be charged the remaining unpaid amount.
6. Public and Product Liability insurance to a minimum of A\$20 million must be taken out by each exhibitor at their own expense. A copy of the organisation's public and product liability certificate must be submitted to the Exhibition Managers at the time of submitting the booking form or by no later than **15 July 2019**.
7. **CANCELLATION POLICY:** In the event of cancellation, a service fee of A\$1,000.00 applies per 9 square metre space or shell scheme stand / display table booking to cancellations on or before **15 July 2019**. No refunds will be made for cancellations after this date. Should a cancellation be made prior to payment being made, the appropriate cancellation fee will be applicable, and the Exhibition Managers will issue an invoice which will be payable within seven (7) days. After space has been confirmed and accepted, a reduction in space is considered a cancellation and will be governed by the above cancellation policy. Reduction in space may result in relocation of exhibit space at the sole discretion of the Exhibition Managers. All communications regarding cancellation must be made in writing.
8. The Exhibition Managers reserve the right to rearrange the floor plan and / or relocate any exhibit without notice. The Exhibition Managers will not discount or refund for any facilities not used or required.
9. If the exhibitor intends to install a custom-built stand, the Exhibition Managers must be advised, and such advice must include full details and stand dimensions. This information must be received no later than **15 September 2019**. All display construction requires the approval of the Exhibition Managers and venue management. A pro rata fee will apply if any construction occupies space outside the specified space as indicated on the floor plan.
10. In the use of the exhibition space/booth/display table allocated to you, and at all times in and around the Conference premises, you must: (a) exercise due care for the persons, property and premises of others and will be solely liable for any harm to any person, or loss of or damage to property or premises you or your personnel cause by any act or omission, whether or not found negligent; (b) not engage in any allegedly unlawful conduct; and (c) not use or display any material that is alleged to infringe the intellectual property (including any moral rights) of any other person. The Exhibition Managers reserve the right to terminate your use of the exhibition space/booth/display table allocated to you, without liability to you, and you will be liable for any loss or damage suffered by the Exhibition Managers, if any of these things occur or are threatened by you.
11. No exhibitor shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Exhibition Managers.
12. The Delegate List may be used by the Exhibitor for the purpose of contacting APC Conference delegates only. The list must not be used for the purpose related to future conferences and shall not be transferred in whole or in part to any third party. The delegate list may be used for up to a twelve-month period from the start date of the Conference.
13. In entering into this agreement, you acknowledge that no promise, warranty or representation has been made to you by the Exhibition Managers other than as contained in this document.
14. You will exercise due care in and around the Conference venue and in all matters related to your sponsorship of the Conference so that no harm is caused.
15. You agree that no promise, warranty or representation has been made to you by the Exhibition Managers regarding any benefit expected or other expectation you may have regarding entry in this Agreement and that you alone bear full responsibility for the space/booth/display table package chosen by or allocated to you.
16. The Exhibition Managers will have no liability to you of any kind if anything not of their doing happens that you may consider causes you loss or damage of any kind. In the event of cancellation or interruption of the Conference, the Exhibition Managers will have no liability to you other than any refund to which you may be entitled from the Conference venue.
17. Privacy Statement –
 - YES, I consent to my details being shared with suppliers and contractors of the Conference to assist with my participation, being included in participant lists and for the information distribution in respect of other relevant events organised by the Exhibition Managers.
 - NO, I do not consent.

SPONSORSHIP & EXHIBITING APPLICATION / CONTRACT FORM

Please return this document to: Arinex Pty Ltd (APC2019@arinex.com.au)

ORGANISATION DETAILS		
Company name:		
Contact person:		
Position:		
Address:		
Suburb/town:	State:	Postcode:
Telephone:	Mobile:	
Email:		

Note: some of these details may be used in printed material – please print clearly and ensure information is accurate

Please email your logo as a hi-res jpeg to APC2019@arinex.com.au

SPONSORSHIP OPPORTUNITIES (all prices incl GST)		
To ensure your participation at the 2019 Conference please choose from the options listed below and complete the payment details and return as soon as possible to confirm your application for sponsorship.		
Please tick the package(s) your company would like to sponsor (refer to the above for details)		
<input type="checkbox"/>	Platinum Sponsor	\$10,500
<input type="checkbox"/>	Gold Sponsor	\$6,500
<input type="checkbox"/>	Silver Sponsor	\$4,500
<input type="checkbox"/>	Conference Dinner Sponsor	\$3,000
<input type="checkbox"/>	Bronze Sponsor	\$2,500
<input type="checkbox"/>	Conference Trade Exhibitor (cost is per table display – multiple tables permitted)	\$1,500
<input type="checkbox"/>	Field Day Trade Exhibitor (cost is per table display – multiple tables permitted)	Negotiated

I have read the *Sponsorship Prospectus*, understand the entitlements offered, and agree to be invoiced a total of \$ _____ (inc GST) for the items selected above.

Yes (please tick) I have read and agree to the attached terms and conditions

NAME: _____ DATE: _____

Authorised Signature: _____ Purchase Order Number (if applicable): _____

PAYMENT

Direct Debit: Bank details will be on the payment form supplied upon confirmation.

Credit Card:

Amount: \$ _____ (plus surcharge)

Credit Card Number: _____ Expiry Date: __ / __ CVC: _____

Name on Card: _____ Signature of cardholder: _____

Please forward all payments to: APC2019@arinex.com.au

Please contact the Conference Managers if you have any queries:

☎ +61 2 9265 0700 ✉ E APC2019@arinex.com.au