



AG IN THE **ASIAN**
CENTURY



National Export and Innovation Conference

2019 Sponsorship Proposal





It was an honour to be involved in such a professional, insightful and forward thinking conference. The venue, the speakers, the dinner, the industry tour were all top notch.



INTRODUCTION

Back by popular demand, the Ag in the Asian Century, National Export and Innovation Conference is coming to Brisbane in 2019. The conference will be held on 9-10 July at the Brisbane Convention & Exhibition Centre and will again host national and international speakers, focused on export and innovation opportunities in the Australian agriculture and agribusiness sector to capture Asian Century prospects.

The event is set to highlight emerging and opportunities in the Asian Century, including:

- What does the growing demand for food and agriculture products in Asia really mean for Australian businesses?
- How will export and innovation play a crucial role in any strategy to capitalise on this growing market trend
- Where do the real opportunities lie and how are Australian businesses ready to capitalise on Asian prospects.

This year's event will be co-located with The Asia Pacific Cities Summit (APCS) and Mayors' Forum. This is the region's premier civic Summit that brings together one of the largest number of city leaders with the best and brightest in business. Today, cities are increasingly recognised as key influencers, connectors and contributors to the global economy and the Summit is the platform for connection and knowledge exchange.

Being co-located with this globally relevant civic Summit will see the opportunities for trade grown exponentially. With civic leaders in the venue at the time to assist in taking discussions to actionable outcomes at the one location.

HISTORY

The Ag in the Asian Century National Export and Innovation Conference was held for the first time in Toowoomba in October 2014, and again in 2015. These events were resounding successes in delivering national and international exposure for the state's food and Ag industries. Some of the key achievements and highlights for sponsors included:

- 270 targeted opportunity seeking delegates
- 32 world class speakers
- 20 invited exhibitors
- 22 staff and volunteers
- Promotional advertising featuring sponsor logos to a total circulation of 142,567 people
- TV exposure through extensive interviews as well as an advertising campaign on Channel 7 – Toowoomba
- Multiple EDM promoting the conference to a targeted database of over 4,000 businesses in the broader region

- Highly active conference website visited by thousands of unique visitors.

SPONSORSHIP

Sponsorship of the 2019 Ag in the Asian Century conference provides an opportunity for quality engagement with a market that can be difficult to reach through traditional channels. As a conference sponsor, your organisation will enjoy unprecedented exposure to a highly targeted group of key decision makers including representatives from all levels of government and businesses from across the agriculture supply chain. Conference attendees are leaders in implementing, integrating and improving the effectiveness of the agribusiness supply chain and identifying innovation and export opportunities. This group presents sponsoring organisations with quality networking opportunities across the agribusiness sector.

As an Ag in the Asian Century sponsor in 2019 your extensive exposure within all our conference materials will position your organisation as a leader in the growing arena of Ag commerce to Asia.

To position your organisation in this space, don't miss out on being a part of this unique and highly targeted promotional opportunity.



It is rare to see such a well-run and attended conference. I was blown away by the quality of the program, speakers and certainly the events, which provided excellent networking opportunities with decision makers throughout the entire Agribusiness Supply Chain.





MAJOR SPONSOR (ONE ONLY)

\$30,000 + GST – BENEFITS AT A GLANCE

- Keynote and panellist speaking opportunities (two (2) speaking opportunities in total)
- Exclusive logo recognition on conference compendium
- Opportunity to provide additional branded merchandise (as supplied by major sponsor)
- Six (6) Full Delegate Conference Passes
- Six (6) industry tour passes
- Acknowledgment as Major Sponsor in all TSBE conference media releases
- Logo recognition as Major Sponsor on all conference material (including program, signage and audio visual display in between sessions)
- Logo recognition as Major Sponsor on conference website with links back to your company website
- Full delegate list, with name, organisation and email (subject to permission of delegate)
- One (1) 3m x 3m (9m²) Exhibition Booth
- Additional benefits by negotiation during the lead up to the conference.

CONFERENCE PARTNER (FOUR ONLY)

\$15,000 + GST – BENEFITS AT A GLANCE

- Recognition as Conference Partner Sponsor on all conference material including logo exposure:
 - In program
 - On conference website with links to company website
 - On all signage including promotional, stage and venue signage
- Two (2) Full Delegate Conference Passes
- A speaking spot as a panellist as part of the conference program
- One (1) double sided A5 flyer insert for conference compendium (supplied by Conference Partner by advised deadlines)
- One (1) complimentary 3m x 3m (9m²) Exhibition Booth
- Full delegate list, with name, organisation and email (subject to permission of delegate).



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Thank you for hosting a wonderful conference, I was impressed with the high quality of the speakers, facilities, topics and the Gala dinner – such a wonderful event. Conversations with several producers and many of the presenters at the conference were also of huge value to us.

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The Ag in the Asian Century Conference was well structured and managed by TSBE. There were thorough networking opportunities with leaders from across the entire Agribusiness supply chain, and the large number of distinguished speakers made for very entertaining and valuable sessions.





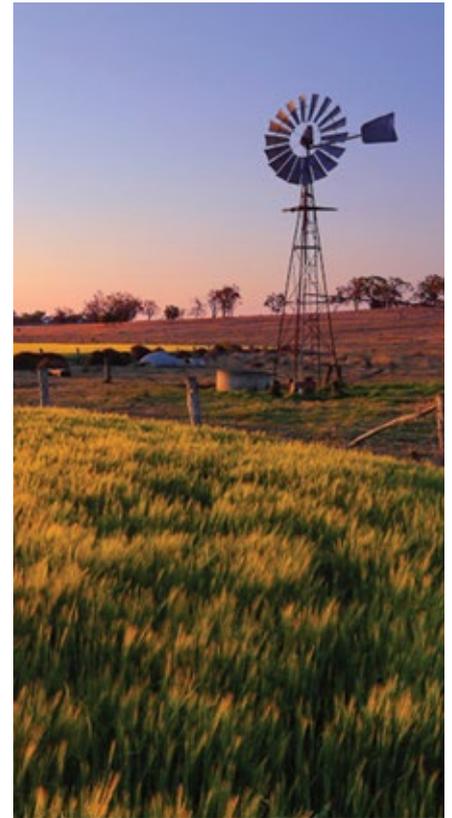
I found the conference to be very insightful, interesting and of high quality in every aspect. There is a lot going on in the region and it was great to see so much positivity aimed at the Ag Sector.



CONFERENCE DINNER SPONSOR (ONE ONLY)

\$10,000 + GST – BENEFITS AT A GLANCE

- One (1) Full Delegate Conference Pass
- Three (3) complimentary tickets to the Conference Dinner
- Acknowledgement in all media releases relating to the Conference Dinner
- Recognition as Conference Dinner sponsor on relevant conference material
- Logo recognition as Conference Dinner Sponsor on conference website with links to company website
- Numerous acknowledgements as the Conference Dinner Sponsor during the Conference Dinner, and thanks on the night
- Marketing collateral prominently displayed at the host venue
- Up to 5 minutes presentation time during the event to talk about their business and introduce the guest speaker
- Opportunity to provide lucky door prize and retain business cards entered into the draw
- An opportunity to place one (1) promotional item at each place setting at the Conference Dinner (supplied by sponsor by the advised deadlines and no larger than A4 size).



COFFEE CART (ONE ONLY)

\$3,000 + GST

- Marketing collateral prominently displayed on the coffee cart
- Opportunity to supply branded coffee cups for use by barista
- Recognition as the Coffee Cart Sponsor in conference program
- Acknowledgement as Coffee Cart Sponsor by MC and thanks on both days.

