

SPONSORSHIP AND EXHIBITION PROSPECTUS



Thursday, 21 November 2024 | Bective Station, Tamworth, NSW





THURSDAY, 21 NOVEMBER 2024, FROM 8AM

Join us at Bective Station in Tamworth, New South Wales, for an exciting one-day event dedicated to uniting the beef industry, from grass-fed producers to every link in the supply chain. Cattle Connect 2024 is not just an event; it's a unique opportunity for all stakeholders—producers, suppliers, marketers, and consumers—to celebrate our achievements, invest in our future, and expand our networks. Whether you are looking to enhance your knowledge, forge new partnerships, or simply connect with like-minded individuals, Cattle Connect 2024 has something for everyone.

Cattle Connect 2024 is a free-flowing event that allows you to tailor your experience to your interests. Roam the grounds at your own pace and immerse yourself in the dynamic atmosphere of our producer day, featuring trade sites, breed displays, and live demonstrations, speaker presentations and much more. Finishing off the event with our unique networking sundowner featuring Sam Burke's 'Rare, Medium, live' demonstration, offering the perfect opportunity to unwind and connect with fellow attendees.

Event Highlights:

- Trade Sites
- Breed Displays & Live Demonstrations
- Industry Expert Speakers
- *Rare, Medium, Live!* with Sam Burke Sundowner
- Documentary Premiere: *'World Without Cows'*





***RARE, MEDIUM, LIVE!* with Sam Burke** **Sundowner Event**

Join Sam and his team for Rare, Medium, Live at the Cattle Connect 2024 sundowner for an interactive evening of cooking, carving and of course... tasting!

Sam Burke is an executive chef, marketing and hospitality operations manager with more than 30 years industry experience working with premium beef, lamb, veal and goat.

Starting out as an apprentice chef Sam worked his way up the catering trade in butcher shops, corporate, leisure and sporting events including the Olympics and Rugby World Cup, before joining one of Australia's largest commercial catering companies for 20 years. Trading catering halls for beef and boardrooms, Sam took over the Executive Chef reins at Meat & Livestock Australia (MLA) in 2014 and has since travelled across Australia and the globe promoting and celebrating the quality and diversity of premium Australian red meat to the wider community.

Sam's expertise in large scale catering environments has enabled him to educate Australian Beef users on plate costs, product development and extracting value from the whole carcass. This included working with McDonalds Japan on new sandwich concepts using Australian red meat alongside their traditional burger offerings and enabling other quick service restaurants and retailers to present smaller primal cuts to suit the growing convenience trend.



About Cattle Australia

Cattle Australia is the national peak body representing the interests of all Australian grass-fed cattle producers. With a unified and influential voice, the organisation leads the way in policy development, advocacy, and strategic investments that benefit the entire cattle industry. By guiding research, development, and adoption (RD&A) and overseeing marketing efforts, Cattle Australia ensures that grass-fed levies directly support producers, helping to build a stronger, more competitive sector.

Focused on driving value for cattle producers, regional communities, and economies, Cattle Australia works collaboratively across the industry to protect the profitability and future of Australian cattle production.





About Bective Station

Bective Station is a historical large holding located west of Tamworth in Northwest New South Wales, split through the centre by the Peel River.

Today, the property is operated as a mixed agricultural enterprise, primarily focusing on a Wagyu seedstock and commercial breeding program in conjunction with a commercial lamb fattening and breeding program with additional diversifications as a mixed irrigated and dryland cropping enterprise.

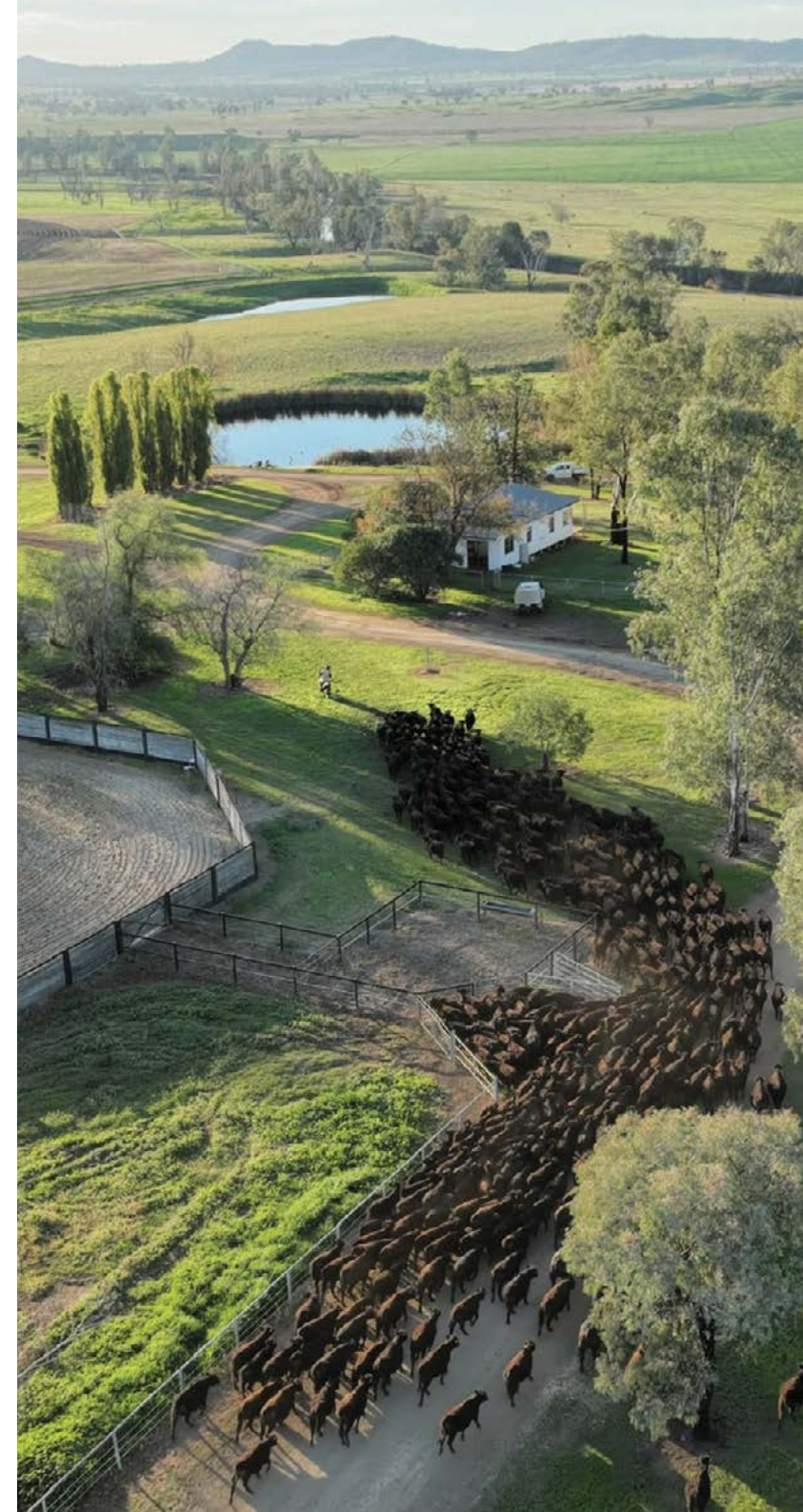
The property boasts a ~4,400hd, predominately Purebred and Full blood Wagyu breeding cattle herd utilised as part of a seedstock breeding enterprise for the broader AAM investment portfolio and a ~2,000hd Dorper lamb flock at anyone time. Additionally, there is a 5,000 head accredited beef cattle feedlot on site.

The introduction of multipurpose fencing has facilitated the reintroduction of sheep to portions of the property which provides efficiencies in use of productive land and is complimentary to the cattle operations. Bective is now a key asset that facilitates year-round fattening of lambs that underpins AAM's lamb supply chain.

Strategic fodder cropping programs in conjunction with establishment of improved pastures and fertiliser programs in recent years has expanded the overall 'carry capacity' of Bective.

Since its first granting of ownership from the land titles office in the early 1800s, Bective Station has been owned by just two families prior to AAM's purchase of the asset in late 2022. It is one of the two original stations issued land titles in the Tamworth district, alongside 'Goonoo Goonoo'.

Initially, Bective Station was identified as the original suitable location for a township in the area due to its prime position along the Peel River. The allotment of the land titles for the township remains on the land titles today.





Program Overview

Thursday, 21 November 2024 | Bective Station

Breakfast

Virtual Property Tour of Bective Cattle Station

Exhibitions featuring:

- Industry suppliers
- New technology
- Livestock
- Crops & agronomy
- MLA R&D projects, MLA Beef Marketing & Education Program
- Live demonstrations & workshops

Producer Day Sessions:

- Global Market Trends
- Australia's worst biosecurity threats: Is our border security strong enough?
- 'BEEF' marketing - Social License
- How do we articulate carbon and Ag in everyday language, not scientific rhetoric: How to engage with our urban consumers?
- What should we expect from our industry service provider (MLA) and how do we reasonably measure success (MLA Strategic Plan 2026 - 2030)
- Land management and the EU Deforestation Regulation (EUDR)

Premiere of **'World Without Cows'**

Cattle Australia Annual General Meeting

RARE, MEDIUM, LIVE! with Sam Burke Sundowner Event

Sponsorship Packages

All amounts are listed as ex GST

	Outback Pioneer Sponsor (Gold Sponsor) Multiple Opportunities \$12,000	Station Leader Sponsor (Silver Sponsor) Multiple Opportunities \$8,000	Cattleman's Sponsor (Bronze Sponsor) Multiple Opportunities \$5,000
Full event ticket (includes Sundowner ticket)	10	6	4
Logo & link on website & App	✓	✓	✓
Trade stand	Double	Single	Single
Satchel insert	1	1	1
Event App notification	1	1	-
Social media acknowledgement	✓	✓	-
Screen advertising at the event	✓	✓	✓
Banner displayed	✓	✓	✓
Logo displayed at event	✓	✓	✓
Additional benefit(s)	Opportunity to facilitate a session		

Trade Stand Packages

All amounts are listed as ex GST

	Trade Stand - Single Multiple Opportunities \$2,500	Trade Stand - Double Multiple Opportunities \$4,000
Full event ticket (includes Sundowner ticket)	2	2
Logo & link on website & App	✓	✓
Trade space	3m x 3m	3m x 6m
Banner displayed	✓	✓
Logo displayed at event	✓	✓

NOTE: All trade stand exhibitors are required to provide their own marquee(s). Only tables and chairs will be supplied on-site.



Hospitality Sponsorships

All amounts are listed as ex GST

	Meal Service: Morning Tea Exclusive Opportunity \$1,500	Meal Service: Lunch Exclusive Opportunity \$1,500	Meal Service: Afternoon Tea Exclusive Opportunity \$1,500	Coffee Cart Exclusive Opportunity \$4,000
Event Tickets	-	-	-	2
MC Acknowledgement	✓	✓	✓	✓
Logo & link on website & App	✓	✓	✓	✓
Screen advertising at the event	✓	✓	✓	✓
Banner displayed	✓	✓	✓	✓
Trade stand	-	-	-	Single
Additional benefit(s)	-	-	-	Sponsor logo on cart & Opportunity to provide branded coffee cups



Other Sponsorship Packages

All amounts are listed as ex GST

	Sundowner Event Exclusive Opportunity \$4,000	Water Bottle Exclusive Opportunity \$6,000	Satchel Bags Exclusive Opportunity \$6,000
Full event ticket (Includes Sundowner ticket)	6	-	-
Additional Sundowner ticket	4	-	-
Logo & link on website & App	✓	✓	✓
Screen advertising at the event	✓	✓	✓
Banner displayed	✓	-	-
Logo displayed at event	✓	-	-
Additional benefit(s)	Opening Address at Sundowner event	Logo on Sponsored Item	Logo on Sponsored Item



Event Tech Sponsorships

All amounts are listed as ex GST

	Event App Sponsor Exclusive Opportunity \$6,000	WiFi Sponsor Exclusive Opportunity \$4,000	Charging Station Sponsor Exclusive Opportunity \$3,000
Full event ticket (Includes Sundowner ticket)	2	-	-
Logo & link on website & App	✓	✓	✓
Event App notification	1	1	1
MC acknowledgement throughout the event	✓	✓	✓
Banner displayed	-	✓	Near charging stations
App banner advertisement	1	1	1
Additional benefit(s)	Branding on the splash page of the Event App. Dedicated page on the App (content to be supplied by the sponsor). Mentioned in App access instruction emails and signage.	Logo on WiFi details signage and App page.	Logo on WiFi details signage and App page. Branded signage near each charging station.

TAILORED SPONSORSHIP OPPORTUNITIES:

At Cattle Connect 2024, we understand that each sponsor has unique needs and objectives. That's why we offer fully customisable sponsorship packages designed to provide maximum value and alignment with your brand's goals. Whether you're looking to enhance visibility, engage with attendees, or support specific event features, we can tailor a sponsorship package that meets your exact requirements.

Additionally, we offer attractive bundle discounts for sponsors who opt for multiple sponsorship packages. This provides an excellent opportunity to increase your brand's presence across various event touchpoints while enjoying cost savings.

Collaborate with us to create a bespoke sponsorship experience that delivers impactful results and drives meaningful connections within the beef industry.

CONTACT:

Sponsorship:

Rosie Peace | AA&P Events

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Program & Registration:

AA&P Events

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Cattle Australia

info@cattleaustralia.com.au

[VISIT THE WEBSITE](#)

APPLY TO SPONSOR/EXHIBIT:

Please download the application form:

[APPLICATION FORM](#)

CANCELLATION DATES:

50% fee for cancellations before 5pm Friday, 18 October 2024. 100% fee for cancellations after this date.