

A large, stylized graphic of green leaves in various shades of green, positioned on the left side of the page. The leaves are layered and have a soft, painterly appearance. The background is a solid dark purple color.

22nd AUSTRALASIAN
WEEDS CONFERENCE

25-29 Sep 2022 - Adelaide Oval

**SPONSORSHIP
PROSPECTUS**

FROM THE EXECUTIVE COMMITTEE

The 22nd Australasian Weeds Conference is an international weed management platform that aims to share the latest information and resources to minimise the impacts of weeds on our economy, environment and society.

For the first time in 16 years, Adelaide will host the Australasian Weeds Conference (22AWC) in September 2022 and is set to build on the success of the 2018 event to gather over 250+ state, national and international delegates.

22AWC will engage a wide range of industries as it showcases cutting edge science and operational practices and tools through the call for papers, exhibition and conference tours. The conference seeks to build capacity in all weed management contexts: environmental, aquatic, agricultural and urban settings.

Partnering with industry is essential to ensure delegates stay ahead of emerging trends and are well equipped to protect our future from weed threats. Sponsoring or exhibiting provides a unique opportunity to collaborate with industry, community and government; promote your organisation and maintain a high profile among specialists in weed management.

The Council of the Australasian Weed Societies (CAWS) together with local host, the Weed Management Society of South Australia (WMSSA), invite your organisation to participate in the premier event for the weeds industry.

The industry's innovative thinkers and leaders will be at 22AWC... don't miss this opportunity to be involved!

Conference Hosts



**Weed Management Society
of South Australia**

Event Partner



WHO WILL ATTEND?

22AWC conference will aim to attract over 250+ dedicated weeds professionals from across Australasia from the following fields;

- Weed researchers from both the government and private sector
- Local, state and federal government policy makers and planners
- Agricultural consultants and advisors
- Landowners and managers
- Industry representatives: agro-chemical; robotics; drones; biological control; spray application
- Natural resource management
- Noxious weed managers
- Native vegetation, roadside and amenity managers
- Biological, economic and social researchers and academics interested in weed management
- Students studying agriculture or weed science
- Community group members such as Landcare and grower groups
- Research funding bodies

THE CONFERENCE

The 22AWC will be held at the iconic Adelaide Oval situated right in the heart of the city, framed by the River Torrens and surrounding precinct.

www.adelaideoval.com.au

| Date | Time of day | Program |
|-------------------------|-----------------------|--|
| Sunday, 25 September | Afternoon to Twilight | CAWS Annual General Meeting Welcome Reception |
| Monday, 26 September | Day | Conference Program and Exhibition |
| Tuesday, 27 September | Day | Conference Program and Exhibition |
| | Evening | Conference Dinner |
| Wednesday, 28 September | Day | Conference Program and Exhibition |
| Thursday, 29 September | Day | Conference tour/s |

WHY PARTNER WITH 22AWC?

- Sponsoring or exhibiting provides a unique opportunity to establish your organisation, products and staff amongst a high profile of specialists in weed management.
- Build and maintain relationships with over 250+ weed specialists, who themselves have large local, state, national and international networks.
- Increase your exposure to the community of people working in weed research and management.
- Offer new knowledge and technologies to help delegates stay ahead of industry trends.
- Expand your social media reach, by interacting with the Australasian weeds community via the conference Facebook and Twitter accounts.
- Align with one of the Australasian region's most respected weed management societies at an internationally respected research conference.
- The Australasian Weeds Conference is now a key player in global weed management.
- The conference has been run by independent weed societies and CAWS since 1978 and all profits go back towards the local and national bodies to further initiatives in weed management.

SPONSORS' CORE BENEFITS

In addition to the benefits outlined for each sponsorship opportunity, all conference sponsors receive the following core benefits:

- Logo displayed in the conference program.
- Logo displayed on the conference website sponsors' page with a reciprocal link.
- A promotional insert in each delegate satchel.



SPONSOR BENEFITS

| | SOLD Gold | Silver | Bronze | SOLD Dinner | SOLD Coffee Cart | SOLD Echibition | Touring |
|-------------------------------------|--|---------------------|---------------------|---------------------------|-----------------------------------|-------------------------------|---------|
| Opportunities | 2 | as required | | 1 | as required | | |
| Sponsorship value (includes GST) | \$16,000 | \$11,000 | \$6,600 | \$8,500 | \$2,500 | \$2,500 | \$2,200 |
| LOGO | Announcement as a sponsor on conference social channels | yes | yes | yes | yes | | yes |
| | Display logo on conference website home page | yes | yes | yes | yes | yes | yes |
| PROMOTION | Exhibition space 3m x 2m | two | one | one | | one | one |
| | Organisational profile in conference proceedings | 200 words | 150 words | 100 words | 150 words | | |
| | Advert in the conference proceedings | full page colour | full page colour | half page colour | half page colour | | |
| | Display a pull-up banner in entrance/hosted area | yes | yes | yes | yes – at dinner | | |
| | Content in e-news | yes | yes | | | | |
| | Delegate list (delegate opt-in list: first/last name, organisation and email.) | yes | | | | | |
| | Naming rights | | | | yes | | |
| Opportunity to address delegates | yes | | | yes | | yes – on tour | |
| ATTENDANCE | Complimentary full delegate registrations (including social functions) | two | two | one | one | one | one |
| | Additional complimentary conference dinner tickets | | | | five | | |
| | Complimentary conference touring tickets | | | | | | three |

GOLD **SOLD**

two opportunities available

\$16,000 including GST

As a Gold Sponsor you will enjoy a value-added partnership with opportunities to connect with delegates before, during and after the conference.

In addition to the core benefits, you will also receive:

- Promotion before during and after the conference as a 'Major Sponsor' (along with Event Partner GRDC)
- Contribute content to the conference e-Newsletter to be sent to the Society database prior to the conference (anticipate this would be educational; awareness raising; research or news content that would link through to your website) Metrics supplied upon request. (**two** opportunities before to the Society Database and **one** after the conference to delegates who attended)
- Receive a **delegate list** post event of contacts who have opted in. (name, organisation, email)
- Opportunity to **welcome delegates** at the start of day two or three
- Full page colour advertisement on the back page of the conference program
- Two exhibition spaces (3m wide x 2m deep) with priority placement
- Two complimentary full-delegate registrations to the conference including the conference dinner
- 200-word organisation profile in the conference program
- One free-standing pull-up banner in the registration area for the duration of the conference
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms.

EXHIBITOR SPACE

SILVER **SOLD OUT**

opportunities as required

\$11,000 including GST

As a Silver Sponsor the sponsorship offering provides you great exposure to showcase your organisation through the conference and exhibition.

In addition to the core benefits, you will also receive:

- Contribute content to the conference eNewsletter to be sent to the Society database prior to the conference (anticipate this would be educational; awareness raising; research or news content that would link through to your website) Metrics supplied in link clicks upon request. (**one** opportunity before to the Society Database and **one** after the conference to delegates who attended)
- Full page colour advertisement in the conference program
- One exhibition space (3m wide x 2m deep) with priority placement
- Two complimentary full-delegate registrations to the conference including the conference dinner
- 150-word organisation profile in the conference program
- One free-standing pull-up banner in the registration area for the duration of the conference
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms.

EXHIBITOR SPACE

BRONZE **SOLD OUT**

five opportunities available

\$6,600 including GST

As a Bronze Sponsor the sponsorship offering provides your organisation exposure through the conference program and exhibition.

In addition to the core benefits, you will also receive:

- Half page colour advertisement in the conference program
- One exhibition space (3m wide x 2m deep)
- One complimentary full-delegate registration including the conference dinner
- 100-word organisation profile in the conference program
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms

In addition to the above benefits each bronze sponsor will be able to choose (1) additional benefit listed below, subject to availability:

- Co-branding with 22AWC of the 22AWC USB with the inclusion of one electronic brochure subject to committee approval **SOLD**
- Co-branding with 22AWC of the conference notebook **SOLD**
- Naming rights and chance for a 3-minute address at the Welcome Reception **SOLD**
- Exclusivity of a charging station added to your exhibition stand. **EXHIBITION SPACE SOLD OUT**
- Naming rights of the 22AWC WIFI – branding on all digital and hard copy WIFI references. Network name and password linked to sponsor name (subject to venue capabilities) **EXHIBITION SPACE SOLD OUT**

CONFERENCE DINNER **SOLD**

exclusive opportunity

\$8,500 including GST

The Conference Dinner is the conference's social highlight with entertainment and fine local produce. As the Conference Dinner Sponsor, you are provided the exclusive opportunity for interactive marketing and promotion during the evening. During the planning phase, the conference organiser will gladly consider your ideas for the event.

As the Conference Dinner Sponsor, the sponsorship offering provides your organisation exposure through the conference program.

In addition to the core benefits, you will also receive:

- Naming rights to the Conference Dinner
- Five-minute address during the Conference Dinner
- Half page colour advertisement in the conference program
- One complimentary full-delegate registration to the conference including the Conference Dinner
- Five additional complimentary tickets to the Conference Dinner (i.e. 6 tickets total)
- 150-word organisation profile in the conference program
- Display of your logo on the conference website home page with reciprocal link
- Display of your conference logo on the Conference dinner menu
- Two free-standing pull-up banners in the dinner area for the duration of the conference
- A tweet/post to announce your sponsorship on the Conference social platforms.
- Distribution of appropriate corporate gifts or merchandise during the dinner

EXHIBITOR **SOLD OUT**

opportunities as required

\$2,500 including GST

The exhibition space will facilitate maximum contact with delegates. If you have a product or service that needs demonstration or if you'd like a dedicated space for discussions with delegates then an exhibition space is ideal.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- One exhibition space (3m wide x 2m deep)
- Display of your logo on the conference website home page with reciprocal link
- Opportunity to include a promotional insert in the delegate satchel

Closer to the conference, exhibitor packs will be distributed outlining move-in / move-out times, delivery labels and floor plan.

TOURING SPONSOR

opportunities as required

\$2,200 including GST

As the Touring Sponsor, you are offered the privilege to co-host a pre-conference tour. This will offer your staff the opportunity to develop a rapport with participants and a knowledge of your organisation. What happens on tour, stays on tour! During the tour planning stage, the planning committee will gladly consider your ideas for the tours.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- Three complimentary tickets for the sponsored tour itinerary
- Three-minute address during the conference tour itinerary
- A tweet/post to announce your sponsorship on the conference social platforms
- Opportunity to contribute to the tour design; visit your facility or research.



CONFERENCE APP LEAD TIME RESTRICTIONS

exclusive opportunity

\$5,500 including GST

As the Conference App Sponsor, you will be offering your organisation exposure to the conference program, speaker information and delegate interaction throughout the conference.

In addition to the core benefits, you will also receive:

- Naming rights to the conference app
- Half page colour advertisement in the conference program
- One complimentary full-delegate registration including the conference dinner
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms
- Verbal acknowledgement as the conference app sponsor
- Company logo to appear on all main conference app pages
- Opportunity to send push notifications to users for an additional charge (\$440)

COFFEE CART **SOLD**

exclusive opportunity

\$2,500 including GST

The coffee cart is the place to be for maximum contact with delegates. Not only will you be giving delegates that much needed caffeine boost but you will have the opportunity to catch delegates as they wait in line to further exposure of your organisation.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- Provision of (1) barista station providing coffee from 8am – 3.30pm on each conference day
- Located in a 2m x 2m space with space for backdrop/banners
- Opportunity to supply branded coffee cups
- Opportunity to supply branded hats/aprons for barista staff to wear
- Display of your logo on the conference website home page with reciprocal link

CONFERENCE SACHELS **SOLD**

exclusive opportunity

\$5,500 including GST

As the Conference Satchel Sponsor, you will be offering your organisation high level brand exposure to all conference attendees. Delegates will receive their branded satchel upon arrival and encouraged to use throughout the event.

In addition to the core benefits, you will also receive:

- Opportunity to include a promotional insert in the delegate satchel
- Half page colour advertisement in the conference program
- One complimentary full-delegate registration including the conference dinner
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms
- Verbal acknowledgement as the conference satchel sponsor

ADVERTS

opportunities as required

\$440 including GST - half page colour

POSTER PRESENTATION SPONSOR

exclusive opportunity

\$2,500 including GST

Poster Presentation Sponsorship offers great exposure for your organisation, giving you exclusive branding in one of the highest level foot traffic areas of the conference. A dedicated Poster Presentation area will display your company logo (in multiple locations) acknowledging your company as the sponsor. Delegates will continually see and visit the poster presentations displayed throughout the conference.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- Display of your logo on the conference website home page with reciprocal link

SACHEL PROMOTIONAL INSERT

opportunities as required

\$660 including GST

If you have a key message you'd like each delegate to receive, then place it in the delegate satchel. If you wish to include an item that is not a brochure style document, please contact the conference organiser to check its suitability.

- Opportunity to include a promotional insert in the delegate satchel

Quantities and delivery dates will be provided closer to the event.

GENERAL INFORMATION

Terms and conditions

1. 22AWC Conference Manager and Weed Management Society of SA (WMSSA) conference organising committee reserve the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the conference. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
2. 22AWC/Event Studio reserve the right to vary the quoted prices in accordance with any change to the legislated rate of the GST (currently 10%) and is applicable to all goods and services offered by the meeting. All prices in this document are inclusive of GST.
3. Upon confirmation of sponsorship an invoice will be issued from the WMSSA. Full payment is required by the invoice due date to confirm the booking. Failure to do so may result in the sponsorship item or exhibition stand being released for sale. Payment options are available for larger sponsor amounts.
4. Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled prior to 22 August 2022. For cancellations after 22 August 2022, confirmed sponsors will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement. All requests for cancellations must be made in writing to 22AWC/Event Studio.
5. No sponsor or exhibitor will be able to set up their exhibition booth or display until full payment is received by WMSSA

CONTACT US

Sponsorship enquiries can be directed to
the conference organiser, Event Studio.

Contact the team here:

E: 22AWC@eventstudio.com.au

P: 08 8379 8222