



23rd AUSTRALASIAN WEEDS CONFERENCE

25-29 AUGUST 2024

BRISBANE CONVENTION & EXHIBITION CENTRE

SPONSORSHIP PROSPECTUS

FROM THE ORGANISING COMMITTEE

The 23rd Australasian Weeds Conference (23AWC) 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 31 years, Brisbane will host the Australasian Weeds Conference in August 2024 and is set to build on the success of the 2022 event to gather over 250+ state, national and international delegates.

23AWC 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, Invasive Species Queensland (previously Weed Society of Queensland) (ISQ), invite your organisation to participate in the premier event for all involved in weed management.

The industry's innovative thinkers and leaders will be at 23AWC... don't miss this opportunity to be involved!

CONFERENCE HOSTS



WHO WILL ATTEND ?

23AWC 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 23AWC will be held at the Brisbane Convention and Exhibition Centre situated in Southbank, located on the opposite side of the Brisbane River to the CBD and surrounding precinct. The conference will run 25 – 29th August as outlined in the program below:

This program outline is indicative only and the conference organisers reserve the right to make any changes as necessary.

DATE	TIME OF DAY	PROGRAM
Sunday, 25 August 2024	Afternoon to Twilight	Welcome Reception
Monday, 26 August 2024	Day	Conference Program and Exhibition
Tuesday, 27 August 2024	Day	Conference Program and Exhibition
	Evening	Conference Dinner
Wednesday, 28 August 2024	Day	Conference Program and Exhibition
Thursday, 29 August 2024	Day	Conference Field Tours

WHY PARTNER WITH 23AWC?

- Sponsoring or exhibiting provides a unique opportunity to establish your organisation, products and staff amongst a high-profile consortium 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.
- Align with one of the Australasian region's most progressive weed management societies (incorporating pest animals as well) 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 with any surplus profits going back 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.
- Opportunity to provide one promotional insert in each delegate satchel.
- Logo added to PowerPoint slide scroll displayed during catering breaks. Size according to investment level
- Access to a full delegate list (full name, position and organisation only) Subject to delegate consent
- Extra Sponsor/Exhibitor representatives' registrations available. 10% discount off Early bird price.

Please note: AWC Organising committee reserves the rights to accept or reject sponsorships at its absolute discretion.



SPONSOR SUMMARY TABLE

	GOLD	SILVER	BRONZE	DINNER	COFFEE CART	EXHIBITOR	FIELD TOUR
Investment (Includes GST)	\$16,500	\$11,000	\$6,600	\$8,800	\$4,400	\$2,750	\$2,200
Opportunities	2	5	5	1	2	Multiple	4
LOGO							
Logo and link on conference website	✓	✓	✓	✓	✓	✓	✓
Logo displayed in the conference program	✓	✓	✓	✓	✓	✓	✓
Logo added to PowerPoint slide scroll displayed during catering breaks.	✓	✓	✓	✓	✓	✓	✓
PROMOTION							
Exhibition booth 3m x 3m	Double	Single	Single	Single	Cocktail table only	Single	
Organisational profile in conference program	200 words	150 words	100 words	150 words			
Advert in the conference program	Full page	Full page	Half page	Half page			
Display a pull-up banner in a hosted area	✓	✓	Workshop and Catering Break Sponsor	✓			
Content /article in ISQ Newsletter	✓	✓					
Satchel Insert	✓	✓	✓	✓	✓	✓	✓
Opportunity to address delegates	✓	Catering Sponsor		✓			Yes - on tour
Exclusive Enhancement	Welcome Reception or Satchel	Program or Workshop or Catering Break	Compendium, Charging Station, Lanyard, Poster, Water Bottle	Yes			
Delegate List (subject to consent) Name, Position and organisation	Yes and email	✓	✓	✓	✓	✓	✓
ATTENDANCE							
Complimentary full delegate registrations (including social functions)	3	2	1	1	1	1	1
Additional complimentary conference dinner tickets				2			

GOLD SPONSOR

Limited to 2 Opportunities

Investment - \$16,500

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. As a Gold Sponsor you will achieve great exposure to showcase your organisation through the conference and exhibition.

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

- Double exhibition booth (6m wide x 3m deep) with priority placement
- Three complimentary full-delegate registrations to the conference including the welcome reception, plenary sessions & conference dinner.
- Opportunity to address all delegates at the start of day two or three with a 3-minute speech.
- Full page colour advertisement on the inside cover or back page of the conference program
- Promotion before during and after the conference as a 'Gold Sponsor' (along with Event Partner)
- Contribute an article or content to the ISQ Newsletter. (anticipate this would be educational; awareness raising; research or news content that would link through to your website) Dimensions and word limit supplied upon request.
- Access to full delegate list post event including name, organisation, email. (subject to delegate consent)
- 200-word organisation profile in the conference program
- One free-standing pull-up banner in the registration area for the duration of the conference

Your choice of ONE exclusive opportunity listed below:

Welcome Reception Sponsor (Exclusive Opportunity)

- Opportunity to present a two (2) minute welcome speech at the Welcome Reception to introduce your organisation
- Opportunity to display one (1) pull up banner in a prime position at the Welcome Reception
- Opportunity to provide theming for the Welcome Reception (at own expense and subject to conference organiser's approval)

OR

Satchel Sponsor (Exclusive Opportunity)

- Sponsorship of the satchel bag offers excellent exposure as it will be distributed to every delegate, sponsor/exhibitor and speaker.
- Your company's logo to appear on the front of the satchel bag alongside the host (organising committee's discretion as to logo being printed in full colour or mono)

Satchel bag will be sourced by the conference organisers. An artwork proof of the branding on the satchel bag will be sent to you prior to print production for your approval. Logo to be supplied by the sponsor in .EPS format

SILVER SPONSOR

Investment - \$11,000

Including GST

Limited to 5
Opportunities

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

- Single exhibition booth (3m wide x 3m deep) with priority placement
- Two complimentary full-delegate registrations to the conference including the welcome reception, plenary sessions & conference dinner
- Full page colour advertisement in the conference program
- Promotion before during and after the conference as a 'Silver Sponsor' (along with Event Partner)
- Contribute an article or content to the ISQ Newsletter. (anticipate this would be educational; awareness raising; research or news content that would link through to your website) Metrics supplied upon request.
- 150-word organisation profile in the conference program
- One free-standing pull-up banner in the registration area for the duration of the conference

Your choice of ONE exclusive opportunity listed below:

Program Sponsor (Exclusive Opportunity)

- As the Conference Program Sponsor, you will be offering your organisation exposure with a full-page advertisement in conference program inside cover or back cover. The program will be access by all delegates and your advertisement highly visible
- Program Sponsor's logo will appear on the front cover.
- The AWC organising committee will determine if the program is digital, printed or both.

Workshop Sponsor (Exclusive Opportunity)

- During a concurrent session the Workshop Sponsor will have the opportunity to have input into the content presented during the session and conduct a 5 min introduction.
- Introduce the topics and concurrent speakers
- One pullup banner positioned in the room

Catering Break Sponsor (3 Opportunities)

- Pullup banner displayed in the catering area at the nominated Morning Tea break
- Opportunity to address ALL delegates in the plenary session with a two (2) minute speech directly before the nominated Morning Tea break
- Acknowledgement of sponsored catering break will be displayed on the symposium program

BRONZE SPONSOR

Limited to 5 Opportunities

Investment - \$6,600

Including GST

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

- Single exhibition booth (3m wide x 3m deep)
- One complimentary full-delegate registration including the welcome reception, plenary sessions & conference dinner
- Half page colour advertisement in the conference program
- 100-word organisation profile in the conference program

Your choice of ONE exclusive opportunity listed below:

Compendium/Notebook Sponsor (Exclusive Opportunity)

- Co-branding with 23AWC of the conference compendium/notebook
- Compendium will be in the satchel of all delegates
- .eps format logo to be provided

Charging Station Sponsor (Exclusive Opportunity)

- Exclusivity of a powered charging station added to your exhibition stand.

Lanyard Sponsor (Exclusive Opportunity)

- Your company logo (.eps format) prominently displayed on the lanyard alongside the host organisations
- Lanyard to be sourced by the Organising Committee. Organisers reserve the right to determine if the logo will be displayed in full colour or mono type

Poster Presentation Sponsor (Exclusive Opportunity)

- 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. Delegates will continually see and visit the poster presentations displayed throughout the conference.

Water Bottle Sponsor (Exclusive Opportunity)

- Your company logo (.eps format) prominently displayed on the water bottle alongside the host organisations
- The water bottle to be sourced by the Organising Committee. Organisers reserve the right to determine if the logo will be displayed in full colour or mono type.



CONFERENCE DINNER SPONSOR

Exclusive
Opportunity

Investment - \$8,800
Including GST

The Conference Dinner is the conference's social highlight with networking 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.

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

- Single exhibition booth (3m wide x 3m deep)
- One complimentary full-delegate registration to the conference including the welcome reception, plenary sessions & conference dinner
- Naming rights to the Conference Dinner
- Five-minute address during the Conference Dinner
- Half page colour advertisement in the conference program
- Two additional complimentary tickets to the Conference Dinner (i.e. 3 tickets total)
- 150-word organisation profile in the conference program
- 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
- Distribution of appropriate corporate gifts or merchandise during the dinner
- Opportunity to provide theming for the Dinner (at own expense and subject to conference organisers' approval)



COFFEE CART SPONSOR

Limited to 2 Opportunities

Investment - \$4,400
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 welcome reception, plenary sessions & conference dinner
- Provision of (1) barista station providing free coffee during the catering breaks for the 3 conference days.
- One cocktail table positioned at the coffee cart, to engage with the delegates
- Opportunity to provide branded coffee cups (to be supplied by the sponsor subject to venue approval).
- Opportunity to provide branded uniforms (hats, shirts, etc.) for the coffee cart staff (to be supplied by the sponsor subject to venue approval).
- Opportunity to display one free standing banner and signage exclusively at the coffee cart

FIELD TOUR SPONSOR

Limited to 4 Opportunities

Investment - \$2,200
Including GST

As a Field Tour Sponsor, you are offered the privilege to co-host a post-conference tour. This will offer your staff the opportunity to develop a rapport with participants and a knowledge of your organisation.

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 welcome reception, plenary sessions & conference dinner
- Two complimentary tickets for the sponsored tour itinerary
- Three-minute address during the conference tour to your coach passengers itinerary
- Display a pullup banner where your passengers embark on the coach.
- Opportunity to contribute to the tour design; visit your facility or research.

TRADE BOOTH/ EXHIBITOR

Multiple
Opportunities

Investment - \$2,750
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:

- Single exhibition booth (3m wide x 3m deep)
- One complimentary full-delegate registration to the conference including the welcome reception, plenary sessions & conference dinner

Unlimited
Opportunities

SACHEL PROMOTIONAL INSERT

Investment - \$660
Including GST

If you have a key message, merchandise or delegate gift you'd like each delegate to receive, then place it in the delegate satchel. Alternatives to brochure style document is welcome, 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.

PROGRAM ADVERTISEMENTS

\$880
Including GST

full page colour

\$440
Including GST

half page colour

\$220
Including GST

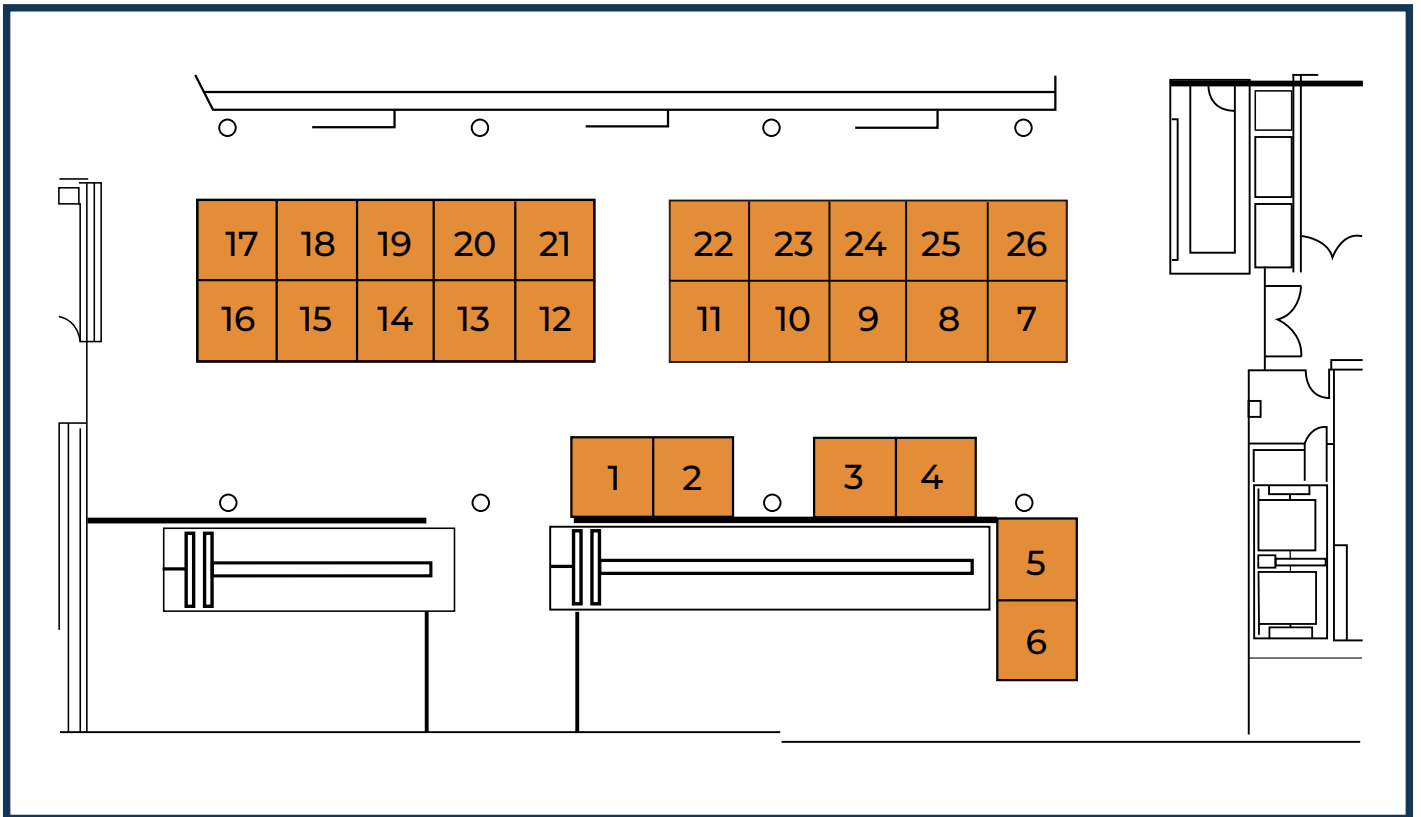
Quarter page colour

Metrics supplied upon request.

Multiple
Opportunities



DRAFT FLOOR PLAN



** Floor Plans are subject to Venue approval*

Please Note:

- This floor plan is indicative only and is subject to change to include catering stations or custom enhancements
- If the exhibitor wishes to furnish or customise the booth, this is the exhibitor's responsibility to hire and at the exhibitor's own expense. This can be arranged via our dedicated supplier.
- Allocation of designated exhibition space will be based on:
 1. Level of investment and
 2. Date of receipt of sponsor/exhibitor agreement form and payment.
 3. Subject to AWC organising committee approval

EXHIBITION



Structure

2.5m Octamorm structure with white melamine panels 3x2m/3x3m Stands

Power

1x 4amp power outlet, per stand, located in the back corner

Lighting

2x track spotlights per 9spm
lights fixed to the inside front fascia

Signage

Digital print fascia, polished aluminium frame, 300mm deep on all aisle frontages

Customisation

The sponsorship packages are a guide to commercial involvement opportunities and have been designed to be adaptable. Custom upgrades are welcome via or booth supplier. We recognise that one size does not necessarily fit all. Should you want to negotiate a package to specifically suit your organisation's objectives and specific areas of interest please do not hesitate to contact our Conference organisers:

Sponsorship Enquiries

Caitlin O'Keefe

Event Manager, Iceberg Events
E: caitlin@icebergevents.com.au
P: 07 3876 4988 | 0402 270 938

SPONSORSHIP TERMS & CONDITIONS

Sponsor/Exhibitor agreement

Completion of the sponsor agreement form does not confirm acceptance of offer. 23AWC Committee reserves the right to determine which applications are accepted. All sponsorships will be confirmed in writing by Conference Organisers, Iceberg Events. 23AWC Conference Manager (Iceberg Events) and Invasive Species Queensland (ISQ) 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 the delegates' experience.

Payment

All payments must be received by the due date. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the package. All sponsors' benefits are conditional on receiving payment, and receiving artwork, goods, etcetera in a timely manner and are subject to meeting publication deadlines. Should a sponsorship benefit precede payment that benefit will no longer be available to the sponsor. All prices are inclusive of GST

Cancellation

Notification of cancellation must be submitted in writing to the Conference Organisers prior to 22 July 2024 (50% of total sponsorship will apply as a cancellation fee). Cancellations made after 22 July 2024 will receive no refund. The sponsor and/or exhibitor shall not be entitled to any refund in the event of cancellation of the sponsorship because of industrial action, blackouts or any cause outside the control of the Conference Organisers.

Exhibition trade display allocation

All exhibition trade displays will be allocated by level of investment and then on a "first come, first served" basis. 23AWC Committee has the exclusive right to allocate exhibition trade displays available

to the exhibitor and may alter the exhibition, should it prove necessary. The exhibitor's wishes will be considered as far as possible. The final exhibition floor plan may vary resulting in trade display position changes from the original floor plan due to updated trade floor plans.

Exhibitors

Must have current public liability insurance cover for their trade displays. Are wholly responsible for the security and safekeeping of items and staff at their trade displays. Will be responsible for any damage to the walls, or the floor of the building occupied by the trade display. Will be responsible for any loss or damage to the trade display, partitions, electrical fittings, and lights provided for the exhibitor. The offering and distribution of promotional materials may only take place within the immediate vicinity of trade display, except where expressly permitted. Participation is entirely at the exhibitors' risk. The exhibitor guarantees the Conference Organisers against all claims by third parties in consequence of damage caused by the exhibitor during the exhibition.

Conference Organisers

May postpone or amend the time the exhibition will be held to a more suitable time. Shall not be held liable for any losses, damage, or injuries caused except in cases of demonstrated negligence.

Liability waiver

In the event of industrial disruptions and any other circumstances that occur that mean the 23rd Australasian Conference cannot take place, the organisers accept no responsibility for losses incurred by conference participants, sponsors and exhibitors. Participation in the exhibition does not imply any endorsement or approval by the host organisations or event partner, and takes no responsibility in relation to the displays, products representations or promotional material of the participants. The host organisations and event partner has not assessed, endorsed or approved any display, product representation or promotional material.



23rd AUSTRALASIAN WEEDS CONFERENCE

25-29 AUGUST 2024 | BRISBANE CONVENTION & EXHIBITION CENTRE

SPONSOR AGREEMENT FORM

NOTE: THIS EDITABLE PDF MUST BE DOWNLOADED BEFORE COMPLETING AND SUBMITTING

ICEBERG EVENTS ABN 84 084 581 153

CONTACT DETAILS

Title (Mr/Mrs/Ms)	First Name	Surname
Position		
Organisation		
Postal Address		
Suburb/City	State	Postcode
Phone	Mobile	
Email		

SPONSORSHIP OPPORTUNITIES (INC GST)

<input type="checkbox"/> GOLD WELCOME RECEPTION SPONSOR	\$16,500	<input type="checkbox"/> BRONZE POSTER PRESENTATION SPONSOR	\$6,600
<input type="checkbox"/> GOLD SACHEL SPONSOR	\$16,500	<input type="checkbox"/> BRONZE WATER BOTTLE SPONSOR	\$6,600
<input type="checkbox"/> SILVER PROGRAM SPONSOR	\$11,000	<input type="checkbox"/> CONFERENCE DINNER SPONSOR	\$8,800
<input type="checkbox"/> SILVER WORKSHOP SPONSOR	\$11,000	<input type="checkbox"/> COFFEE CART SPONSOR	\$4,400
<input type="checkbox"/> SILVER CATERING BREAK SPONSOR	\$11,000	<input type="checkbox"/> FIELD TOUR SPONSOR	\$2,200
<input type="checkbox"/> BRONZE COMPENDIUM/NOTEBOOK SPONSOR	\$6,600	<input type="checkbox"/> TRADE BOOTH EXHIBITOR	\$2,750
<input type="checkbox"/> BRONZE CHARGING STATION SPONSOR	\$6,600		
<input type="checkbox"/> BRONZE LANYARD SPONSOR	\$6,600		

PROGRAM ADVERTISEMENTS

\$880 \$440 \$220

BOOTH PREFERENCES

Select your top three preferences from the Exhibition Area Floor Plan

#1 #2 #3 Are you having a custom stand? Yes No

PAYMENT DETAILS Total Amount Payable AUD (including GST) \$

A tax invoice will be issued once your sponsorship application has been approved and processed. The tax invoice will outline payment options and terms as per this agreement.

DECLARATION

I have read the sponsorship prospectus and agree to the 'Terms & Conditions'.

I declare that I am authorised to make this commitment on behalf of my organisation. By signing this agreement form I confirm that our organisation has our own insurance and should a copy of our insurance policy be required, I agree to provide this to the event organisers.

Name: _____ Signature: _____

TO SECURE YOUR PLACE: DOWNLOAD THIS PDF, COMPLETE AND RETURN TO:

Caitlin O'Keefe, Event Manager, Iceberg Events

Phone: 07 3876 4988 **Email:** caitlin@icebergevents.com.au