



abts2024.com.au



AUSTRALIAN
BARLEY
TECHNICAL
SYMPOSIUM

SPONSORSHIP & TRADE PROSPECTUS

Harvesting the
Potential of Barley

12 – 15 August 2024
Adelaide, South Australia

Proudly partnering with



Invitation to Sponsor

On behalf of the Australian Barley Technical Symposium (ABTS) Committee, I would like to take this opportunity to invite you to support and celebrate our 21st Symposium, being held in Adelaide from the 12th – 15th of August 2024.

Join us as a partner and network with 100-150 national and international delegates in a meeting representing all sectors of the Australian barley industry – agronomists, chemists, maltsters and brewers, research scientists, plant breeders, technical and marketing personnel, grain traders and barley growers.

The symposium theme is 'Harvesting the potential of barley', with sustainability threaded through the program to address our future industry needs at all levels from the grass roots ensuring barley is grown sustainably, to encouraging our young scientists and future industry leaders, and embracing new developments, technologies and innovations.

Your support will enable us to once again deliver a high-quality event that has become renowned within the barley industry.

The ABTS is open to anyone with an interest in barley, science and production, and the program will represent all disciplines.

The Symposium will be widely promoted nationally and internationally via

- The Symposium database of previous participants
- 2024 Symposium Website
- Social Media
- Interest group newsletters
- Industry publications and website

If you have any questions regarding the Symposium, please do not hesitate to contact me on 0409 283 062 or Rebecca Gabriel on +61 8 8125 2200 (Option 1) | press 2 for Sponsorship | or email rebecca.gabriel@aomevents.com

Kind Regards

Stewart Coventry
Chair, ABTS 2024 Committee

 abts2024.com.au



Sustainability Matters

We are very pleased and excited to make ABTS 2024 as sustainable as possible to reduce the carbon footprints associated with attending the Symposium.

Here are some of many ways we will be practising sustainability:

- the Recycling of Packaging
- Donatable goods, equipment and furniture, and
- Reducing Waste as a whole.

The Symposium venue, Crown Plaza Adelaide, is committed to being a sustainable hotel in Adelaide and seeks out sustainable supplier partnerships. Their ongoing approach to reducing their carbon footprint includes: glass bottles, bulk bathroom amenities in every room, paperless check-in, digital compendiums, still and sparkling water dispensers, and Orca food waste tech.

PLASTICS - We offer bulk amenities to reduce plastic disposable bottles and we don't offer single use plastic and only 100% recyclable food grade plastic if any is used. We don't have any plastic straws and always offer glass bottles or cans as first choice.

ENERGY - The hotel only finished building in 2020 and energy consumption has been considered throughout the build to reduce our carbon emissions. We have installed sensor lights in guest rooms, a BMS light and aircon management system, energy-saving mini bar units, water-saving shower heads and toilets, liquid pool blankets and double-glazed windows.



In an effort to produce an event environmentally friendly event and booth, ask us about Ecoboard Displays in place of your traditional booth build: smarter, greener, more versatile!

OTHER INITIATIVES - Electronic registration system (reduces paper), keeping cup in the room to reduce takeaway cups, water bottle in room to promote refilling the water bottle rather than a single use water bottle, wooden key card, environmentally friendly HSK chemicals, reduced linen change

Organising Committee	Chair	Stewart Coventry	Committee Members	
	Secretary	Mary Raynes	Amanda Box	Tara Garrard
	Treasurer	Laura Ziems	Kenton Porker	Jon Thelander
	Co-Chair	Samir Alahmad	Elysia Vassos	Megan Sheehy
			Julie O'dea	Matthew Tucker

Symposium Manager
 All Occasions Group
 
All Occasions Group

Symposium Themes



**BARLEY
AGRONOMY
AND CROP
MANAGEMENT**



**BARLEY
PROCESSING,
END USE
AND TRADE**



**PLANT
BREEDING
AND GENETICS**



**INDUSTRY
SUSTAINABILITY
FROM PRODUCT
TO PEOPLE**



**AUSTRALIAN
BARLEY
TECHNICAL
SYMPOSIUM**

Harvesting the Potential of Barley

Why Sponsor and Exhibit



Maximum exposure at a premier international industry Symposium



The opportunity to demonstrate your company's commitment to the industry



Showcase your expertise and capabilities and educate the industry



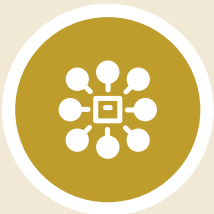
Time to network with industry colleagues and key decision-makers



Access to a broad network of industry partners from the public and private sectors



Increased marketing opportunities including visibility on the Symposium website and marketing materials



An opportunity to build and reinforce strategic relationships



Opportunity to present latest innovations and new products or services to a pertinent audience



Stay connected to trends and issues



The chance to affiliate your brand with unique and dynamic Symposium packages

Commitment levels vary and can be tailored to meet your marketing strategies

Please contact us to find out more information
✉ rebecca.gabriel@aomevents.com

Destination and Symposium Venue

Crowne Plaza Adelaide

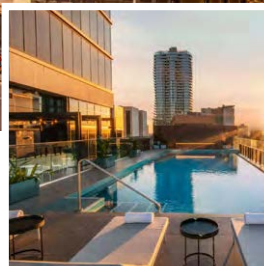
Experience the newly built Crowne Plaza Adelaide and stay in the City's East End, an iconic Adelaide cultural, retail and culinary hub.

Located only 20 minutes from Adelaide Airport and across from Lot Fourteen, the Botanic Gardens and National Wine Centre.

Hop on a short, complimentary tram ride to Adelaide Oval, Adelaide Convention Centre and SkyCity Adelaide Casino.

Park onsite and choose from 329 guest rooms and spacious suites. Concentrate, relax and rejuvenate in Work-life guest rooms designed for the modern day business traveller. The in-room streaming app and plush bedding make relaxing a breeze. Mornings in your room come with floor-to-ceiling windows, unrivalled views of the city or Adelaide Hills, guaranteed wake up calls and an espresso capsule machine to kick start your day.

Take a dip in the show-stopping, rooftop infinity pool and work out in the fully-equipped gym which is open 24/7. Dine among the 28 clouds at Adelaide's highest rising restaurant: Koomo and enjoy a modern Asian influenced menu. Kick back and relax at Luna10, our poolside bar and cocktail lounge featuring unforgettable views, modern working spaces, charging ports, free Wi-Fi and an all-day dining philosophy which makes the most out of business and life.



The Exhibition Trade Area will be host to

- Symposium Catering Breaks
- Poster Board Presentations
- Welcome Reception

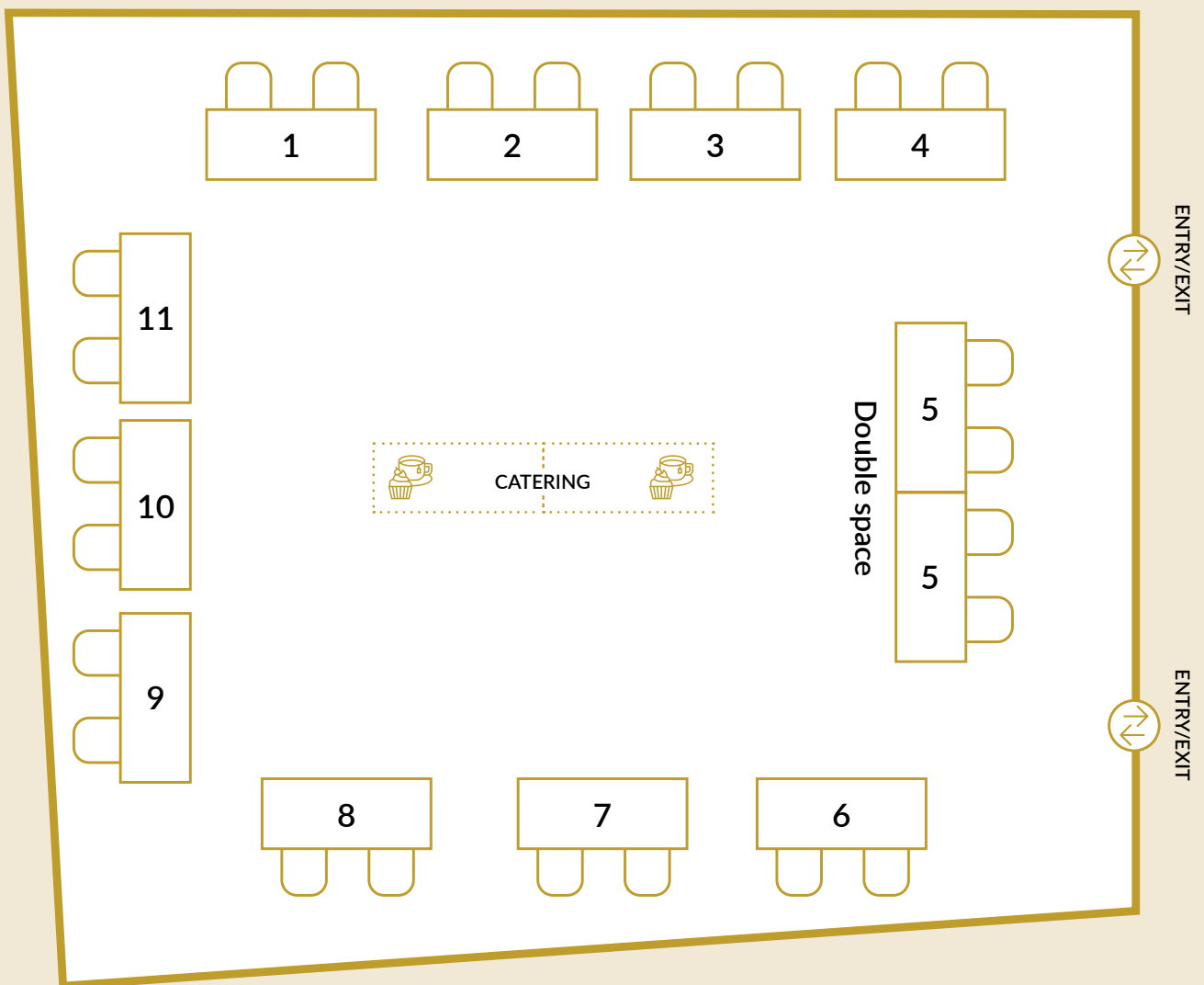
Choose from 450sqm of flexible meeting space featuring 4 versatile rooms with warm rich natural lighting, the latest in AV technology, energising F&B packages and access to our innovative Plaza Workspace located in level 10.



Sponsorship Opportunities

Exhibition Trade Floorplan

See the draft floorplan layout – please note this may be subject to change by venue or organisers.

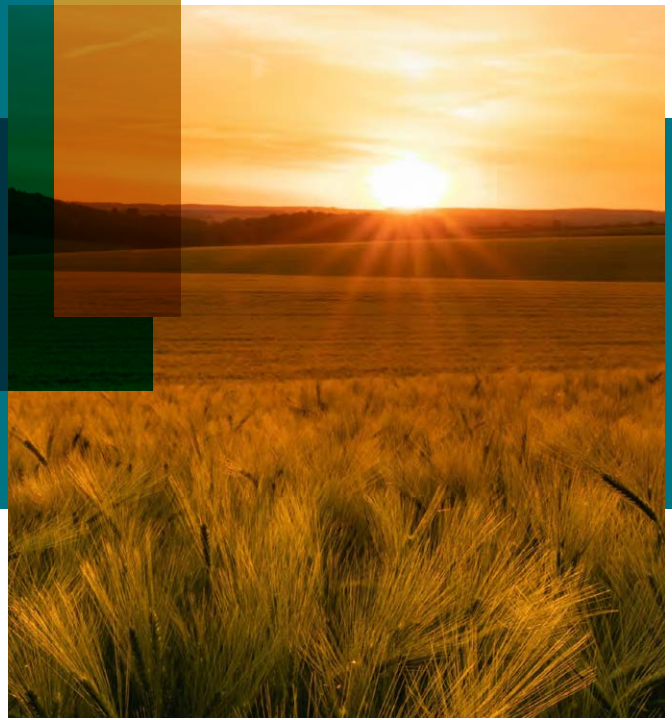


Please note priority placing will be given to sponsors and choices of location will be on first reply basis.

Sponsorship At A Glance

BENEFITS Please note: all prices are inclusive of 10% GST	GOLD \$14,500 (3 available)	SILVER SOLD	BRONZE \$3,700 (4 available)	EXHIBITION TRADE ONLY \$2,500
MARKETING & ACKNOWLEDGEMENT				
Company name/logo featured:				
<ul style="list-style-type: none"> On all the Symposium material, mass media and internal media 	✓			
<ul style="list-style-type: none"> On all directional signage throughout the Symposium 	✓			
<ul style="list-style-type: none"> On the Symposium website 	✓	✓	✓	✓
<ul style="list-style-type: none"> – with a 400-word company profile 	✓			
<ul style="list-style-type: none"> – with a hyperlink to the company website 	✓	✓		
<ul style="list-style-type: none"> In the Symposium program booklet (A4) 				
<ul style="list-style-type: none"> – with a colour advertisement <i>(artwork to be supplied by sponsor)</i> 	Full page	½ page		
<ul style="list-style-type: none"> – on the sponsor acknowledgement page 	✓	✓	✓	✓
<ul style="list-style-type: none"> On the sponsor loop shown during the Symposium acknowledging your company as a sponsor 	✓	✓	✓	✓
Corporate banner on prominent display during Symposium <i>(to be supplied by sponsor)</i>	✓			
Verbal acknowledgement before sponsored session/break	✓	✓	✓	
REGISTRATION				
Complimentary full registration to the Symposium <i>(including attendance at all social functions)</i>	3	2	1	1
PROGRAM				
Presentation during the Symposium <i>(speaker to be supplied by sponsor)</i>	5 mins	3 mins		
Option for Company representative as speaker or session chairperson	✓			
Selection as sponsor of session, speaker, or lunch <i>(based on availability)</i>	✓	✓		
Selection of morning tea or afternoon tea sponsorship <i>(based on availability)</i>			✓	
Opportunity to host a pre-Symposium workshop for Symposium delegates <i>(additional fees will apply)</i>	✓	✓		
TRADE EXHIBITION				
Trade display (2m x 1m space incl trestle table) <i>- Preference by sponsorship level</i>	✓	✓	✓	✓
Inclusion of your company bio and digital brochure on the dedicated conference app	✓	✓	✓	✓
ADDITIONAL BENEFITS				
Opt-in delegate list provided 2 weeks prior to the Symposium <i>(depending on privacy laws)</i>	✓	✓		

Additional Sponsorship Opportunities



Welcome Reception Sponsor (Multiple Opportunities) \$5,500 INC. GST



Monday, 12th August 2024 at Crowne Plaza Adelaide

- ✓ 1 x Complimentary full registration to the Symposium (including attendance at all social functions)
- ✓ 2 x Complimentary invitations to the Welcome Reception
- ✓ Corporate banner on prominent display (to be supplied by sponsor)
- ✓ Recognition as the Welcome Reception Sponsor on Symposium website, virtual platform and in program
- ✓ Company name/logo featured on the sponsor loop shown during the Symposium acknowledging your company as the Welcome Reception Sponsor

Networking Function Sponsor (Multiple Opportunities) \$5,000 INC. GST



Tuesday, 13th August 2024 at Little Bang Brewery

- ✓ 1 x Complimentary full registration to the Symposium (including attendance at all social functions)
- ✓ 1 x Complimentary invitation to the Networking Function
- ✓ Corporate banner on prominent display (to be supplied by sponsor)
- ✓ Recognition as the Networking Function Sponsor on Symposium website, virtual platform and in program
- ✓ Company name/logo featured on the sponsor loop shown during the Symposium acknowledging your company as the Networking Function Sponsor

Gala Dinner Sponsor (Exclusive Opportunity) \$10,000 INC. GST

SOLD



Thursday, 15th August 2024 at venue TBA

- ✓ 1 x Complimentary full registration to the Symposium (including attendance at all social functions)
- ✓ 2 x Complimentary invitations to the Gala Dinner
- ✓ One (1) ½ A4 Page colour advertisement in the Symposium program (artwork to be supplied by sponsor)
- ✓ Corporate banner on prominent display (to be supplied by sponsor)
- ✓ Recognition as the Gala Dinner Sponsor on Symposium website, virtual platform and in program
- ✓ Company name/logo featured on the sponsor loop shown during the Symposium acknowledging your company as the Gala Dinner Sponsor
- ✓ Opt-in delegate list provided 2 weeks prior to the Symposium (depending on privacy laws)

Digital Partner / Symposium App and WiFi Sponsor
\$5,000 INC. GST



Symposium App:

- ✓ Exclusive branding of Symposium App
- ✓ Logo to appear on Symposium App loading screen
- ✓ Digital Static content page in the Symposium App, content to be supplied by sponsor and can include an image and link to external site or video
- ✓ 1 News Alerts via the Symposium App, content to be supplied by sponsor and can include one image per alert (400x400 pixels)
- ✓ Logo on Footer of Symposium App

WiFi:

- ✓ Wi-Fi password is your company name
- ✓ Logo on Wi-Fi signage at registration desk

Marketing and Promotion:

- ✓ Logo and 100-word company profile displayed on the Symposium App
- ✓ Logo displayed on Symposium Website
- ✓ Logo displayed on Symposium Holding Slides of support
- ✓ Recognition in list of sponsors on the Symposium App
- ✓ Access to the Symposium App for sponsors/exhibitors to collect delegate contact information and sales leads from delegates (*who provide consent*)
- ✓ Delegate List supplied one (1) week before event (*who provide consent*)

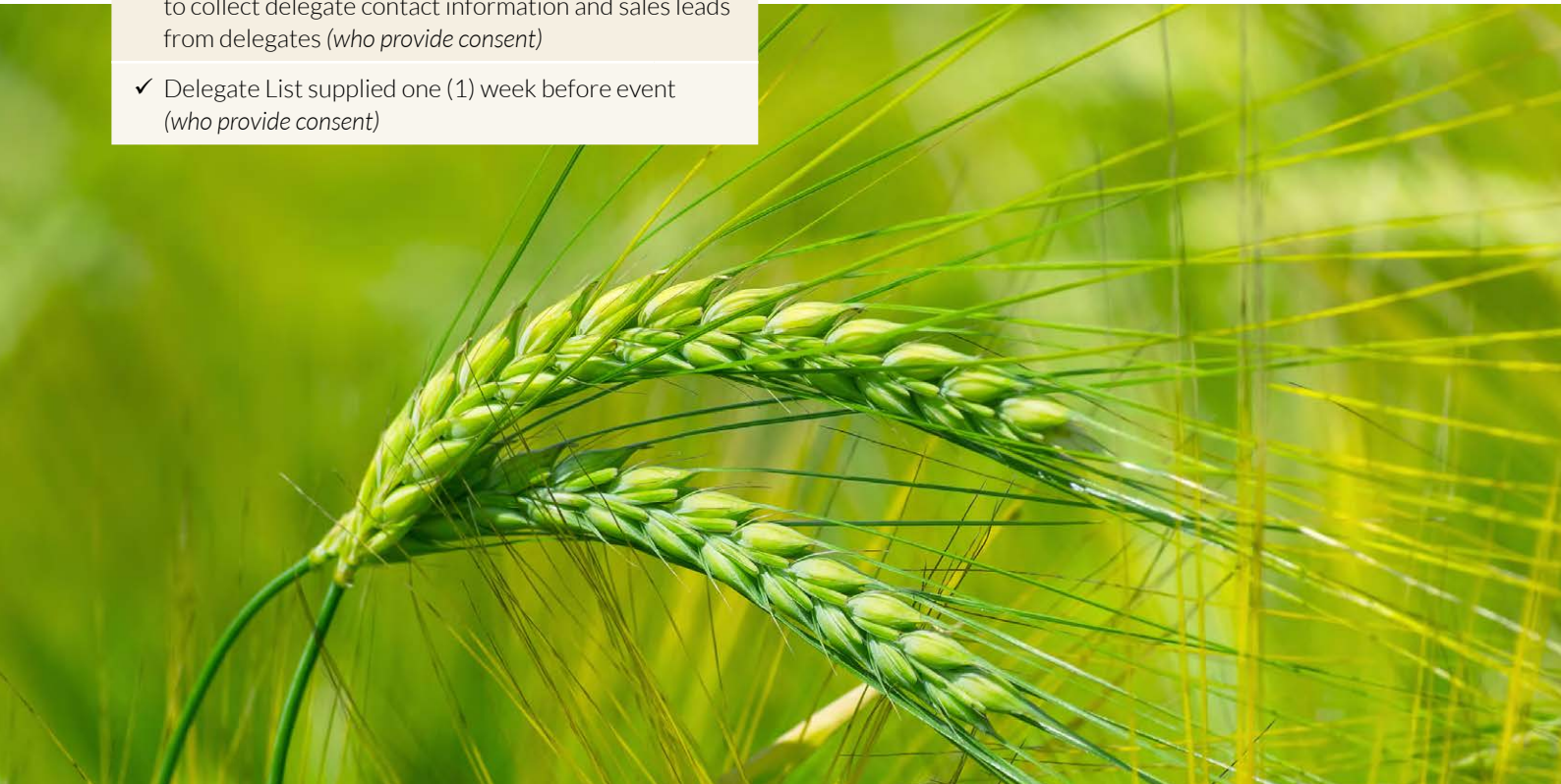
Session / Plenary Speaker Sponsor
\$5,000 INC. GST



With approval from committee. To cover speaker costs including flights, accommodation, and registration, etc.

Marketing and Promotion:

- ✓ One (1) banner to be displayed by the entrance of the speaker session (*supplied by sponsor*). Position determined by organisers.
- ✓ Acknowledgement as Speaker Sponsor at commencement of session.
- ✓ Logo and 100-word company profile displayed on the Symposium App
- ✓ Logo displayed on Symposium Website
- ✓ Logo displayed on Symposium Holding Slides of support
- ✓ Recognition in list of sponsors on the Symposium App
- ✓ Access to the Symposium App for sponsors/exhibitors to collect delegate contact information and sales leads from delegates (*who provide consent*)
- ✓ Delegate List supplied one (1) week before event (*who provide consent*)



Extended Sponsorship Opportunities



Extended sponsorship opportunities are available to boost your existing sponsorship package or have to purchase outright.

If you are looking for a point of difference, a way to stand out amongst other sponsors or wanting to create a tailored package, consider the extended opportunities below:

<p>Coffee Cart \$4,000 INC. GST</p> <p>SOLD</p>  <p>A favourite meeting spot where people assemble, and your logo can have a great presence</p>	<p>Pens and notebooks \$3,000 INC. GST</p>  <p>Opportunity to supply and brand pen and notebook for all delegates to be placed on the table</p>
<p>Sustainable Name Badge and Lanyard Sponsor \$4,000 INC. GST</p> <p>SOLD</p>  <p>This is a sustainable event, in keeping with this goal we aim to use pre-existing lanyards. Sponsor may supply lanyards, otherwise the Symposium committee will supply unbranded, reusable bamboo lanyards.</p>	<p>Catering Tea Break Sponsor \$2,500 INC. GST PER DAY</p>  <p><i>Multiple Opportunities</i> With approval from committee. To cover catering costs for break times including Morning Tea or Afternoon Tea per day.</p>
<p>Sustainable Satchel Sponsor \$4,000 INC. GST</p> <p>SOLD</p>  <p>Opportunity to supply sustainable or co-branded Symposium satchel for delegates</p>	<p>Satchel Inserts \$440 INC. GST</p>  <p>Satchel insert in Symposium bag <i>(to be supplied by the sponsor)</i></p> <p><i>In consideration for the environment, we will not be accepting flyers for inclusion of the delegate satchel. You are welcome to bring to the Symposium to have available on your booth however downloadable brochure is preferred and can be accessed by delegates in attendance.</i></p>
<p>Photobooth Sponsor \$3,500 INC. GST</p>  <p>Photo booth will be located in a prominent position during the dinner</p>	

Contact us to enquire about pricing, availability and the possibility to customise your package.

Additional Exhibitor Registrations and Social Functions

<p>Additional exhibitor registrations \$715 INC. GST PER PERSON</p> <p>+</p>  <p>✓ 1 Exhibition Registration (includes morning and afternoon refreshment breaks, lunches, access to exhibition and welcome reception and dinner)</p>	<p>Additional dinner registrations \$150 INC. GST PER PERSON</p> <p>+</p>  <p>✓ Symposium dinner ticket only</p>
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Please contact rebecca.gabriel@aomevents.com to arrange your additional tickets.

Sponsorship and Exhibition Application Form

All prices are listed in AUD and include GST



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SYMPOSIUM

CONTACT PERSON (all correspondence will be directed to this person)

First Name	Surname		
Organisation			
Position			
Address			
Suburb	State	Country	Postcode
Office Number		Mobile Number	
E-mail address			

SYMPOSIUM SPONSORSHIP PACKAGES (please tick preference)

Gold Sponsor	\$14,500	Bronze Sponsor	\$3,700
Silver Sponsor	SOLD	Exhibition Trade Only	\$2,500

ADDITIONAL SPONSORSHIP PACKAGES (please tick preference)

Welcome Reception Sponsor	\$5,500	Digital Partner / Symposium App and WiFi Sponsor	\$5,000
Networking Function Sponsor	\$5,000	Session / Plenary Speaker Sponsor	\$5,000
Gala Dinner Sponsor	SOLD		

EXTENDED SPONSORSHIP PACKAGES (please tick preference)

Coffee Cart	SOLD	Pens and Notebooks	\$3,000
Sustainable Name Badge and Lanyard Sponsor	SOLD	Catering Tea Break Sponsor (<i>price is per day</i>)	\$2,500
Sustainable Satchel Sponsor	SOLD	Satchel Inserts	\$440
Photobooth Sponsor	\$3,500		

I/WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS SPONSORSHIP AND EXHIBITION PROSPECTUS

Name	Signature	Date

Please email your completed application form and company logo (.jpg or .png preferred) to rebecca.gabriel@aomevents.com.

A tax invoice will be issued on receipt this completed form being received (including GST).



Sponsorship and Exhibition Contract Terms and Conditions

These terms and conditions constitute a contract between you ('the Exhibitor/Sponsor') **Australian Barley Technical Symposium Inc** (ABN: 92 295 216 181) and **All Occasions Group Pty Ltd** (ABN 44 109 863 514) ('the Symposium Organisers') in relation to the sponsorship and/or use of exhibition space at the **Australian Barley Technical Symposium** at the Crowne Plaza Adelaide ('the Venue') in Adelaide, South Australia from 12 – 15 August 2024 ('the Symposium'). By signing the application form you are indicating your acceptance of these terms and conditions.

Acceptance and Allocation

The Symposium Organisers, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Symposium Organiser, whose decision will be final.

Application and Payment

To confirm your acceptance of a Sponsorship or exhibition package please complete the Booking form at the back of this brochure and return to rebecca.gabriel@aomevents.com and specify the package required. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. As spaces are strictly limited, returning a Booking Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

Cancellation Policy

Cancellations will be accepted in writing only. A cancellation notice received 3 months prior to the Symposium start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the Symposium start date will be subject to a 100% cancellation fee.

Legal Responsibility

The Symposium Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Symposium that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Symposium Organisers in respect of any claim and demands in respect thereof.

The Exhibitor/Sponsor acknowledges that the Symposium Organisers are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract. In the event that the Symposium or Exhibition is cancelled or delayed through no fault of the Symposium Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

Exhibitor Manual

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 6 weeks before the Symposium. It will include the following

- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.

Exhibitor Display Rules

- The Symposium Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition booth must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated booth area.
- Excessive noise that inconveniences other exhibitors or the Symposium must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

Custom Stand

All custom stand designs must be approved by the Symposium Organisers and the Venue to allow for unrestricted views. Custom booths which aren't open plan (for example a structure with one or more walls) may need to be located against the perimeter of the Exhibition.

Detailed Requirements and Due Dates:

- The Symposium Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Symposium Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed the Organisers are not responsible for any losses sustained as a result.

Sponsorships

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Symposium Organisers. You must not do anything where you will, in any way, be represented that you are a partner of the Symposium Organisers.

Registrations

Sponsors/Exhibitors are not permitted to attend Symposium Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should Sponsors/Exhibitors wish to attend the Symposium as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

Sponsorship and Exhibition Packages

Please refer to the Sponsorship packages in this Sponsorship & Exhibition Proposal document. Any variations to the description of each package must be as agreed in writing with the Symposium Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received by the Symposium Organisers.

Venue

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.