



AUSTRALIAN FERTILISER SERVICES ASSOCIATION

Registered Number 603 301 266 ABN 41 603 301 266

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2021 AFSA NATIONAL CONFERENCE PARTNERSHIP & EXHIBITOR PROSPECTUS “FERTILISER FUELLING PRODUCTION”

Date: 28th - 30th July 2021

Venue: The Bend Motorsport Park at Tailem Bend, South Australia

The Australian Fertiliser Services Association is embracing the theme **“Fertiliser Fuelling Production”** with a variety of partnership and exhibition opportunities for anyone with an interest in the fertiliser industry at our 2021 National Conference.

This conference offers exclusive opportunities to further develop relationships, and build new ones, with those who recommend, supply and apply soil and crop nutrients, amendments, and inputs to assist their communities to sustainably produce food and fibre in Australia.

We look forward to providing you with the opportunity to increase your profile and showcase your brand by participating in the 2021 AFSA National Conference as a partner or exhibitor through

- ✓ Increasing brand awareness
- ✓ Building meaningful relationships
- ✓ Being recognised as an industry leader for contributing to industry knowledge, education and networking
- ✓ Showcasing your products and services to a captive audience
- ✓ Demonstrating your commitment to the continued growth and development of the fertiliser services industry

Early confirmation of your partnership of the Conference will ensure an even higher level of exposure.

Extensive conference promotional campaigns will include

- ✓ Industry advertising
- ✓ Regular email member updates to AFSA members and industry
- ✓ Social media engagement
- ✓ AFSA Website – will be the primary source of information, with news and updates on the conference program being provided frequently
- ✓ Fertiliser News – editions in March and July

At the conference the promotional opportunities will continue through the

- ✓ Conference handbook
- ✓ Conference signage, including banners at the registration desk, conference room, restaurants and exhibition areas
- ✓ Recognition at partnered events



ABOUT THE VENUE

The Bend Motorsport Park is Australia’s newest world class motorsport facility and is located only an hour from the Adelaide CBD.

Perfect for high octane thrill seekers, Rydges Pit Lane Hotel and Conference Centre is located within the main building of this premium multi-purpose facility with all event spaces boasting views overlooking the international race circuit.

There are several accommodation options available including the Rydges Pit Lane Hotel, the Big4 “The Bend” Cabin and Caravan Park and many BnBs within a few minutes drive of the venue itself.

What will be included in the programme?

The draft programme includes

28th July 2021

- ✓ Industry Bus Tours – choice of Langhorne Creek or Meningie/Lower Lakes
- ✓ State State and Group meetings
- ✓ Welcome event

29th July 2021

- ✓ AFSA Conference (from 8.30 until 4pm) covering topics such as product quality and spreadability, soil and nutrients, equipment and technology updates and road transport issues with NHVR. Our keynote speaker for the day is Steven Bradbury (2002 Winter Olympic speed skater and Gold medal winner)
- ✓ Dynamic and Static Machinery displays and exhibits (throughout day)
- ✓ Fun events including Go-Karts, Hotlaps and Gin Tasting (4 – 6pm)
- ✓ A celebration dinner in the evening (from 7pm), which will include a special tribute to Neil and Val Henry.

WHAT OPPORTUNITIES ARE AVAILABLE FOR YOU TO PARTNER WITH AFSA?

Conference Partnerships

| Conference Partner | Satchel & Lanyard Partner | Keynote Speaker Partner | Industry Bus Tour Partner |
|--------------------|---------------------------|---|---------------------------|
| 1 available | 1 available | 1 available (others available on request) | 2 available |

Exhibitor partnerships

| Dynamic Machinery Exhibits | Static Machinery Exhibits | Information and product display |
|----------------------------|---------------------------|---------------------------------|
| 3 available | 15 available | 15 available |

Hospitality partnerships

| Conference Lunch Partner | Celebration Dinner Partner | Welcome Event Partner |
|--------------------------|----------------------------|-----------------------|
| 1 available | 1 available | 1 available |

PARTNERSHIPS

Conference Partner

As the Conference Partner, if you wish to combine 2 or more packages (ie, Conference and Conference Lunch partner), a discount of 10% shall be offered.

If more than one partner is interested in the Conference Partnership, a closed auction will be used to select the successful bidder.

All other packages will be allocated in the order that applications are received, if your first preference is unavailable, there will be alternatives available that suit both parties.

- 1 available for \$20,000
- Two full conference registrations including bus tour, welcome event, conference and celebration dinner
- Verbal acknowledgement at conference opening and closing sessions
- Opportunity to make a 5 minute welcome address to guests at commencement of conference or chair one panel session during conference
- Opportunity for your staff to meet and greet delegates upon entry into Conference room
- Opportunity to provide promotional brochures/flyers at on tables throughout conference
- Opportunity to provide 1 gift/promotional item with your logo as a door gift for conference delegates
- Full page advertisement or editorial in Conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Logo to appear on main page of AFSA registration website page and all conference promotional activities
- Prominent display of your signage throughout the Conference
- Opportunity to combine other packages at a 10% reduction in cost
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

Industry Bus Tour partner

- 2 available at \$6,000 per tour
- One full conference registration including bus tour, welcome event, conference and celebration dinner
- Verbal acknowledgement at start and conclusion of tours
- Opportunity to host tour in conjunction with AFSA representative
- Opportunity for your staff to meet and greet delegates on bus tour
- Opportunity to provide 1 gift/promotional item with your logo as a gift for Bus tour guests
- Quarter page advertisement in the conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Displaying of logo on AFSA website and social media with bus tour information
- Signage to be displayed on the interior of bus and at conference venue on following day
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

Keynote Speaker Partner (Steven Bradbury)

- 1 available for \$5,000
- One full conference registration including bus tour, welcome event, conference and celebration dinner
- Acknowledgement as the Keynote speaker partner preceding the speaker session
- Opportunity to introduce the keynote speaker
- Opportunity to provide promotional brochures/flyers at on tables during Speaker session
- Quarter page advertisement in conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Displaying of logo on AFSA website and social media with keynote speaker information
- Opportunity to display signage in the conference room throughout the conference
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

PARTNERSHIPS

Welcome Event partner

- 1 available for \$12,500
- Acknowledgement as the exclusive Welcome Event partner during the event
- Two full conference registrations including bus tour, welcome event, conference and celebration dinner
- Acknowledgement as the exclusive Welcome Event partner during the event
- Opportunity to make a 5 minute welcome address to guests during welcome event
- Opportunity for your staff to personally meet and greet guests as they enter the Welcome reception area
- Opportunity to provide promotional brochures/flyers at catering station and on tables throughout welcome event
- Opportunity to provide 1 gift/promotional item with your logo as a door gift for all Welcome event guests
- Half-page colour advertisement or editorial in the Conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Prominent display of corporate signage during welcome event
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

Conference Lunch Partner

- 1 available for \$7,500
- Two full conference registrations including bus tour, welcome event, conference and celebration dinner
- Acknowledgement as the exclusive Conference Lunch partner proceeding lunch
- Opportunity to make a 5 minute welcome address to guests during Conference lunch
- Opportunity to provide promotional brochures/flyers at catering station and on tables throughout lunch
- Quarter page colour advertisement in the Conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Prominent display of corporate signage during conference lunch
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

Celebration Dinner Partner

- 1 available for \$12,500
- Two full conference registrations including bus tour, welcome event, conference and celebration dinner
- Acknowledgement as the exclusive Celebration Event partner during the dinner
- Opportunity to make a 5 minute welcome address to guests during Celebration dinner
- Opportunity for your staff to personally meet and greet guests as they enter the Celebration dinner area
- Opportunity to provide promotional brochures/flyers in pre-dinner drinks venue
- Opportunity to provide 1 gift/promotional item with your logo as a gift for all Celebration dinner guests
- Half-page colour advertisement or editorial in the Conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Prominent display of corporate signage during Celebration dinner
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

Conference satchel and lanyard partner

- 1 available for \$7,500
- One full conference registration including bus tour, welcome event, conference and celebration dinner
- Satchel will include AFSA branded beanie and drink holder – opportunity to co-brand satchel itself
- Opportunity to provide branded notepads and pens to be distributed with satchel (notepads and pens to be provided by the partner and must be sent to the conference organisers by the specified date)
- Opportunity to provide branded lanyards to accompany AFSA name badges (lanyards to be provided by partner and must be sent to conference organisers by a specified date)
- Quarter page colour advertisement or editorial in the Conference handbook (artwork to be supplied by partner and sent to conference organisers by a specified date)
- Display of signage in conference venue
- Opportunity to purchase extra registrations at the members additional guest rate (\$469)

EXHIBITOR PACKAGES

Dynamic and Static Machinery exhibits will be held in the Pit Garages (under conference venue) with access by delegates throughout the entire conference. There will be especially designated times in programme from 12.30 – 2pm and from 4pm onwards to view machinery and exhibits.

Dynamic Machinery Exhibits

- 3 available for \$3,750 each
- One conference registration including welcome event, conference and celebration dinner
- Machinery to be part of organised demonstration on inside of racetrack – with visibility from conference room. (Audio will be available from demonstration site back to conference room)
- Machinery can be displayed when not in use on grass area on inside of track or in car park adjacent to the Pit Garages
- Opportunity to have photographs taken of equipment at The Bend on the racetrack for promotional purposes on a pre-arranged day and time prior to conference
- Extra display equipment is available to hire

Static Machinery Exhibits

- 15 available for \$2,500 each
- One conference registration including welcome event, conference and celebration dinner
- Machinery can be displayed on grass area on inside of track or in car park adjacent to the Pit Garages
- Opportunity to have photographs taken of equipment at The Bend on the racetrack for promotional purposes on a pre-arranged day and time prior to conference
- Extra display equipment is available to hire

Display of information and products in Conference area or in the Pit Garages

- 15 available for \$1,200
- One conference registration including welcome event, conference and celebration dinner
- Displays will be available in the conference venue itself or in The Pit Garages where machinery is being displayed
- Extra display equipment is available to hire

Each display or exhibit will include a 2.5metre table and two chairs if required. All exhibitors have the opportunity to purchase additional registrations at the members additional guest rate.

All prices are exclusive of GST



CONFERENCE REGISTRATION PACKAGES

| AFSA Members Full Conference Registration | Non-Members Full Conference registration |
|--|--|
| <p>\$699 - Early Bird (closes 14th May 2021) \$949 - Registrations after 14th May 2021 \$469 – for second, third registrations from one business</p> <p>Registration includes:</p> <ul style="list-style-type: none"> ✓ Choice of bus tour on 28th July 2021 ✓ Conference on 29th July 2021 ✓ Trade and Machinery exhibitions ✓ Two Social Functions* ✓ Conference satchel | <p>\$899 - Early Bird (closes 14th May 2021) \$1149 - Registration after 14th May 2021</p> <p>Special Offer \$999 Full conference registration plus one year Membership of AFSA (offer closes 14th May 2021) \$1250 - Offer after 14th May 2021</p> <p>Registration includes:</p> <ul style="list-style-type: none"> ✓ Choice of bus tour on 28th July 2021 ✓ Conference on 29th July 2021 ✓ Trade and Machinery exhibitions ✓ Two Social Functions* ✓ Conference satchel |
| Individual | Conference Registration only (6th August) |
| <p>Guests are welcome to purchase extra tickets to individual events</p> <p>\$140 Choice of Bus tour on 28th July 2021 \$115 Welcome Cocktail Event \$150 Conference Celebration Dinner</p> | <p>\$500 - per registration \$250 - Student Registration</p> <ul style="list-style-type: none"> ✓ Conference attendance on 29th July 2021 ✓ Conference Satchel ✓ Trade and Machinery Exhibitions |
| *Social Functions | Bus Tours |
| <p>Welcome Cocktail Event 28th July 2021 from 7 – 10pm in the Exhibition Hall Includes drinks, canapes and grazing table</p> <p>Conference Celebration Dinner 29th July 2021 from 7pm Includes 3 hour drink package, festivities and dinner</p> | <p>Option 1 Horticulture, soil/fertiliser and wine through Langhorne Creek</p> <p>Option 2 Agriculture, beer and water through Lower Lakes and Meningie</p> |

All prices are exclusive of GST

CONDITIONS OF PARTNERSHIPS AND EXHIBITING AT THE 2021 AFSA NATIONAL CONFERENCE

1. All prices listed are Australian dollars and are exclusive of GST.
2. The conference organiser reserves the right to refuse any partnership or exhibition proposal.
3. A non-refundable deposit of 25% of the package cost plus GST must be received within 14 days of acceptance and invoicing or the package may be offered to another partner
4. Applications received after 30th May 2021 will be invoiced for the total cost at the time of acceptance.
5. The balance of the package cost plus GST will be invoiced on 30th May 2021 and payable within 30 days. Earlier invoicing by arrangement.
6. The last date for the receipt of applications will be 30th May 2021.
7. Cancellations received by 1st June 2021, will receive a refund of payments made, less 25% of the total cost of the package. No refunds will be made for cancellations after this date.
8. Provision of signage, display materials and conference materials will be at the sole responsibility and cost of the partner or exhibitor
9. All artwork for advertisements is to be supplied by the partner and sent to conference organisers by 1st June 2021.
10. Partners who are not members AFSA will receive the member rate on conference registrations additional to those included in their package.
11. The organizers are pleased to discuss variations on the proposed packages as long as these do not conflict with other sponsors agreements.
12. If the partnership includes a display or exhibit your business will be required to have appropriate public liability insurance to a minimum of \$AUD10Million
13. The contact details supplied with the application will be the primary contact and the organizer takes no responsibility for further communication within your company.
14. Session themes and content are indicative and will be refined as the program is developed

**2021 AFSA NATIONAL CONFERENCE
“FERTILISER FUELLING PRODUCTION”**

PARTNERSHIP & EXHIBITOR APPLICATION

| | | |
|--|---------------------------------|---|
| Partner or Exhibitor Business Name | | |
| Contact Details | Name | |
| | Email | |
| | Phone | |
| Partnership(s) Applied for (please indicate) | | ✓ |
| | Conference | |
| | Keynote Speaker | |
| | Satchel & Lanyard | |
| | Industry Bus tour | |
| | Conference Lunch | |
| | Welcome Event | |
| | Celebration Dinner | |
| Exhibition opportunity applied for | Dynamic Machinery Exhibit | |
| | Static Machinery Display | |
| | Information and Product Display | |
| Declaration and Agreement | | |
| I am authorised to make this application on behalf of the organisation/business detailed above. | | |
| I have read and agree to the conditions of partnering or exhibiting with AFSA at the 2021 National Conference. | | |
| Name: | | |
| Signed: | | |
| Date: | | |

All applications for partnerships and/or to be an exhibitor to be returned to AFSA Executive Officer, Krysteen McElroy

Email: executiveofficer@afsa.net.au

Postal: PO Box, Padthaway 5271

Mobile: 0408 655 108