



# Australian Nut Industry

## SPONSORSHIP PROSPECTUS



# *Growing for Success* CONFERENCE

**THURSDAY 20 AUGUST 2009**

The Langham, Melbourne, Australia

[WWW.ANIC2009.COM](http://WWW.ANIC2009.COM)



# Invitation & Event Details

**T**he Australian Nut Industry Council (ANIC) is pleased to invite you to participate as a sponsor and exhibitor at the Australian Nut Industry Conference 2009. This Conference will be held on Thursday, August 20, 2009 at the Langham Hotel, Southbank, Melbourne, Victoria.

The Conference will bring together people with a major interest in learning about the new initiatives and growth trends emerging in the tree nut industry and associated supply chains, as well as providing an ideal opportunity to gain direct contact with key nut industry stakeholders.

Sponsorship enables organisations to contribute to the success of the Australian Nut Industry Conference, whilst benefiting from a high degree of visibility for promotion of products and services.

This prospectus includes options encompassing complete marketing exposure at the Conference, verbal and signage recognition, logos on delegate satchels, exclusive event sponsorship and for the first time ANIC will incorporate an exhibition as part of the Conference to provide organisations with a platform to gain direct contact with delegates.

## ANIC Industry Organisations & Profile

The Australian Nut Industry Council is made up of representatives from each of the seven tree nut industries in Australia:

- Almond Board of Australia
- Australian Macadamia Society
- Australian Pecan Growers Association
- Australian Walnut Industry Association
- Chestnut Growers Association
- Hazelnut Growers Association
- Pistachio Growers Association

Capital and expertise have combined to expand the areas under nut cultivation in Australia. The industry is a mixture of large 'corporate' farms and medium - small sized family farms. Nut growing converts land from broadacre crops with low returns per hectare to intensive crops with high returns per hectare and per megalitre of water applied. Current Australian nut production has a commercial value of about \$350 million.

Orchards already planted and/or planned for planting within the next three years will produce crops worth more than \$1 billion within eight years. Despite an expanding domestic market, most of that new production will be exported. Exports are projected to be about \$1 billion a year in about a decade. Capital for expansion of nut orchards has been committed in the belief that the industry can expand on the existing markets of Japan, Europe and

the United States. However, the industry needs to make the most of export market development opportunities. These opportunities will be greater if import tariffs are lowered and unrealistic sanitary and phyto-sanitary protocols can be avoided in the course of market expansion. Many of the countries with whom Australia is negotiating free trade agreements (FTAs) - including Singapore, China and the United Arab Emirates (UAE) - are nut importers with significant potential for growth.

The Australian tree nut industries show a comparative advantage over competitors in a number of areas. Depending on the industry, advantages may take the form of lower per unit production costs, higher yields and a 'country of origin' gene pool. This allows Australia to compete (produce and process) with countries that have lower labour costs. In addition, Australian tree nut production generally reflects a high level of supply complementarity into key importing markets - by way of supply windows and enhanced quality.

Now is the time to identify the potential of Australian tree nuts as a serious contributor to Australian agricultural income in the years ahead and ensure that the nut industries achieve appropriate recognition in Australian government negotiations to reduce tariff and maintain biosecurity access.

## Key Topics

Our theme 'Growing for Success' highlights 2009 as an important phase in the Australian Nut Industry. The Conference will focus on topics such as:

- Australian and global nut production trends
- International nut trade developments
- The status of health research and benefits
- Marketing nuts to Australian buyers and consumers

## Venue



**THE LANGHAM**  
Hotels and Resorts

The Langham  
Southbank,  
Melbourne  
Victoria

[www.langhamhotelmelbourne.com.au](http://www.langhamhotelmelbourne.com.au)

## Conference Office

A: 3rd floor, 379 Kent Street  
Sydney NSW 2000

P: +61 2 9290 3366

F: +61 2 9290 2444

E: [anic2009@icms.com.au](mailto:anic2009@icms.com.au)

W: [www.anic2009.com](http://www.anic2009.com)



# Category Sponsorship Packages

## Platinum Sponsor

\$7,000 AUD (incl GST) (limited to one)

### Benefits:

- Branding on all Conference material as Platinum Sponsor (Conference website, program, all Conference communications and proceedings)
- Acknowledgement of sponsor during opening address
- Signage during the Conference (to be provided by sponsor)
- Media acknowledgement as Platinum Sponsor on all pre and post Conference media releases
- Full page advertisement in official Conference program
- 2 full Conference registrations
- 2 tickets to the Conference Dinner
- Link to sponsor website from Conference website
- Branding on official Conference delegate satchel as platinum sponsor
- Two delegate satchel inserts (maximum A4 size to be provided by sponsor)
- Access to delegate list (that have not opted out for privacy reasons)
- One trade space allocation

## Gold Sponsor

\$5,000 AUD (incl GST) (limited to two)

### Benefits:

- Branding on all Conference material as Gold Sponsor (Conference website, program, all Conference communications and proceedings)
- Signage during the Conference (to be provided by sponsor)
- Media acknowledgement as Gold Sponsor on all pre and post Conference media releases
- Half page advertisement in official Conference program
- 2 full Conference registrations
- 1 ticket to the Conference Dinner
- One delegate satchel insert (maximum A4 size to be provided by sponsor)
- Link to sponsor website from Conference website
- Access to delegate list (that have not opted out for privacy reasons)

## Silver Sponsor

\$3,000 AUD (incl GST) (limited to three)

### Benefits:

- Branding on all Conference material as Silver Sponsor (Conference website, program, all Conference communications and proceedings)
- Signage during the Conference (to be provided by sponsor)
- Media acknowledgement as Silver Sponsor on all pre and post Conference media releases
- Half page advertisement in official Conference program
- 1 full Conference registration
- Link to sponsor website from Conference website
- One delegate satchel insert (maximum A4 size to be provided by sponsor)
- Access to delegate list (that have not opted out for privacy reasons)

## Bronze Sponsor

\$1,500 AUD (incl GST) (limited to five)

### Benefits:

- Branding on all Conference material as Bronze Sponsor (Conference website, program, all Conference communications and proceedings)
- Signage during the Conference (to be provided by sponsor)
- Media acknowledgement as Bronze Sponsor on all pre and post Conference media releases
- Quarter page advertisement in official Conference program
- 1 full Conference registration
- One delegate satchel insert (maximum A4 size to be provided by sponsor)
- Link to sponsor website from Conference website
- Access to delegate list (that have not opted out for privacy reasons)

# Event Sponsorship Packages

## Conference Dinner

\$5,000 AUD (incl GST) (limited to one)

### Benefits:

- Exclusive naming rights to Conference Dinner
- Branding on all Conference material as Conference Dinner Sponsor (Conference website, program, all Conference communications and proceedings)
- Exclusive signage during the function (to be provided by sponsor)
- Media acknowledgement as Conference Dinner Sponsor on all pre and post Conference media releases
- 3 tickets to the Conference Dinner
- 1 full Conference registration
- One delegate satchel insert (maximum A4 size to be provided by sponsor)
- Opportunity for 5 minute presentation to welcome guests to function on behalf of your organisation
- Link to sponsor website from Conference website
- Access to delegate list (that have not opted out for privacy reasons)

## Session Sponsor

\$1,000 AUD (incl GST) (limited to one per session)

### Benefits:

- Exclusive naming rights to session
- Branding on all Conference material as session sponsor (Conference website, program, all Conference communications and proceedings)
- Exclusive signage during your nominated session (to be provided by sponsor)
- Media acknowledgement as session sponsor on all pre and post Conference media releases
- Link to sponsor website from Conference website
- Access to delegate list (that have not opted out for privacy reasons)

## Lanyard Sponsor

\$850 AUD (incl GST)

### Benefits:

- Display of organisation logo, next to Conference logo on official lanyard
- Option for organisation to produce lanyards, with negotiation on sponsorship rate.
- Access to delegate list (that have not opted out for privacy reasons)

## Keynote Speaker Sponsor

\$1,000 AUD (incl GST)

The Conference Organising Committee have already secured a number of noteworthy speakers to present at the Conference. This is an opportunity to gain exposure within the program whilst supporting an integral part of the Conference proper. The Committee will also consider sponsors suggestion for Keynote speakers for the Conference program.

### Benefits:

- Exclusive naming rights to the session
- Branding on all conference material as Keynote Speaker sponsor (Conference website, program, all Conference communication & proceedings)
- Exclusive signage during the Keynote session (to be provided by sponsor)
- Company logo displayed on powerpoint slide before and after the presentation
- Media acknowledgement as Keynote Speaker sponsor on all pre and post Conference media releases
- Link to sponsors website from the Conference website
- Access to delegate list (that have not opted out for privacy reasons)

## Program Sponsor

\$900 AUD (incl GST) (limited to one)

### Benefits:

- Branding on front cover of official Conference program as sponsor
- Media acknowledgement as Program Sponsor on all pre Conference marketing activities
- Full page advertisement on inside front cover of official Conference program (to be provided by sponsor and subject to meeting deadline requirements)
- Link to sponsor website from Conference website
- Acknowledgement as program sponsor in official Conference opening presentation
- Access to delegate list (that have not opted out for privacy reasons)

## Other Opportunities

### Morning Tea, Lunch & Afternoon Tea

\$500 AUD (incl GST) Morning & Afternoon tea  
\$750 AUD (incl GST) Lunch

\$1,500 AUD (incl GST) Full Day catering package

#### Benefits:

- Exclusive naming rights to your chosen break session
- Exclusive signage during the function (to be provided by sponsor)
- Opportunity to make a 5 minute presentation during Lunch (only)
- Opportunity for organisation to provide self branded napkins and aprons
- Access to delegate list (that have not opted out for privacy reasons)

### Satchel Inserts

\$400ea AUD (incl GST)

#### Benefits:

- Promotional literature to be included in delegate satchel (limited to A4 size brochure to be provided by sponsor) or small giveaway item (subject to committee approval)
- Access to delegate list (that have not opted out for privacy reasons)

### Pads & Pens

In Kind (limited to one)

#### Benefits:

- Promotional pads and pens to be included in delegate satchel (provider responsible for cost associated with provision of pads & pens)
- Access to delegate list (that have not opted out for privacy reasons)

## Exhibition Opportunities

ANIC will be incorporating an exhibition as part of the Conference to provide organisations with a platform to gain direct contact with delegates.

### Venue

The ANIC 2009 Exhibition will be held at the Langham Hotel, Southbank, Melbourne.

### Floor Plan

A floor plan is available upon request from the Conference Organiser. Please contact the Conference Office on +61 2 9290 3366 to obtain further details.

Exhibition spaces will be allocated in order of receipt of application forms. To secure your space please complete and return the attached application form to ICMS Pty Ltd +61 2 9290 2444.

### Exhibition Hours

The ANIC 2009 Exhibition will be open from 8am until 6pm. These hours are subject to change, however exhibitors will be notified if a change in hours occurs.

### Trade Exhibition

\$2,000 (incl GST) per space  
(subject to floor space availability)

#### Benefits:

- Exposure to all Conference delegates during entirety of Conference
- Opportunity to network and showcase your products directly to a specified market
- Includes: 3m x 3m space, skirted trestle table
- 2 Exhibitor passes
- Logo and branding on Conference marketing materials including official program
- Link from Conference website to exhibitors website
- Limited spaces available
- Additional space available at discounted rate
- Access to delegate list (that have not opted out for privacy reasons)

# Past Sponsors

## The Australian Nut Industry Council gratefully acknowledges 2006 ANIC Conference sponsors

### Gold Sponsor



### Silver Sponsors



Know-how for Horticulture™

### Bronze Sponsor



### Supporting Sponsors



Applications must be received on the Official Application Contract forms. A Tax Invoice will be issued upon receipt of this application form. The Application Form is on the inside last page of this document.

Full payment must be made within thirty days from date of invoice.

Exhibition and Sponsorship will not be assigned without a signed application and full payment upon receipt of invoice.

The Organisers reserve the right, at their discretion, to decline any application.

All payments must be made in Australian Dollars (see payment details on application form).

Payment can be made via cheque, bank transfer and credit card. Please note credit card payments will incur a 4% surcharge.

If the full payment is not received, the Conference Organiser has the right to review the commitment and withdraw the application.

## Cancellation Policy

In exceptional circumstances, the Organisers will be prepared to consider cancellation of their Contract with the Exhibitors, but only if the following conditions are complied with:

- That the request for cancellation is made in writing
- That the Organisers are able to re-let the cancelled space in its entirety
- That the reason given for the request of the cancellation is, in the opinion of the Organisers, well founded.
- That the Sponsor/Exhibitor agrees that the Organisers shall retain 50% of the contract price if the cancellation is accepted between twelve and three months prior to the Conference and 100% of the contract price if the cancellation is accepted within three months of the opening of the Conference.

## Payment Details

### Cheques

Please make all cheques/drafts payable to ANIC 2009 and send to the Conference Organiser

ANIC 2009  
ABN: 66 007 041 732  
C/- ICMS Pty Ltd  
Level 3, 379 Kent Street  
SYDNEY NSW 2000  
Locked Bag Q4002  
QVB Post Office  
SYDNEY NSW 1230

TT, Credit Card & EFT Payments  
Please contact the Conference Organiser, ICMS on +61 2 9290 3366 to request TT & EFT details.

## Exhibition Regulations

1. If the Exhibitors fail to comply in any substantial respect with the terms of this agreement the Organisers shall have the right to sell the space, the Exhibitor, however, to be liable for any loss suffered by the organisers thereby, and all monies paid by the Exhibitor hereunder shall be absolutely forfeited to the Organisers if in the event of the Exhibitor failing to occupy the said space by the advertised opening of the show, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as it may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability hereunder.

2. No exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with an adjoining Exhibitor.

3. All exhibitors shall be producers, importers or representatives for goods and/or services displayed. No Exhibitor shall display on his stand any advertisement for goods manufactured and/or sold, or services provided by a non-exhibitor unless written permission has been obtained from the Organisers.

4. Dismantling the Exhibits. Exhibits must not be removed and displays not be dismantled either partially or totally, before the closing time on the last day of the Exhibition. All exhibits and display material must be removed as soon as possible and by the time indicated.

5. Exhibitors shall comply with the rules and

regulations stipulated by the Organisers, the Health Department and the Metropolitan Fire Brigade and with all relevant State and Commonwealth Acts.

6. The Exhibitor will not damage any walls or floors or ceiling of the exhibition area in which his stand is located - by nails, screws, oil, paint, or any other cause whatsoever.

7. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another firm. All deposits paid to this stage will automatically be forfeited and no refund will be made; and no Exhibitor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.

8. Exhibitors' Liabilities. Every Exhibitor hereby accepts liability for all acts or omissions of himself, his servants, contractors, agents and visitors and undertakes to indemnify the Organisers. To keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Organisers or incurred or become payable by them arising therefrom or in respect thereof the Exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Organisers on the advice of Coun-

sel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance.

9. Insurance Liability. Neither the Organisers nor the hall owners will be responsible for the safety of any exhibit or property of any Exhibitor or any other person, for the loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force major, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event the opening of the Exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor agrees and undertakes to ensure in their full replacement value the contents of his stand and all associated equipment and materials.

10. The Exhibitor is responsible for the safety of his products, display and stand. During move-out period, material should not be left unattended at any time.

11. It is the responsibility of the Exhibitor to leave his stand space clean and tidy during the Exhibition and after moving out.

# Australian Nut Industry Conference 2009

## "Growing for Success"

20 August 2009 • The Langham Hotel, Southbank, Melbourne, Victoria

**Please fax to +61 2 9290 2444**

**or post to - ANIC 2009, C/- ICMS Pty Ltd, Level 3, 379 Kent Street, Sydney NSW 2000  
Locked Bag Q4002, QVB Post Office, SYDNEY NSW 1230**

**Enquiries:** anic2009@icms.com.au

**ph:** +61 2 9290 3366

**ABN:** 66 007 041 732

Organisation: \_\_\_\_\_

Key contact/s name: \_\_\_\_\_

Position: \_\_\_\_\_

Postal Address: \_\_\_\_\_

City & Postcode: \_\_\_\_\_

Country: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile: \_\_\_\_\_

Telephone \_\_\_\_\_

Facsimile: \_\_\_\_\_

We confirm the following sponsorship items. (All items are listed in Australian Dollars and include GST)

<b>Sponsorship Category</b>	<b>Cost AUD</b>	<b>✓</b>
Platinum	\$ 7,000	
Gold Sponsor	\$ 5,000	
Silver Sponsor	\$ 3,000	
Bronze Sponsor	\$ 1,500	
Conference Dinner	\$ 5,000	
Keynote Speaker Sponsor	\$ 1,000	
Session Sponsor	\$ 1,000	
Program Sponsor	\$ 900	
Lanyard Sponsor	\$ 850	
Lunch Sponsor	\$ 750	
Morning Tea/Afternoon Tea Sponsor (please circle)	\$ 500	
Full Day Catering Package	\$ 1,500	
Satchel Insert	\$ 400ea	
Pad & Pen	In Kind	
Trade Exhibitor Package	\$ 2,000	
	TOTAL (incl GST)	
	\$	AUD

I/We are authorised to sign documents on behalf of the above mentioned organisation.

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Signature** \_\_\_\_\_



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THURSDAY 20 AUGUST 2009

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*Looking for something you didn't see in this prospectus? We are happy to create sponsorship packages to meet your needs. If you have a unique idea or concept that will enhance your presence and participation in the Conference, please contact us to discuss details. We want to provide every opportunity possible to help you reach your customers and clients.*

**Conference Office**

**ANIC 2009 C/- ICMS Pty Ltd**

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Locked Bag Q4002, QVB Post Office  
SYDNEY NSW 1230

**P** + 61 2 9290 3366

**F** + 61 2 9290 2444

**E** [anic2009@icms.com.au](mailto:anic2009@icms.com.au)

**W** [www.anic2009.com](http://www.anic2009.com)



Know-how for Horticulture™