



# AusMac2022

7-9 November **Royal Pines Resort, Gold Coast QLD**



**SPONSORSHIP AND  
EXHIBITION PROSPECTUS**



**DESTINATION  
GOLDCOAST.**  
BUSINESS EVENTS

# INVITATION TO PARTICIPATE



**We are pleased to invite you to partner with us at the premier event on the Australian macadamia industry calendar – AusMac2022 – at Royal Pines Resort on the Gold Coast, 7-9 November 2022.**

This is a tremendously successful event that continues to attract a record number of delegates from all over Australia and the world.

Most of our delegates are macadamia growers and they are joined by a wide selection of industry representatives along the supply chain including processors, consultants, marketers, researchers, investors and commercial suppliers.

This year's conference is made up of a fantastic mix of practical workshops, information sessions, social networking, on-site trade show and a sumptuous macadamia breakfast and gala dinner. Over 2 ½ days, internationally acclaimed growers, researchers and industry experts will share their ideas and experiences and provide delegates with the latest results and technical information about key macadamia research, best practice, on-farm innovation and management.

We have numerous partnership packages available that have been tailored to offer opportunities for branding and best value access to your market. Our event social media, app and website will provide you with ample opportunity to leverage your involvement and connect to all delegates before, during and after the event.



**Craig Mills**  
**Chair**  
**Australian Macadamia Society**

The trade show will run for 2 days allowing your business the opportunity to network with both existing and potential customers.

Sponsoring partners and exhibitors from previous AusMac conferences are always enthusiastic about the level of discussion, networking,

interest and number of leads generated from attending these events. See some of their testimonials on page 6.

We are thrilled to have the support of Destination Gold Coast for this premier event and look forward to seeing you all in November.

## CONFERENCE FAST FACTS

**Date:** 7-9 November 2022  
**Venue:** Royal Pines Resort, Gold Coast  
**Delegates:** 250-300+  
**Contact:** Nyree Epplert – Communications Manager,  
Australian Macadamia Society  
T: 02 6622 4933  
E: [nyree.epplert@macadamias.org](mailto:nyree.epplert@macadamias.org)



# CONFERENCE SUMMARY



## AusMac2022 will connect hundreds of macadamia growers and industry professionals from all regions of Australia and the globe.

Over 2½ days, internationally acclaimed growers, researchers and industry experts will share their ideas and experiences and provide delegates with the latest results and technical information about key macadamia research, best practice, on-farm innovation and management.

The program comprises a fantastic mix of practical workshops & information sessions covering all the key and emerging issues, a trade expo showcasing the latest products & services and lots of social networking.

The conference kicks off with a golf day on Monday 7 November, followed by the welcome cocktail reception at dusk by the pool (Royal Pines Resort).

The inaugural Women in Macadamias Luncheon is on Tuesday 8 November, and the workshops/information sessions will take centre stage in the Royal Pines conference centre over two full days.

The gala dinner on Wednesday evening (9 November) will celebrate the remarkable achievements of our industry.

## PROGRAM OVERVIEW

DATE	KEY ACTIVITIES
<b>Monday 7 November</b>	Golf day Welcome cocktail reception
<b>Tuesday 8 November</b>	Welcome & conference opening Conference sessions Workshops Women in Macadamia Luncheon Trade show AMS AGM
<b>Wednesday 9 November</b>	Celebrity chef breakfast Conference sessions Trade show Gala dinner

## YOUR HOST CITY - GOLD COAST, QLD



**A diverse city by the sea, Australia's Gold Coast is as much a place to bring work as it is to come and experience the unmistakable energy and enviable lifestyle.**

Each year, over 12 million visitors flock to the city, eager to soak up the sun, feel the sand between their toes and take part in the near-limitless range of attractions and experiences.

With 57 kilometres of sand and surf, 100,000 hectares of World Heritage listed rainforests, award winning dining, active pursuits and an ever evolving calendar, along with more than 300 days of sunshine, the Gold Coast is the perfect destination to add a few extra days pre or post conference. To plan your Gold Coast experience, visit [DestinationGoldCoast.com](http://DestinationGoldCoast.com)

### ROYAL PINES RESORT, GOLD COAST

RACV Royal Pines Resort is the perfect destination for experiencing the best of the Gold Coast. Surrounded by manicured gardens and a world-class golf course, the 100-hectare resort is perfectly positioned just a short distance from the white sandy beaches of Surfers Paradise and the lush beauty of the Gold Coast hinterland. Whether for business or pleasure, the property boasts something for everyone. Boasting a variety of award winning restaurants and bars, various onsite recreational facilities including a luxurious day spa and expansive gymnasium, impressive children's play ground, and kids water park and pools. Shuttle buses are available for guests five times daily to both Broadbeach and Surfers Paradise.



# THE BENEFITS OF SPONSORING OR EXHIBITING

## ABOUT THE CONFERENCE HOST - AMS

The AMS is one of Australia's strongest horticulture industry organisations, representing some 70% of Australian macadamia growers (who are collectively responsible for around 85% of Australia's macadamia production).

We pride ourselves on our ability to connect all industry representatives along the supply chain and are passionate about providing all industry members with the knowledge, networks, resources and support to help their business thrive.

We can assist you to promote your services, products and brand to a large cross-section of the key decision makers and influencers at AusMac2022.

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## DELEGATE PROFILE

### Who will attend?

It is anticipated that 250-300+ delegates will attend AusMac2022. Based on past conferences, delegates will be drawn from the following diverse range of areas, and represent all levels of the supply chain:

- growers
- processing companies
- consultants
- marketers
- researchers
- investors
- trade representatives
- business people
- industry products and service suppliers
- equipment manufacturers and distributors.

## WHY PARTICIPATE?

Here are some very good reasons to sponsor/exhibit at this premier event.

- It's THE biggest Australian macadamia industry event on the calendar and it only happens every 2 years
- An excellent opportunity to showcase your products and services to a national audience all the way along the supply chain
- Your chance to connect with 1400+ industry representatives (via AMS member and stakeholder communications in the lead up to the event)
- Largest ever trade show with lots of networking activities in the trade exhibition hall
- Launch, demonstrate or test a new product or service, gain instant market feedback on your business, and capitalise on promotional opportunities available
- Analyse competitors' products and promotion
- Increase brand awareness and elevate reputation and goodwill for your business amongst key decision makers
- Consolidate existing relationships, network and develop new relationships with key industry figures
- Discuss current trends and challenges with delegates
- Research the attitudes, behaviours and buying habits of your market
- Increase sales and obtain leads
- Obtain first hand market knowledge of development in your industry.



## DON'T MISS OUT!

Businesses wishing to sponsor AusMac2022 events and activities contained within this prospectus are required to submit a booking form to the AMS.

Sponsorship will be assigned on a first-come, first-served basis. Sponsors must submit a booking form, which will then need to be approved by the AMS Sponsorship Committee. Submission of the booking form does not guarantee a sponsorship. Sponsors will be notified by email. Sponsorship will be secured once sponsor payment is received. See more details on page 20.



## HEAR FROM SOME OF OUR PREVIOUS EVENT SPONSORS

“ Our first time sponsoring the macadamia conference and it was a huge success! The Corteva Agriscience team really got to interact and get to know the macadamia growers during the golf day that we sponsored, and those relationships continued throughout the conference and beyond. The team at AMS were so helpful, friendly and very professional which made working with them a great experience. Sign us up for next year!



**KAREN DEANE, CORTEVA AGRISCIENCE™**

“ Our sponsorship of the AMS conference dinner gave us a fantastic opportunity to tell our story and showcase our product directly to relevant industry people (growers, suppliers and industry representatives) and get our name right out there. We chose the dinner as it's the last event on the conference calendar, and it's the most fun. It's always great to have your name associated with happiness and an enjoyable occasion. The experience was fantastic! The entire event support team were superb and made sure all our needs were catered to and our objectives met.



**MICHELLE HERBERT, STAHMANN FARMS**  
**AMS CONFERENCE DINNER SPONSOR 2014, 2016 & 2018**



“ The 2019 macadamia nursery workshops provided us with an excellent opportunity to engage with existing and potential clients and share information about our business and how we make our growing media. With the current emphasis on nursery standards it was valuable to share information on the quality and hygiene processes we put in place to produce a quality growing media. Rocky Point would definitely sponsor again given the opportunity. The events were well promoted to members, which maximised attendance, ran very smoothly and gave us great value for money for our sponsorship dollars.

**KEIRAN KING, ROCKY POINT**  
**2019 NURSERY WORKSHOP SPONSOR**

## SPONSORSHIP OPPORTUNITIES

We have a number of different sponsorship opportunities available at this year's conference to meet your marketing budget and aims.

As a sponsor, your company will receive wide exposure and branding opportunities throughout the event.

### Summary of sponsorship and advertising opportunities:

1. Platinum sponsorship (exclusive) **SOLD**
2. Gold sponsorship
  - Gala dinner **SOLD**
  - Welcome cocktail reception **SOLD**
  - Keynote speaker address **SOLD**
  - Polo shirts **SOLD**
  - Espresso zone at trade show **SOLD**
  - Recharge bar
3. Silver sponsorship
  - Celebrity chef breakfast **SOLD**
  - Satchel
  - Fun zone at trade show
  - Merchandise
  - Happy hour **SOLD**
4. Bronze sponsorship
  - Conference lunch breaks (2 available)
  - Lanyard **SOLD**
  - Session/workshop sponsor
  - Conference app **SOLD**
  - Golf day **SOLD**
  - Women in Macadamias luncheon **SOLD**
5. Other sponsorship
  - Morning/afternoon tea breaks (3 available)
  - Note pads
  - Pens
6. Exhibitor
  - Trade show - 4mx2m, 3mx2m and 2mx2m trade booths
  - Machinery - a limited number of outdoor exhibitor spots
7. Advertising
  - Satchel insert
  - Conference program **SOLD OUT**

Please contact us if you have specific needs or would like us to tailor a package to suit your requirements.

Phone the AMS on 1800 262 426.

# PLATINUM SPONSORSHIP

**SOLD**

## INVESTMENT \$18,500 PLUS CST

This premium sponsorship presents an exclusive opportunity and delivers the highest level of exposure both in the lead up to, and during, the conference. There will be only one platinum sponsor for the event, making this a unique opportunity for your company to shine. This package includes a fantastic 8m x 4m networking lounge in a prominent position at the trade show. You also receive a speaking opportunity at the conference opening, and exclusive access to our 1400+ database via a special electronic direct mail promoting your product/service.

### 1. EXCLUSIVITY

The event will have one exclusive platinum sponsor.

### 2. SPEAKING/PRESENTATION OPPORTUNITY

A 5-minute speaking opportunity as part of the official conference opening.

### 3. LOGO RIGHTS

Your logo on:

- i) Conference marketing collateral including:
  - a) online registration package emailed to 1400 growers/industry members (all pages)
  - b) direct mail (hard copy) registration package (mailed to 900 growers/industry members) (all pages)
  - c) conference e-blasts emailed to 1400 growers/industry members (sponsor banner)
  - d) event program distributed to all conference delegates (all pages)
  - e) PowerPoint presentations (front and back pages) and screens at the event
  - f) any additional generic marketing collateral at the event (eg delegate name badges, menus)
  - g) event app
- ii) Conference satchels (in conjunction with AMS and satchel sponsor logos) provided to all delegates
- iii) Conference media releases
- iv) AMS communications including:
  - a) AusMac2022 website (sponsor/exhibitor page) with a link
  - b) AMS News Bulletin (mailing cover sheet and conference pages) mailed to 900 growers/industry members
  - c) AMS e-newsletters (conference sponsor banner) emailed to 1400+ growers/industry members

d) AMS email signatures (from 1 September - 9 November 2022)

- v) Use of the AMS logo and the words 'Platinum Sponsor 2022 Australian Macadamia Industry Conference':
  - On your stationery
  - In your advertising material
  - On your email tags/signatures.

### 4. EXHIBITION/PROMOTIONAL SPACE

- i) 8m x 4m networking lounge providing high level exposure in a prime location at the trade show. The lounge includes the following furniture:
  - 2 x lounges
  - 2 x coffee tables
  - 4 x ottomans
  - 2 x high bar tables
  - 6 x bar chairs

Additional furniture available at sponsor's cost.



## 5. SIGNAGE

- i) Your pop-up signage:
  - at the conference entry foyer (1 sign)
  - in all conference rooms (1 sign)

Signage provided (and erected at the venue) by you.

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## 6. ADVERTISING

Over \$6500 worth of advertising, including:

- i) Conference program - full page colour ad
  - ii) One promotional item insert into delegate satchels (supplied by the advised deadlines, lightweight and no larger than A4 size)
  - iii) One A4 insert into conference registration mailout (mailed to 900 growers and industry members)
  - iv) AMS News Bulletin (mailed to 900 growers and industry members)
    - a) full page colour ad in November 2022 edition\*
    - b) opportunity to insert a promotional flyer into November 2022 edition
  - v) Platinum banner ad in 2 AMS e-newsletters (your logo and up to 50 words of copy) emailed to 1400 growers/industry members.\*\*
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## 7. HOSPITALITY & VIP INVITATIONS

- i) 4 complimentary full conference registrations (includes welcome cocktail reception, celebrity chef breakfast and gala dinner) valued at over \$3500
  - ii) 2 standard trade passes
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## 8. OTHER

- i) Exclusive electronic direct mail promoting your product to AMS database (1400 growers/industry members) before (or after) event
  - ii) 150 word profile on Conference App and website
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*\* This advertising is additional to any existing advertising your business has taken out in the News Bulletin, and cannot be used 'instead of' existing bookings or used as a credit against existing bookings. It is the responsibility of the sponsor to book and place the sponsor ad by contacting the AMS.*

*\*\* This ad must be used by November 2023 (and is subject to available ad space). It is the responsibility of the sponsor to book and place the ad by contacting the AMS.*

**Note: This sponsorship is not open to macadamia processing companies.**





# GOLD SPONSORSHIP

## CHOOSE FROM:

- ★ Gala dinner **SOLD**
- ★ Welcome cocktail reception **SOLD**
- ★ Keynote speaker address **SOLD**
- ★ Polo shirts **SOLD**
- ★ Espresso zone at trade show **SOLD**
- ★ Recharge bar

**INVESTMENT \$11,000 PLUS GST**



### GALA DINNER

The gala dinner is the social highlight of the conference and includes the highest quality cuisine and entertainment.

Sponsorship of the gala dinner provides a unique forum to entertain clients, as well as network with key decision makers from a wide cross section of the international macadamia community. The dinner will be held on Wednesday 9 November at Royal Pines Resort. You'll have the opportunity to leverage the sponsorship via marketing and promotional activities at the event and this sponsorship also offers an exclusive speaking opportunity on the night.



### WELCOME COCKTAIL RECEPTION

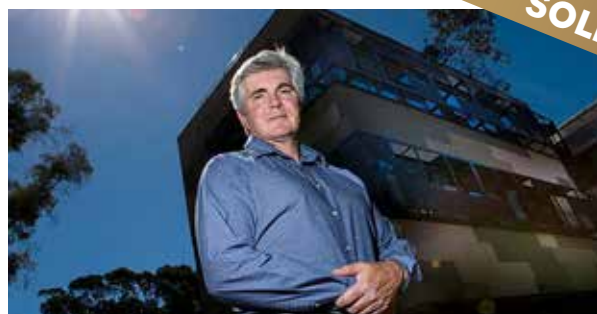
The welcome reception is a fantastic networking event that officially kick-starts the conference and provides you with a wonderful opportunity to welcome all delegates.

The cocktail reception will be held on Monday 7 November by the pool at Royal Pines Resort. This not-to-be-missed beach party provides delegates with a wonderful opportunity to mix with friends and new contacts. Guests will watch the sun go down while sipping on their favourite cool beverage and nibbling on the delicious macadamia-themed canapes. Stunning lighting and creative entertainment will complete the experience and make this an event to remember!

### KEYNOTE SPEAKER ADDRESS

The conference proceedings will kick off at the Sunshine Coast Convention Centre on Tuesday 8 November, and the keynote speaker sponsor has a wonderful opportunity to welcome all delegates and really make an impression.

The keynote sponsor receives an opportunity to address the delegates prior to the keynote address, as well as a myriad of advertising and promotional opportunities during the session.



The keynote speaker for AusMac2022 is Professor Mark Howden, Director, Climate Change Institute, at the Australian National University.



### RECHARGE BAR

Introducing a new partnership opportunity at AusMac2022!

Showing its popularity time and again, your organisation will be mentioned throughout the event as delegates talk about the relaxation and benefits of a therapeutic massage. Setup in a high traffic area, two fully trained massage therapists will treat delegates to a relaxing massage to ease away tensions. Take advantage of a captive audience as delegates queue for their turn. The package also includes your own branded standing chargebar to ensure delegates are able to charge all their mobile devices – at your stand!! The free-standing mobile phone charger will cover 95% of phones on the market.



### ESPRESSO ZONE AT TRADE SHOW

This sponsorship package is for an exhibitor who wants to attract a strong amount of foot traffic to their booth and really position their brand at the forefront of the event. The espresso zone will be a very popular feature at the trade show. The 8m x 4m espresso zone will feature a dedicated espresso machine/trolley, barista, supporting café lounge (including furniture), and exhibition area for your staff to network and showcase your business. This is the ideal place for delegates to go prior to touring the trade show or entering the conference sessions, or simply to meet and network with fellow colleagues. The sponsor can brand the coffee machine/trolley, cups, napkins etc at own cost.

### POLO SHIRTS

**SOLD**

Take this golden opportunity to promote your company's name and enhance its image by sponsoring the conference polo shirts.

Conference polo shirts are worn by conference delegates during and after the conference and will be one of the most popular commemorative items to take back to the office or farm. Conference polo shirts are distributed to all 'Full Conference' delegates during the onsite registration at the conference venue. Your logo will be positioned in a prominent place on the shirts (in conjunction with the AMS and platinum sponsor logos). NB: the polo shirt sponsor cannot be a direct competitor to the platinum sponsor.



Gold sponsors receive:

#### 1. GOLD SPONSOR STATUS

Naming rights to your selected 'gold' sponsored event (dinner, cocktail reception, keynote address, espresso zone or recharge bar) or product (polo shirts).

#### 2. LOGO RIGHTS

Your logo on:

- i) Conference marketing collateral including:
  - a) online registration package emailed to 1400 growers/industry members (all pages)
  - b) direct mail (hard copy) registration package (mailed to 900 growers/industry members) (sponsor page)
  - c) conference e-blasts emailed to 1400 growers/industry members (sponsor banner)
  - d) event program distributed to all conference delegates (sponsor page)
  - e) PowerPoint presentations (front and back pages) and screens at sponsored event
  - g) event app
- ii) AMS communications including:
  - a) AusMac2022 website (sponsor/exhibitor page) with a link



- b) AMS News Bulletin (conference sponsor page) mailed to 900 growers/industry members
- c) AMS e-newsletter (conference sponsor banner) emailed to 1400 growers/industry members
- iii) Use of the AMS logo and the words 'Gold Sponsor 2022 Australian Macadamia Industry Conference':
  - On your stationery
  - In your advertising material
  - On your email tags/signatures

- iii) One edition of AMS News Bulletin (½ page colour ad)\* mailed to 900 growers/industry members
- iv) Gold banner ad\*\* in 1 AMS e-newsletter (your logo and up to 50 words of copy) emailed to 1400 growers/industry members
- v) Opportunity to give out promotional items/samples/gifts/bags/flyers at the event
- vii) Option of events centre staff wearing shirts/aprons/caps with sponsor logo (provided by sponsor) at the sponsored event (if applicable).

### 3. EXHIBITION SPACE

#### Dinner, cocktail reception, keynote & polo sponsors

- i) One premium 3m x 2m exhibition booth at the conference trade show. The exhibitor space offers exhibitors maximum contact with delegates throughout the entire conference. Valued at \$3800+GST.
- ii) Promotional table or demonstration/exhibitor spot at the sponsored gold event (if applicable).

#### Espresso zone

One 8m x 4m café lounge in trade show with the following inclusions:

- espresso machine plus barista
- 5 coffee tables
- 20 café chairs.

Additional furniture available at sponsor's cost.

#### Recharge bar

One 8m x 4m lounge in trade show with the following inclusions:

2 massage therapists during main breaks on Tues & Wed 8-9 November

- 1 mobile phone charge bar
- Selection of bean bags and/or comfy lounges (or high bar tables and bar chairs)
- Additional furniture available at sponsor's request.

### 4. SIGNAGE

Exclusive signage rights, with signage prominently displayed at the event (1 x sign at entry point, plus 2 additional pull-up banners for inside). Signage provided (and erected at the venue) by you.

Polo shirt sponsor receives signage at the registration desk/foyer at the conference.

### 5. ADVERTISING

Over \$2500 worth of advertising including:

- i) Conference program (½ page colour ad)
- ii) One promotional item insert into delegate satchels (supplied by the advised deadlines, lightweight and no larger than A4 size).

Polo shirt sponsor receives the following benefits: (in lieu of other benefits)

- i) Additional ¼ page ad\* in AMS News Bulletin mailed to 900 growers/industry members
- ii) Additional silver banner ad\*\* in 1 AMS e-newsletter (your logo and up to 50 words of copy), emailed to 1400 growers/industry members.
- iii) Any unused polo shirts (additional freight costs may apply).

*\* This advertising is additional to any existing advertising your business has taken out in the News Bulletin, and cannot be used 'instead of' existing bookings or used as a credit against existing bookings. Sponsor ad must be used by November 2023. It is the responsibility of the sponsor to book and place the sponsor ad by contacting the AMS.*

*\*\* This ad must be used by November 2023 (and is subject to available ad space). It is the responsibility of the sponsor to book and place the ad by contacting the AMS.*

### 6. PRIZE DRAW

Opportunity to expand your database by inviting delegates to enter a major prize draw at the event - by filling out their name and contact details (entry forms and prize supplied by the sponsor).

### 7. SPEAKING OPPORTUNITY

An opportunity to address guests at the sponsored event (3-minute presentation).

*NB: Polo shirt, espresso zone and recharge bar sponsors can address delegates just prior to morning tea or lunch break.*

### 8. HOSPITALITY

2 complimentary full conference registrations (includes welcome cocktail reception, celebrity chef breakfast and gala dinner) valued at over \$1800.\*

### 9. OTHER

150 word profile on Conference App and website.

## SILVER SPONSORSHIP

### CHOOSE FROM:

- ★ Celebrity chef breakfast **SOLD**
- ★ Merchandise
- ★ Satchel
- ★ Fun zone at trade show
- ★ Happy hour **SOLD**

**INVESTMENT \$8500 PLUS GST**



### MACADAMIA BREAKFAST WITH CELEBRITY CHEFS

It's the perfect start to the day and one of the most popular events at every conference!

The macadamia breakfast has been an absolute culinary hit since it was introduced in 2016 and promises to be a big success again in 2022. The breakfast will be held on Wednesday 9 November at Royal Pines Resort.

The chef will be on centre stage during the morning, whipping up his best macadamia dishes, and interacting with guests who will be able to assist and sample the creations. The breakfast sponsor receives an exclusive speaking opportunity, additional tickets to the breakfast, AND the opportunity to have loads of fun leveraging their support!



### MERCHANDISE SPONSOR

Stamp your brand on the conference by sponsoring one of our merchandise items. Keepcups, caps and water bottles will be distributed to every delegate upon registration. Each item will be used by delegates throughout the conference and long after the event. Your logo will be printed on the item, alongside the AMS logo, event name and dates. Choose from: Keepcups – Caps – Water bottles.



### SACHEL

The conference satchel is a high quality item that is designed for use post-conference to enhance and prolong brand exposure for the sponsor.

The conference satchel is provided to all 'Full conference' and 2-day pass delegates, accredited media, and speakers (subject to availability). Approximately 300 satchels will be distributed during the conference. The satchel sponsor receives logo placement on the satchel (in conjunction with the AMS and platinum sponsor logos).

*NB: the satchel sponsor cannot be a direct competitor to the platinum sponsor.*





### FUN ZONE AT TRADE SHOW

This is a great opportunity for a sponsor to really stand out from the crowd at the trade show.

Sponsor receives a 6m x 4m booth in a premium position, including selected furniture and the services of the conference caricaturist, who will draw delegates to your booth with entertaining caricatures that serve as great memorabilia and provide a great talking point for delegates! The caricaturist will be based at your booth during peak catering times. This booth is limited only by your imagination.



### HAPPY HOUR

Happy Hour will provide an excellent networking opportunity for all delegates, exhibitors and invited guests.

Happy hour will be held at the trade show on Tuesday 8 November (catering is included) and the sponsor receives naming rights to the happy hour session, as well as a speaking opportunity and chance to brand the entire happy hour area (signage, theming, entertainment, t-shirts, aprons for catering staff etc). Sounds like fun!

Silver sponsors receive:

### 1. SILVER SPONSOR STATUS

Naming rights to your selected 'silver' sponsor property.

### 2. LOGO RIGHTS

Your logo on:

- i) Conference marketing collateral including:
  - a) online registration package emailed to 1400 growers/industry members (all pages)
  - b) direct mail (hard copy) registration packaged (mailed to 900 growers/industry members) (sponsor page)
  - c) conference e-blasts emailed to 1400 growers/industry members (sponsor banner)
  - d) event program distributed to all conference delegates (sponsor page)
  - e) PowerPoint presentations (front and back pages) and screens at sponsored event
  - g) event app
- ii) AMS communications including:
  - a) AusMac2022 website (sponsor/exhibitor page) with a link

- b) AMS News Bulletin (conference sponsor page) mailed to 900 growers/industry members
- c) AMS e-newsletters (conference sponsor banner) emailed to 1400 growers/industry members

- iii) Use of the AMS logo and the words 'Silver Sponsor 2022 Australian Macadamia Industry Conference':
  - On your stationery
  - In your advertising material
  - On your email tags/signatures.

### 3. EXHIBITION SPACE

Breakfast, satchel, merchandise, happy hour

One 2m x 2m exhibition booth at the conference trade show. The exhibitor space offers exhibitors maximum contact with delegates throughout the entire conference. Valued at \$2700+GST.

*NB: The happy hour sponsor receives 2m x 2m of additional 'pop-up' space in the trade exhibitor hall for the duration of the happy hour to 'theme' to provide maximum impact and branding. This area can be used to display banners, flyers and as a central location for sponsor staff to be able to speak to delegates during the happy hour.*

## Fun zone

One 6m x 4m networking lounge providing high level exposure in a prime location in the trade exhibition hall.

The lounge includes the following furniture:

- 3 x high bar tables
- 9 x bar chairs

Additional furniture available at sponsor's cost.

## 4. SIGNAGE

Signage rights, with signage prominently displayed at the event / space (up to 3 signs, supplied and erected by sponsor).

Satchel sponsor receives signage at the registration desk/ foyer at the conference.

## 5. ADVERTISING

Over \$1500 of advertising including:

- i) Conference program (1/4 page colour ad)
- ii) One promotional item insert into delegate satchels (supplied by the advised deadlines, lightweight and no larger than A4 size)
- iii) One edition of AMS News Bulletin (1/4 page colour ad)\* mailed to 900 growers/industry members
- iv) Silver banner ad\*\* in 1 AMS e-newsletter (your logo and up to 50 words of copy), emailed to 1400 growers/industry members

Applies to Breakfast/Fun zone/Happy hour sponsorship:

- v) Opportunity to give out promotional items/ samples/gifts/bags/flyers at the event or space
- vi) Option of event centre staff wearing shirts/aprons/ caps with sponsor logo (provided by sponsor) or for sponsor to provide branded cups/napkins etc. at the event or space.

Satchel/merchandise sponsor receives the following benefits: (in lieu of other benefits)

- i) Additional ¼ page ad\* in AMS News Bulletin mailed to 900 growers/industry members
- ii) Additional silver banner ad\*\* in 1 AMS e-newsletter (your logo and up to 50 words of copy, emailed to 1400 growers/industry members.
- iii) Any unused satchels or merchandise (additional freight costs may apply).

*\* This advertising is additional to any existing advertising your business has taken out in the News Bulletin, and cannot be used 'instead of' existing bookings or used as a credit against existing bookings. Sponsor ad must be used by November 2023. It is the responsibility of the sponsor to book and place the sponsor ad by contacting the AMS.*

*\*\* This ad must be used by November 2023 (and is subject to available ad space). It is the responsibility of the sponsor to book and place the ad by contacting the AMS.*

## 6. PRIZE DRAW

Applies to: Breakfast/Fun zone/Happy hour sponsorship

Opportunity to expand your database by inviting delegates to enter a major prize draw at the event - by filling out their name and contact details (entry forms and prize supplied by the sponsor).

## 7. SPEAKING OPPORTUNITY

Applies to Breakfast/Happy hour sponsorship:

An opportunity to address guests at the event (3-minute presentation).

## 8. HOSPITALITY

- i) 1 complimentary full conference registration (includes welcome cocktail reception, celebrity chef breakfast and gala dinner), valued at over \$900.
- ii) 1 standard trade pass

Breakfast sponsor receives 2 additional tickets to the breakfast.

## 9. OTHER

150 word profile on Conference App and website.



## BRONZE SPONSORS

### CHOOSE FROM:

- ★ Conference lunch breaks (2 available)
- ★ Lanyard **SOLD**
- ★ Session/workshop sponsor (variety available)
- ★ Golf day **SOLD**
- ★ Conference app **SOLD**
- ★ Women in Macadamia luncheon **SOLD**

**INVESTMENT \$5800 PLUS GST**



### CONFERENCE LUNCH BREAKS (2 AVAILABLE)

Daily lunch breaks will be held in the trade show area providing significant marketing and networking opportunities for the sponsor.

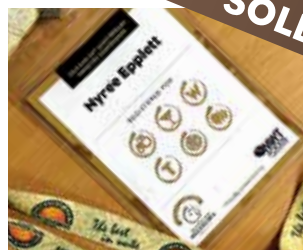
The lunch break sponsor receives a 2m x 2m 'pop-up' promotional area in a prominent position in the trade show area and adjacent to catering stations, for the duration of the break.

### LANYARD

This is a brilliant cost effective opportunity for a major brand building effort!

All delegates receive a lanyard branded with the sponsoring company's logo, an instant visual reminder of your presence in the industry.

*NB: Sponsors pays for cost of producing lanyards.*



### SESSION SPONSOR

Receive presenting rights to the session/workshop that best fits your organisation's message.

Take advantage of the opportunity to have your company representative open the session/workshop. Refer to conference schedule for full list of session/workshop topics and speakers.



### CONFERENCE APP

Sponsor the Ausmac2022 App containing the most up-to-date event information for delegates on session times, speakers, exhibitors, sponsors, floor plans, presentations and much more.

Available on all Android and iOS devices, the App will contain your logo in a prominent position.



**SOLD**

## GOLF DAY

The conference golf day will be held on Monday 7 November at the stunning championship golf course at Royal Pines Resort. The course boasts superbly manicured greens, scenic lakes, deep bunkers and an idyllic backdrop of the mountains.

The event sponsor is limited only by their creativity, with opportunities to theme specific holes and the drinks cart, give away gift packs to players, and present awards (nearest pin, longest drive etc.) at the end of the day. Here's your chance to use the event as a great networking opportunity, thank existing clients, meet new ones, create loyalty and increase sales.



**SOLD**

## WOMEN IN MACADAMIA LUNCHEON

The inaugural Women in Macadamias luncheon will be an event not to be missed. Our special guest speakers will be a selection of inspiring women from all facets of the Australian macadamia industry.

The purpose of the luncheon is to both recognise and support women in our industry as well as support those aspiring to leadership roles. The event will be one of the highlights of the conference and offers a great opportunity to network and to partner. The luncheon will be held on Tuesday 8 November at Royal Pines Resort, with all delegates, female and male, welcome to attend.

Bronze sponsors receive:

### 1. BRONZE SPONSOR STATUS

Naming rights to your selected 'bronze' sponsor property.

### 2. LOGO RIGHTS

Your logo on:

- i) Conference marketing collateral including:
  - a) online registration package emailed to 1400 growers/industry members (all pages)
  - b) direct mail (hard copy) registration package (mailed to 900 growers/industry members) (sponsor page)
  - c) conference e-blasts emailed to 1400 growers/industry members (sponsor banner)
  - d) event program distributed to all conference delegates (sponsor page)
- e) PowerPoint presentations and screens at your sponsored event/area (if applicable) e.g. lunch/happy hour sponsor receives acknowledgement and can play video material on the screens in the trade exhibition hall during the lunch/happy hour break
- f) event app
- ii) AMS communications including:
  - d) AusMac2022 website (sponsor/exhibitor page) with a link
  - b) AMS News Bulletin (conference sponsor page) mailed to 900 growers/industry members
  - c) AMS e-newsletters (conference sponsor banner) emailed to 1400 growers/industry members
- iii) Use of the AMS logo and the words 'Bronze Sponsor 2022 Australian Macadamia Industry Conference':
  - On your stationery
  - In your advertising material
  - On your email tags/signatures.

### 3. EXHIBITION SPACE

One 2m x 2m exhibition booth at the conference trade show. The exhibitor space offers exhibitors maximum contact with delegates throughout the entire conference. Valued at \$2700+GST.

NB: The lunch sponsor receives 2m x 2m of additional 'pop-up' space in the trade exhibitor hall for the duration of the lunch break to 'theme' to provide maximum impact and branding. This area can be used to display banners, flyers and as a central location for sponsor staff to be able to speak to delegates during the lunch break.

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### 4. SIGNAGE

Exclusive signage rights, with signage prominently displayed at the event / space (up to 3 signs, supplied by sponsor).

NB: Lanyard and event app sponsor receives signage at registration desk/foyer at the conference.

Signage provided (and erected at the venue) by you.

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### 5. ADVERTISING

Applies to Lunch break/Golf/Session/ Women in Macadamia Luncheon sponsorship:

- i) Opportunity to give out promotional items/ samples/gifts/bags/flyers at the event/session or space
- ii) Option of event centre staff wearing shirts/aprons/ caps with sponsor logo (provided by sponsor) at the event/session or space or sponsor providing branded cups/napkins etc.

Lanyard and app sponsor receives the following benefits: (in lieu of other benefits)

- i) One insert into conference delegate satchel
  - ii) Lanyard sponsor: Any unused lanyards (additional freight costs may apply).
- 

### 6. SPEAKING OPPORTUNITY

Lunch break/Golf/Session & Workshop/Women in Macadamia luncheon sponsorship:

An opportunity to address guests at/prior to the event (3-minute presentation)

### 7. HOSPITALITY

- i) 1 x 2-day conference pass (includes access to all conference sessions & workshops on Tues-Wed 8-9 Nov, happy hour and delegate meals).
- ii) 1 standard trade pass (access to trade show, happy hour and delegate meals)

Golf/Women in macadamias luncheon receive:

- i) 4 tickets to their sponsored event.
- 

### 8. OTHER

Lunch/Women in Macadamias luncheon sponsor receives:

- i) Opportunity to upgrade food and beverage package, at sponsor's cost
- ii) Opportunity for theming or to provide entertainment during event, at sponsor's cost
- iii) Acknowledgement on slides shown in session immediately preceding the event
- iv) 150 word profile on Conference App and website.



## OTHER SPONSORSHIP OPPORTUNITIES



### MORNING/AFTERNOON TEA BREAKS

This is an opportunity for your company to promote and market your products during the conference morning or afternoon refreshment breaks. All half-hour refreshment breaks will be held in the trade exhibition hall, and you receive a 2m x 2m 'pop-up' promotional area in a prominent position in the hall (adjacent to catering stations) for the duration of the break.

**\$1700 plus GST (3 available)**

### NOTEPADS

**\$1700 plus GST**

One branded note pad will be included in the delegate satchels (supplied by sponsor by the advised deadline, lightweight and no larger than A4 size).

*NB: Sponsor pays for production of notepads.*

### PENS

**\$1700 plus GST**

One branded pen will be included in the delegate satchels (supplied by sponsor by the advised deadline)

*NB: Sponsor pays for production of pens.*

These sponsors receive:

### 1. LOGO RIGHTS

Your logo on:

- i) Conference marketing collateral including:
  - a) online registration package emailed to 1400 growers/industry members (all pages)
  - b) direct mail (hard copy) registration packaged (mailed to 900 growers/industry members) (sponsor page)
  - c) conference e-blasts emailed to 1400 growers/industry members (sponsor banner)
  - d) event program distributed to all conference delegates (sponsor page)

### 2. HOSPITALITY

1 x 2-day pass (includes access to all conference sessions & workshops on Tues-Wed 8-9 Nov, happy hour, and delegate meals).

## ADVERTISING OPPORTUNITIES

### 1. SACHEL INSERT

**\$750 plus GST**

Reach all full conference and 2-day pass delegates directly by providing an insert in the conference satchel.

### 2. CONFERENCE PROGRAM ADVERTISING **SOLD OUT**

The conference program contains all the relevant conference information for delegates and sponsors, and is handed out with the event satchels.

Full page **\$1100 plus GST**

1/2 page **\$550 plus GST**

1/4 page **\$275 plus GST**

# EXHIBITOR OPPORTUNITIES

## I. TRADE SHOW



The trade show will attract an exciting array of exhibitors from within Australia and overseas. It will be integrated into conference activities to ensure maximum exposure for exhibitors. Exhibition space gives your company a visual presence and the opportunity to meet and talk with delegates during the designated conference breaks and during happy hour (all meals will be served in the exhibition hall). Choose from 4m x 2m, 3m x 2m or 2m x 2m booths.

<b>4M X 2M EXHIBITION BOOTH</b>	<b>\$4800 plus GST</b>
<b>3M X 2M EXHIBITION BOOTH</b>	<b>\$3800 plus GST</b>
<b>2M X 2M EXHIBITION BOOTH</b>	<b>\$2700 plus GST</b>

All booths receive the following:

### 1. Advertising

- Company listing on conference website, including:
  - Company logo
  - Contact details
  - 150-word company overview
  - Hyperlink to your chosen URL or social media listing
  - 1 PDF document upload (e.g. brochure)
- Company listing on conference app, including:
  - Company logo
  - Contact details
- Company listing in conference program distributed to all conference delegates.

### 2. Hospitality

- 2 complimentary GOLD trade show passes (each GOLD trade show pass includes access to the trade show, welcome cocktail reception, happy hour and all delegate meals).
- Up to 2 STANDARD trade show passes can be purchased (\$250+GST per pass. Each STANDARD trade show pass includes access to the trade show, happy hour and all delegate meals).

### Furniture and power

- 1 x clothed trestle table and 2 chairs
- 1 x 4-amp power outlet

## 2. MACHINERY EXHIBITS



There will be a limited number of spots available for machinery exhibitors at AusMac2022. These spots will be outside on the grassed

area adjacent to the main foyer/meeting area of the Convention Centre. Machinery exhibitors interested in exhibiting must submit an expression of interest form to the AMS. Priority will be given to those exhibitors who have new or innovative machinery to show to delegates.

### PRICE ON APPLICATION (will depend on size required)

You'll receive:

**1. Exhibition space** One outdoor exhibition space adjacent to the trade show and main plenary.

**2. Advertising** Company listing in conference program distributed to all conference delegates and on event app and website.

### 3. Hospitality 2

complimentary GOLD trade show passes (each GOLD trade show pass includes access to the trade show, welcome cocktail reception, happy hour and all delegate meals).

Up to 2 STANDARD trade show passes can be purchased (\$200+GST per pass. Each STANDARD trade show pass includes access to the trade show, happy hour and all delegate meals).

NB: No site sharing (piggy backing) or subletting is permitted for all trade and machinery spaces. Only displays which have a genuine company link with an exhibitor can be shown on their stand. Organisers will check displays and where piggy backing occurs, the organisers have the right to charge the exhibitor a full fee for each piggy backer.

## INTERESTED IN ANY OF THESE OPPORTUNITIES?

### MORE INFORMATION

If you would like more information on the sponsorship and advertising opportunities outlined in this prospectus, or if you would like us to tailor a package to suit your individual business needs, contact:

Nyree Epplett  
Communications Manager  
Australian Macadamia Society  
T: 1800 262 426  
E: [nyree.epplett@macadamias.org](mailto:nyree.epplett@macadamias.org)

### SPONSORSHIP – SUBMIT YOUR BOOKING FORM NOW

Businesses wishing to sponsor conference events and activities contained within this prospectus are required to submit a booking form for approval by the AMS Sponsorship Committee.

### TRADE SHOW (INCLUDING MACHINERY) – BOOK YOUR SPOT NOW

To book a spot at the trade show, submit a booking form to the AMS.

For machinery exhibitors, please submit an Expression of Interest form to the AMS.

### TERMS AND CONDITIONS

1. Sponsorship will be allocated in accord with the AMS Sponsorship Guidelines and Policy.
2. Sponsorship will be assigned on a first-come,

first-served basis. Sponsors must submit a booking form, which will then need to be approved by the AMS Sponsorship Committee. Submission of the booking form does not guarantee a sponsorship. Sponsors will be notified by email. Sponsorship will be secured once sponsor payment is received.

3. Preference will be given to member companies and the final decision resides with the AMS.
4. In exceptional circumstances the conference organisers will be prepared to consider a cancellation of their Contract with an exhibitor or sponsor. Requests for cancellation must be submitted in writing. If cancellation is accepted, 50% of the contracted cost to exhibit/sponsor will be retained. If cancellation occurs within in 2 months of the commencement of the conference, 100% of the contracted cost to exhibit/sponsor will be retained.
5. The Organiser agrees to hold the conference & exhibition however, reserves the right to postpone the conference & exhibition from the set dates and to hold the conference & exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser. If the event is postponed, and the Sponsor/Exhibitor is unable to attend on the new dates, a full refund of the entire sponsorship/exhibitor amount will be offered.
6. See booking form for full list of terms and conditions.

### SPONSORSHIP PAYMENT

The sponsorship amount is payable upon signing the sponsorship form and to secure your sponsorship package preference.

