

Farmsafe Australia
National Conference 2022

*Recipe for
Averting Disaster*

14-15 September 2022



Sponsorship and Exhibition
PROSPECTUS



Recipe for Averting Disaster

14-15 September 2022



INVITATION

Overview

Farmsafe Australia is committed to making Australian farms safer places to live and work. Farms are dangerous workplaces with geographically hard to reach audiences who can be resistant to traditional safety messages, however farmers are equally innovative and resilient. To cut through and change behaviour we require a deep understanding of the audience we're trying to reach and engage with.

The Farmsafe Conference is an opportunity for the industry, as a whole, to come together, discuss and engage with each other on the key safety issues, how they are impacting our workforce and our productivity, and how we can engage and raise awareness further to drive down the incidence of injury and fatality on Australian farms. Collaboration is a core tenet of our conferences and there are significant opportunities for you to engage and get involved as we move the needle towards safer farms and safer farmers. As an industry, we must drive the improvement of our safety culture and best management practices with strong and inspired leadership.

About Farmsafe Australia

Agriculture consistently ranks among the most dangerous industries to work in. Farming has a very high-risk profile and when you couple that with the fact that farming is a lifestyle, not just a job, and that there are a myriad of cultural behaviours associated with that, you begin to understand why it is difficult to make farms safer.

The Farmsafe Australia network was founded from the establishment of a number of locally based farm safety action groups and state Farmsafe Committees in the late 1980's. Today, Farmsafe Australia is the national entity connecting state farming organisations, peak commodity bodies, influential advocacy bodies and other groups that share a common interest in agricultural health and safety. We are 100% not-for-profit.

Our campaigns and resources are based upon the philosophy that the primary responsibility for farm safety rests with individual farmers, farm workers, and their families. However, as individual farming organisations or stakeholders in the agricultural industry, we have a responsibility to farmers to make a commitment to support them in producing food and fibre safely and ethically. We exist to inform, educate and engage farmers as they navigate through WHS legislation and obligations - providing information about hazards and risks often attributed to the farming environment and the importance of the human assets with the farming environment.



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Farmsafe Conference 2022

Who attends: Industry bodies, Government officials, farmers, researchers and academics, and work, health and safety professionals.

Benefits of Sponsorship

Farm safety is not a one-off investment. We need to be committed to long-term cultural change programs that ingrain safety practices and behaviours across generations. We need commitment and buy-in from all levels of government, industry, the supply chain, stakeholder partners and of course, farmers, farm workers, and the rural communities that support them. Supporting the Farmsafe Australia Conference provides promotional opportunities in front of key industry stakeholders and a platform for brand exposure to highly engaged attendees whilst acknowledging the benefits of Farmsafe Australia with your own stakeholders. It is active participation in reducing the incidence of injury and fatality on Australian farms and it is a seat at the table to engage in the conversations that drive the efficiency and the productivity of the workforce that puts food on our tables and clothes on our backs.

Conference Details

Exhibition Dates: Wednesday 14 – Thursday 15 September 2022
(Sponsor and exhibitor bump in on Tuesday 13 September 2022)

Exhibition Venue: Glass House, Pialligo Estate
18 Kallaroo Rd, Pialligo ACT 2609

Conference Secretariat

Conference Logistics [Conlog]

PO Box 6150

Kingston ACT 2604

P: +61 2 6281 6624

E: farmsafe@conlog.com.au

W: <https://farmsafe.org.au/farmsafe-conference-2022---recipe-for-disaster>



Sponsorship Packages

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Sponsorship at a glance

SPONSOR	Cost	Number available	Speaking opportunity	Exhibition	Full registration	Additional dinner tickets	Delegate list
Platinum - SOLD	POA	Exclusive	X	X	6	4	X
Gold	22,000	Four		X	4	2	X
Silver	11,000	Six		X	2	2	X
Dinner	9,900	Exclusive			2	4	X
Coffee Cart	6,600	Exclusive			1		X
Farm Tour	6,600	Exclusive			1		X
App	5,500	Exclusive			1		X
Session	4,400	Multiple			1		X
Keynote	POA	Multiple			2		X
Satchel	4,400	Exclusive			1		X
Lanyards	3,300	Exclusive			1		X
Lunch	880	Two					X
Catering breaks	440	Three					X
Exhibition	2,200	multiple		X	1		X

Principal Partner

\$44,000

EXCLUSIVE OPPORTUNITY

Farmsafe Australia welcomes the partnership of the Department of Agriculture, Water and the Environment (DAWE) as the Principal Sponsor for the 2022 Conference.

Through this partnership DAWE will receive exclusive opportunities as well as wide-ranging brand exposure and recognition prior to and during the conference.

Principal Partner benefits include:

Registration

- Six full registrations including tickets to the Conference Dinner
- Four additional tickets to the Conference Dinner for clients / guests

Exhibition

- A double exhibition space of 6 x 4m in a prominent location

Speaking Opportunity

- Opportunity to address delegates in the opening plenary (5 minutes)

Acknowledgement / Logo Placement

- Company logo and acknowledgement as the Principal Partner on:
 - + conference website with link to the DAWE website
 - + holding slide at the commencement of plenary sessions
- 300-word company profile in the conference app
- Verbal acknowledgement during the conference
- Freestanding banner positioned on plenary stage and registration area for duration of conference (DAWE to provide)

Advertising

- Electronic advertisement in conference app

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Gold Sponsor

\$22,000 inc gst

4 OPPORTUNITIES

Gold Sponsor benefits include:

Registration

- Four full registrations including tickets to the Conference Dinner
- Two additional tickets to the Conference Dinner for clients / guests

Exhibition

- One complimentary exhibition space of 3 x 2m

Acknowledgement / Logo Placement

- Company logo and acknowledgement as a Gold Sponsor on:
 - + conference website with link to sponsor's website
 - + holding slide at the commencement of plenary sessions
- 200-word company profile in the conference app
- Verbal acknowledgement during the conference

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

We would be happy to discuss other options to meet your organisation's marketing goals.

Silver Sponsor

\$11,000 inc gst

6 OPPORTUNITIES

Silver Sponsor benefits include:

Registration

- Two full registrations including tickets to the Conference Dinner
- Two additional tickets to the Conference Dinner for clients / guests

Exhibition

- One complimentary exhibition space of 3 x 2m

Acknowledgement / Logo Placement

- Company logo and acknowledgement as a Silver Sponsor on:
 - + conference website with link to sponsor's website
 - + holding slide at the commencement of plenary sessions
- 150-word company profile in the conference app
- Verbal acknowledgement during the conference

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Conference Dinner Sponsor

\$9,900 inc gst

EXCLUSIVE OPPORTUNITY

Conference Dinner Sponsor benefits include:

Registration

- Two full registrations including tickets to the Conference Dinner
- Four additional tickets to the Conference Dinner for clients/guests
- Opportunity to invite (at cost) additional clients/guests to the Conference Dinner

Acknowledgment / Logo Placement

- Company logo and acknowledgment as Conference Dinner Sponsor on:
 - + Conference Dinner menus
 - + Conference website, whenever the conference dinner is mentioned, with a link to sponsor's homepage
 - + holding slide at the commencement of plenary sessions
 - + holding slide at Conference Dinner (if applicable)
- Opportunity to address guests during the Conference Dinner (5 minutes)
- Opportunity to provide company branded gift to Conference Dinner guests (sponsor to supply)
- Free standing corporate banners may be displayed in the Conference Dinner venue (sponsor to supply)
- 100-word company profile in the conference app

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Coffee Cart Sponsor

\$6,600 inc gst

EXCLUSIVE OPPORTUNITY

This portable coffee cart will be one of the popular spots for meeting and networking as well as offering barista coffee.

Coffee Cart Sponsor benefits include:

- Branded coffee cart will be open throughout the conference

Registration

- One full registration including ticket to the Conference Dinner

Acknowledgment / Logo Placement

- Company logo and acknowledgement as the Coffee Cart Sponsor on:
 - + conference website with link to sponsor's homepage
 - + holding slide at the commencement of plenary sessions
- Corporate material may be displayed in coffee cart area, including brochures, freestanding banners and small table signs (sponsor to supply)
- Core flute branding of the coffee cart (sponsor to supply artwork, with Conference Secretariat to provide specifications)
- 100-word company profile in the conference app

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Farm Tour Sponsor

\$6,600 inc gst

EXCLUSIVE OPPORTUNITY

The Farm Tour will be available throughout the program for all delegates. The buggy tour of the gardens throughout Pialligo Estate will take 30 mins and it will show the delegates the benefits of the Paddock to Plate experience. There will be approximately 6 -8 tours throughout the conference.

Farm Tour Sponsor benefits include:

- Branding of the open 20-seater buggy (sponsor to provide artwork)
- Sponsor representative to be included on all tours, as desired

Registration

- One full registration including ticket to the Conference Dinner

Acknowledgment / Logo Placement

- Company logo and acknowledgement as the Farm Tour Sponsor on:
 - + conference website with link to sponsor's homepage
 - + holding slide at the commencement of plenary sessions
- Corporate material may be displayed within the buggy but must be secured so it does not fall out (sponsor to supply)
- 100-word company profile in the conference app

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

App Sponsor

\$5,500 inc gst

EXCLUSIVE OPPORTUNITY

App Sponsor benefits include:

Registration

- One full registration including ticket to the Conference Dinner

Acknowledgment / Logo Placement

- Company logo and acknowledgement as the App Sponsor on:
 - + the splash page on the Conference App (subject to approval by the organising committee)
 - + conference website with link to sponsor's homepage
 - + holding slide at the commencement of plenary sessions
 - + banner advertisement throughout the app
- 50-word company profile in the conference app

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Session Sponsor

\$4,400 inc gst

MULTIPLE OPPORTUNITIES

Session Sponsor benefits include:

Registration

- One complimentary full registration including the Conference Dinner

Acknowledgement / Logo Placement

- Company logo and acknowledgement as Session Sponsor on:
 - + conference website with link to sponsors homepage
 - + on the program (in the app) next to the sponsored session
 - + holding slide at the commencement of the sponsored session
- 100-word company profile in the conference app
- Verbal acknowledgement during the conference
- Freestanding banner positioned on the stage in sponsored session (sponsor to supply)

Advertising

- Option to provide a 1min video to play at the top of the sponsored session

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Keynote Speaker Sponsor

\$POA

MULTIPLE OPPORTUNITIES

Be a part of bringing quality speakers to the conference to share with the delegates. Speakers will be chosen by the Program Committee. Price is dependent on the sponsored speaker's costs, and will at minimum be \$5,500.

Keynote Speaker Sponsor benefits include:

Registration

- Two complimentary full registrations including tickets to the Conference Dinner

Acknowledgement / Logo Placement

- Company logo and acknowledgement as Keynote Speaker Sponsor on:
 - + conference website with link to sponsors homepage
 - + on the program (in the app) next to the sponsored speaker
 - + holding slide at the commencement of the relevant session
- 75-word company profile in the conference app
- Verbal acknowledgement during the conference
- Freestanding banner positioned on the stage during the keynote session (sponsor to supply)

Advertising

- Option to provide a 1min video to play at the top of the session

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Satchel Sponsor

\$4,400 inc gst

EXCLUSIVE OPPORTUNITY

Satchel Sponsor benefits include:

Acknowledgement / Logo Placement

- Company logo and acknowledgement as the Satchel Sponsor on:
 - + conference website with link to sponsor's homepage
 - + holding slide at the commencement of plenary sessions
- 50-word company profile in the conference app

Advertising

- Branded satchel bags to be provided to all conference delegates (opportunity for sponsor to supply at a discounted rate). Satchels to include the conference and sponsor logo

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Lanyard Sponsor

\$3,300 inc gst

EXCLUSIVE OPPORTUNITY

Lanyard Sponsor benefits include:

Acknowledgement / Logo Placement

- Company logo and acknowledgement as the Lanyard Sponsor on:
 - + conference website with link to sponsor's homepage
 - + holding slide at the commencement of plenary sessions
- 50-word company profile in the conference app

Advertising

- Branded lanyards to be provided to all conference delegates (opportunity for sponsor to supply at a discounted rate)

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)

Lunch Sponsor

\$880 inc gst

2 OPPORTUNITIES – WEDNESDAY AND THURSDAY

Morning/Afternoon Tea Sponsor

\$440 inc gst

3 OPPORTUNITIES – WEDNESDAY X 2 AND THURSDAY X 1

Benefits for both opportunities include:

Acknowledgement / Logo Placement

- Company logo and acknowledgement as a Lunch or Morning / Afternoon Tea Sponsor on:
 - + conference website with link to sponsors homepage
 - + holding slide at the commencement of plenary sessions immediately prior to sponsored break
- 25-word company profile in the conference app
- Corporate material may be displayed in hospitality area during sponsored break, including brochures, freestanding banners and small table signs (supplied by sponsor)
- Verbal acknowledgement by chair at sessions directly before and after the sponsored hospitality break
- Logo on holding slides directly before and after sponsored break

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organisation, state and email only)



Exhibition Packages

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The Conference will feature a dynamic and innovative exhibition under a marquee in the beautiful grounds of Pialligo Estate. The coffee cart, morning/afternoon teas and lunches will be served in the exhibition area ensuring a maximum exposure and opportunities for networking between delegates and exhibitors.

The exhibition area is an opportunity to display and promote the latest agricultural safety innovations, as well as showcase your products and equipment. It offers an excellent opportunity for organisations to network with Australia's leaders and innovators in agriculture.

** In the interest of reducing paper usage at the conference, sponsors and exhibitors are encouraged to provide inserts in electronic format (pdf) for inclusion in the Conference App rather than paper satchel inserts.*

Exhibitors will be expected to display at the conference for a minimum of two (2) days, as detailed below.

- Bump in:** Tuesday 13 September 2022 (timing TBA)
- Exhibition open:** Wednesday 14 and Thursday 15 September 2022
- Bump out:** Thursday 15 September 2022, after lunch (timing TBA)

Exhibitors

\$2,200 inc gst

Benefits for exhibitors include:

- One exhibition space (total of 3 x 2m space) including:
 - + backing poster board
 - + Corporate signage on fascia (uppercase lettering on a white background)
 - + countertop and two stools
 - + 2 x 150-watt track lights attached to the fascia
 - + Access to reasonable power
- One full conference registration, daytime catering and farm tour
- Organisation logo on the conference website, including link to exhibitor's website

Acknowledgment / Logo Placement

- Logo and 50-word company listing included in conference app
- Company logo and acknowledgement as an Exhibitor on:
 - conference website (exhibitor page) with link to your homepage
 - holding slide at the commencement of plenary sessions

Delegate Information

- A delegate list in accordance with Privacy Legislation 2001 distributed two weeks prior to the conference, and an updated list post conference (name, organization, state and email only)

ADDITIONAL EXHIBITOR STAFF

\$250 inc gst

If you require other members of staff to be at your booth for the duration of the exhibition, an Additional Exhibitor Staff fee of \$250 per staff member applies. This cost covers tea breaks, lunches and a name tag. This fee does not include admittance to the Conference Dinner or the Farm Tour.

Terms and Conditions

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By purchasing a sponsorship and/or exhibition package for the Farmsafe Conference 2022, you are agreeing to the full terms and conditions of the sponsorship.

Farmsafe Conference Committee and Conference Logistics will hereafter be referred to as 'the Organisers'.

Pialligo Estate will hereafter be referred to as 'the venue'.

1. Sponsor and exhibition packages will be allocated in order of receipt of booking forms and payment.
2. The Organisers accept no liability for damage to exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any cause whatsoever.
3. Sponsors and exhibitors are advised to insure against such liability.
4. The Organisers reserve the right to change the venue and duration if circumstances demand at their discretion. The sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The sponsor must take out adequate insurance in respect of all claims.
5. The Organisers reserve the right to alter the exhibition floorplan at their discretion.
6. Exhibits must not be removed, and displays must not be dismantled either partly or in total before closing time on the last day of the exhibition.
7. Sponsors may only conduct competitions or offer prizes with the permission of the Organisers.
8. The sponsor undertakes that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.
9. Should the Organisers need to cancel the event due to government order (including COVID and associated border closures, etc), refunds for sponsorship and/or exhibition packages will not be given. Further negotiations will be held on an individual basis, taking into account sponsorship and exhibition benefits already provided.

Payment Details

1. An invoice will be sent on receipt of the booking form.
2. If payment is not received within 30 days of receipt of the invoice your booking may be cancelled.
3. For cancellation of sponsorship and/or exhibition at least 2 months prior to the commencement of the conference, full payments will only be refundable if the Organisers are able to re-sell the package.
4. For cancellations less than 2 months prior to the commencement of the exhibition, all payments are non-refundable.
5. All prices include Goods and Services Tax (GST).

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14-15 September 2022

Booking Form

Contact name: _____

Position: _____ Organisation: _____

Postal Address: _____ State: _____ Postcode: _____

Phone: _____ Mobile: _____

Email: _____

Sponsorship Booking

Please tick the preferred sponsorship opportunity (all prices include GST)

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Principal Partner | SOLD | <input type="checkbox"/> Session Sponsor | \$4,400 |
| <input type="checkbox"/> Gold Sponsor | \$22,000 | <input type="checkbox"/> Keynote Speaker Sponsor | \$POA |
| <input type="checkbox"/> Silver Sponsor | \$11,000 | <input type="checkbox"/> Satchel Sponsor | \$4,400 |
| <input type="checkbox"/> Conference Dinner Sponsor | \$9,900 | <input type="checkbox"/> Lanyard Sponsor | \$3,300 |
| <input type="checkbox"/> Coffee Cart Sponsor | \$6,600 | <input type="checkbox"/> Lunch Sponsor | \$880 |
| <input type="checkbox"/> Farm Tour Sponsor | \$6,600 | <input type="checkbox"/> Morning/Afternoon Tea Sponsor | \$440 |
| <input type="checkbox"/> App Sponsor | \$5,500 | | |

Exhibition Booking

- Exhibition booth Quantity _____ @ \$2,200 each
- Additional Exhibitor Staff @ \$250 Please book a place for _____ additional representative(s) at \$250 (inc GST) each

Names of representative(s) are: _____

Payment Summary

SPONSORSHIP TOTAL \$ _____

EXHIBITION BOOTH \$ _____

ADDITIONAL EXHIBITOR STAFF \$ _____

TOTAL AMOUNT TO BE INVOICED \$ _____

50% deposit is required at time of booking
The balance of payment is due by 14 August 2022

Please send completed form with payment to:

Conference Logistics: PO Box 6150, KINGSTON ACT 2604
E: conference@conlog.com.au

Payment Details

- I wish to pay by Electronic Funds Transfer (an invoice will be sent for processing which will contact bank details)
- I wish to pay by Credit Card and I hereby authorise you to charge the amount of \$ _____ to my credit card. All credit card transactions will incur a 2% credit card fee.

Please Charge my: MasterCard Visa

Card Number: _____ CCV: _____ Exp Date: _____

Card Holder Name: _____

Card Holder Signature: _____