

A large, stylized green leaf graphic with multiple pointed lobes, rendered in a light green color, occupies the left and bottom portions of the cover. It is set against a solid dark purple background.

22nd AUSTRALASIAN WEEDS CONFERENCE

10-13 Oct 2021 - Adelaide Oval
#22AWC | wmssa.org.au/22awc

SPONSORSHIP PROSPECTUS

FROM THE EXECUTIVE COMMITTEE

The 22nd Australasian Weeds Conference is an international weed management platform that aims to share the latest information and resources to minimise the impacts of weeds on our economy, environment and society.

For the first time in 15 years, Adelaide will host the Australasian Weeds Conference (22AWC) in October 2021 and is set to build on the success of the 2018 event to gather over 300 state, national and international delegates.

22AWC will engage a wide range of industries as it showcases cutting edge science and operational practices and tools through the call for papers, exhibition and conference tours. The conference seeks to build capacity in all weed management contexts: environmental, aquatic, agricultural and urban settings.

Partnering with industry is essential to ensure delegates stay ahead of emerging trends and are well equipped to protect our future from weed threats. Sponsoring or exhibiting provides a unique opportunity to collaborate with industry, community and government; promote your organisation and maintain a high profile among specialists in weed management.

The Council of the Australasian Weed Societies (CAWS) together with local host, the Weed Management Society of South Australia (WMSSA), invite your organisation to participate in the premier event for the weeds industry.

The industry's innovative thinkers and leaders will be at 22AWC... don't miss this opportunity to be involved!

Conference Hosts



**Weed Management Society
of South Australia**

Event Partner



WHO WILL ATTEND?

22AWC conference will attract over 300 dedicated weeds professionals from across Australasia from the following fields;

- Weed researchers from both the government and private sector
- Local, state and federal government policy makers and planners
- Agricultural consultants and advisors
- Landowners and managers
- Industry representatives: agro-chemical; robotics; drones; biological control; spray application
- Natural resource management
- Noxious weed managers
- Native vegetation, roadside and amenity managers
- Biological, economic and social researchers and academics interested in weed management
- Students studying agriculture or weed science
- Community group members such as Landcare and grower groups
- Research funding bodies

THE CONFERENCE

The 22AWC will be held at the iconic Adelaide Oval situated right in the heart of the city, framed by the River Torrens and surrounding precinct.

www.adelaideoval.com.au

Date	Time of day	Program
Sunday, 10 October	Afternoon to Twilight	CAWS Annual General Meeting Welcome Reception
Monday, 11 October	Day	Conference Program and Exhibition
Tuesday, 12 October	Day	Conference Program and Exhibition
	Evening	Conference Dinner
Wednesday, 13 October	Day	Conference Program and Exhibition
Thursday, 14 October	Day	Conference tour/s

WHY PARTNER WITH 22AWC?

- Sponsoring or exhibiting provides a unique opportunity to establish your organisation, products and staff amongst a high profile of specialists in weed management.
- Build and maintain relationships with over 250+ weed specialists, who themselves have large local, state, national and international networks.
- Increase your exposure to the community of people working in weed research and management.
- Offer new knowledge and technologies to help delegates stay ahead of industry trends.
- Expand your social media reach, by interacting with the Australasian weeds community via the conference Facebook and Twitter accounts.
- Align with one of the Australasian region's most respected weed management societies at an internationally respected research conference.
- The Australasian Weeds Conference is now a key player in global weed management.
- The conference has been run by independent weed societies and CAWS since 1978 and all profits go back towards the local and national bodies to further initiatives in weed management.

SPONSORS' CORE BENEFITS

In addition to the benefits outlined for each sponsorship opportunity, all conference sponsors receive the following core benefits:

- Logo displayed in the conference program.
- Logo displayed on the conference website sponsors' page with a reciprocal link.
- A promotional insert in each delegate satchel.



SPONSOR BENEFITS

		Gold	Silver	Bronze	Dinner	Coffee Cart	Exhibitor	Touring
	Opportunities	2	as required		1	as required		
	Sponsorship value (includes GST)	\$16,000	\$11,000	\$6,600	\$8,500	\$2,500	\$2,500	\$2,200
LOGO	Announcement as a sponsor on conference social channels	yes	yes	yes	yes			yes
	Display logo on conference website home page	yes	yes	yes	yes	yes	yes	yes
PROMOTION	Exhibition space 3m x 2m	two	one	one		one	one	
	Organisational profile in conference proceedings	200 words	150 words	100 words	150 words			
	Advert in the conference proceedings	full page colour	full page b&w	half page b&w	half page b&w			
	Display a pull-up banner in entrance/hosted area	yes	yes	yes	yes – at dinner			
	Content in e-news	yes	yes					
	Delegate list (delegate opt-in list: first/last name, organisation and email.)	yes						
	Naming rights				yes			
	Opportunity to address delegates	yes			yes			yes – on tour
ATTENDANCE	Complimentary full delegate registrations (including social functions)	two	two	one	one	one	one	one
	Additional complimentary conference dinner tickets				five			
	Complimentary conference touring tickets							three

GOLD

two opportunities available

\$16,000 including GST

As a Gold Sponsor you will enjoy a value-added partnership with opportunities to connect with delegates before, during and after the conference.

In addition to the core benefits, you will also receive:

- Promotion before during and after the conference as a 'Major Sponsor' (along with Event Partner GRDC)
- Contribute content to the conference e-Newsletter to be sent to the Society database prior to the conference (anticipate this would be educational; awareness raising; research or news content that would link through to your website) Metrics supplied upon request. (**two** opportunities before to the Society Database and **one** after the conference to delegates who attended)
- Receive a **delegate list** post event of contacts who have opted in. (name, organisation, email)
- Opportunity to **welcome delegates** at the start of day two or three
- Full page colour advertisement on the back page of the conference program
- Two exhibition spaces (3m wide x 2m deep) with priority placement
- Two complimentary full-delegate registrations to the conference including the conference dinner
- 200-word organisation profile in the conference program
- One free-standing pull-up banner in the registration area for the duration of the conference
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms.

SILVER

opportunities as required

\$11,000 including GST

As a Silver Sponsor the sponsorship offering provides you great exposure to showcase your organisation through the conference and exhibition.

In addition to the core benefits, you will also receive:

- Contribute content to the conference eNewsletter to be sent to the Society database prior to the conference (anticipate this would be educational; awareness raising; research or news content that would link through to your website) Metrics supplied in link clicks upon request. (**one** opportunity before to the Society Database and **one** after the conference to delegates who attended)
- Full page black and white advertisement in the conference program
- One exhibition space (3m wide x 2m deep) with priority placement
- Two complimentary full-delegate registrations to the conference including the conference dinner
- 150-word organisation profile in the conference program
- One free-standing pull-up banner in the registration area for the duration of the conference
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms.

BRONZE

Five opportunities available

\$6,600 including GST

As a Bronze Sponsor the sponsorship offering provides your organisation exposure through the conference program and exhibition.

In addition to the core benefits, you will also receive:

- Half page black and white advertisement in the conference program
- One exhibition space (3m wide x 2m deep)
- One complimentary full-delegate registration including the conference dinner
- 100-word organisation profile in the conference program
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms

In addition to the above benefits each bronze sponsor will be able to choose (1) additional benefit listed below, subject to availability:

- Co-branding of the 22AWC USB with the inclusion of one electronic brochure subject to committee approval
- Naming rights and chance for a 3-minute address at the Welcome Reception
- Exclusivity of a charging station added to your exhibition stand.
- Co-branding of the 22AWC conference notebook
- Co-branding of the 22AWC conference app

CONFERENCE DINNER

exclusive opportunity

\$8,500 including GST

The Conference Dinner is the conference's social highlight with entertainment and fine local produce. As the Conference Dinner Sponsor, you are provided the exclusive opportunity for interactive marketing and promotion during the evening. During the planning phase, the conference organiser will gladly consider your ideas for the event.

As the Conference Dinner Sponsor, the sponsorship offering provides your organisation exposure through the conference program.

In addition to the core benefits, you will also receive:

- Naming rights to the Conference Dinner
- Five-minute address during the Conference Dinner
- Half page black and white advertisement in the conference program
- One complimentary full-delegate registration to the conference including the Conference Dinner
- Five additional complimentary tickets to the Conference Dinner (i.e. 6 tickets total)
- 150-word organisation profile in the conference program
- Display of your logo on the conference website home page with reciprocal link
- Display of your conference logo on the Conference dinner menu
- Two free-standing pull-up banners in the dinner area for the duration of the conference
- A tweet/post to announce your sponsorship on the Conference social platforms.
- Distribution of appropriate corporate gifts or merchandise during the dinner

EXHIBITOR

opportunities as required

\$2,500 including GST

The exhibition space will facilitate maximum contact with delegates. If you have a product or service that needs demonstration or if you'd like a dedicated space for discussions with delegates then an exhibition space is ideal.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- One exhibition space (3m wide x 2m deep)
- Display of your logo on the conference website home page with reciprocal link
- Opportunity to include a promotional insert in the delegate satchel

Closer to the conference, exhibitor packs will be distributed outlining move-in / move-out times, delivery labels and floor plan.

TOURING SPONSOR

opportunities as required

\$2,200 including GST

As the Touring Sponsor, you are offered the privilege to co-host a pre-conference tour. This will offer your staff the opportunity to develop a rapport with participants and a knowledge of your organisation. What happens on tour, stays on tour! During the tour planning stage, the planning committee will gladly consider your ideas for the tours.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- Three complimentary tickets for the sponsored tour itinerary
- Three-minute address during the conference tour itinerary
- A tweet/post to announce your sponsorship on the conference social platforms
- Opportunity to contribute to the tour design; visit your facility or research.



CONFERENCE APP

exclusive opportunity

\$5,500 including GST

As the Conference App Sponsor, you will be offering your organisation exposure to the conference program, speaker information and delegate interaction throughout the conference.

In addition to the core benefits, you will also receive:

- Opportunity to pose a question and interact with delegates in a live chatroom during the conference.
- Naming rights to the conference app
- Half page black and white advertisement in the conference program
- One complimentary full-delegate registration including the conference dinner
- Display of your logo on the conference website home page with reciprocal link
- A tweet/post to announce your sponsorship on the conference social platforms
- Verbal acknowledgement as the conference app sponsor
- Company logo to appear on all main conference app pages
- Opportunity to send push notifications to users for an additional charge (\$440)

ADVERTS

opportunities as required

\$440 including GST half page black and white

COFFEE CART

opportunities as required

\$2,500 including GST

The coffee cart is the place to be for maximum contact with delegates. Not only will you be giving delegates that much needed caffeine boost but you will have the opportunity to catch delegates as they wait in line to further exposure of your organisation.

In addition to the core benefits, you will also receive:

- One complimentary full-delegate registration to the conference including the conference dinner
- Provision of (1) barista station providing coffee from 8am – 3.30pm on each conference day
- Located in a 2m x 2m space with space for backdrop/banners
- Opportunity to supply branded coffee cups
- Opportunity to supply branded hats/aprons for barista staff to wear
- Display of your logo on the conference website home page with reciprocal link

SATCHEL PROMOTIONAL INSERT

opportunities as required

\$660 including GST

If you have a key message you'd like each delegate to receive, then place it in the delegate satchel. If you wish to include an item that is not a brochure style document, please contact the conference organiser to check its suitability.

- Opportunity to include a promotional insert in the delegate satchel

Quantities and delivery dates will be provided closer to the event.

GENERAL INFORMATION

Terms and conditions

1. 22AWC Conference Manager and Weed Management Society of SA (WMSSA) conference organising committee reserve the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the conference. Every effort will be made to maximise sponsor benefits as well as delegates' experience.
2. AgCommunicators reserve the right to vary the quoted prices in accordance with any change to the legislated rate of the GST (currently 10%) and is applicable to all goods and services offered by the meeting. All prices in this document are inclusive of GST.
3. Upon confirmation of sponsorship an invoice will be issued from the WMSSA. Full payment is required by the invoice due date to confirm the booking. Failure to do so may result in the sponsorship item or exhibition stand being released for sale. Payment options are available for larger sponsor amounts.
4. Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled prior to 11 September 2021. For cancellations after 11 September 2021, confirmed sponsors will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement. All requests for cancellations must be made in writing to AgCommunicators.
5. No sponsor or exhibitor will be able to set up their exhibition booth or display until full payment is received by WMSSA

CONTACT US

Sponsorship enquiries can be directed to the conference organiser,
AgCommunicators. Contact Loren Revell-Karutz

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P: 08 8332 3277 or 0410 548 454