

SPONSORSHIP & TRADE
EXHIBITION INVITATION

2011 RIDLEY AQUA-FEED
PRAWN & BARRAMUNDI
CONFERENCE

3 – 5th August 2011
Dockside Conference Centre,
Cockle Bay Wharf on the city side of Darling Harbour
Sydney NSW

Enquiries – info@apfa.com.au



AUSTRALIAN
**Prawn
Farmers**
ASSOCIATION





The 2011 Ridley Aqua-Feed Australian Prawn and Barramundi Conference will be held at the Dockside Conference Centre, Cockle Bay Wharf on the side of Darling Harbour, Sydney.

The home of Sydney Fish Market, the largest of its kind in the Southern Hemisphere where in excess of \$100 million worth of fish species are auctioned each day making it the second largest in the world in terms of the variety of species sold, outside of Japan.

Some of our farmed prawns and barramundi find their way to the Sydney Fish Market auction floors and for the year 2009/10 ranked again in the top twenty species by value and species by volume.

So August 2011 it's OFF TO MARKET WE GO where plenty of diverse presentations will be delivered on all aspects of our supply chain from the farm to the plate as well as a surprise guest dinner speaker and a cruise around Darling Harbour for the Welcome Reception.

We appreciate your support for the annual gathering of our industries, and look forward to offering a professional event with a program designed to attract new faces from across the Australian, Asian and Pacific aquaculture sectors.

The Conference and Trade Show will be held on August 3 -4, with members-only meetings on Friday August, 5th.

The combined Prawn and Barramundi industries now contribute in excess of \$85 million to the Australian economy and are world class, sustainable farms. The Trade Exhibition provides your company with an opportunity for exposure to both the prawn and barramundi sectors – owners, farm managers, hatchery managers, farm employees, researchers and government agencies. This year's Trade Exhibition will provide up to 15 trade booths.

Diary of Events

Wednesday 3rd

8.30am – 5.00pm Conference & Exhibition Opening

Partners can relax or choose from the many diverse activities that Sydney has to offer.

6.00pm Barra & Prawn Welcome Reception Harbour Cruise

Thursday 4th

8.30am – 4.30pm Conference & Exhibition

Partners can relax or choose from the many diverse activities that Sydney has to offer.

6.30pm Conference Dinner – surprise Dinner speaker.

Friday 5th

9.00am – 11.00am APFA & ABFA Annual General Meetings location to be confirmed.

Venue and Conference Facilities

Dockside Conference Centre, Cockle Bay Wharf on the city side of Darling Harbour – is one of Sydney's most dazzling locations, located within minutes to the CBD, situated in the heart of Cockle Bay with 180 degree views of Darling Harbour and the city.



Social Functions

Lunches and Break-outs

Morning tea, afternoon tea and lunches will be served on Wednesday and Thursday in the trade exhibition area. As with previous years, lengthy break-outs will allow delegates to enjoy the Trade Exhibition.

Prawn & Barra Welcome Reception
Wednesday 3rd Aug, 6.00pm – 9.00pm.

Delegates will be asked to board a boat for an evening of cruising around Darling Harbour whilst enjoying finger food, wine, beer or soft drink.

Conference Formal Dinner
Thursday 4th. 6.30pm for a 7.00pm start. Finish 11.00pm.

The conference dinner will consist of a formal 3 course dinner featuring our wonderful produce washed down by quality Australian wines and an assortment of beer and soft drink.



Sponsorship packages

GOLD Sponsor

Naming Rights (one only)

\$11,000 incl GST

Benefits:

- Exclusive Naming Rights to the Conference.
- Name and logo prominently featured in all print material relating to the Conference.
- Name and logo included on all press and media statements relating to the Conference.
- Representative to address the conference at an appropriate time.
- Complimentary exhibition stand package including two full conference registrations and 2 tickets to the conference dinner.
- Opportunity to chair a session in the Conference program.
- Large Corporate banner displayed in main Conference room.
- Inclusion of company brochure in Conference satchel.
- One full page advertisement in the Conference program.

Key Note Speaker Sponsor(s)

\$5,500 incl GST

Benefits:

- Name and logo prominently featured in all print material relating to the Conference
- Name and logo included on all press and media statements relating to the Conference
- Representative to address the conference at an appropriate time
- Large Corporate banner displayed in main Conference room
- Inclusion of company brochure in Conference satchel
- One half page advertisement in the Conference program

Conference dinner

\$5,500 incl GST

Benefits:

- Exclusive sponsorship of the conference dinner
- Opportunity to address dinner guests
- Corporate banner prominently displayed at the dinner venue
- Complimentary exhibition stand package including two full conference registrations and 2 tickets to the conference dinner
- Company name/logo featured on dinner tables
- Name and logo featured on all print material relating to Conference
- Promotion as the dinner sponsor in the Conference program, along with a description of the company's products/services
- Company brochure in Conference satchel

Silver Sponsor**(two only)****\$4,400 incl GST**

Benefits:

- Name and logo prominently featured in all print material relating to the Conference
- Complimentary exhibition stand package including two full conference registrations and 2 tickets to the conference dinner
- Opportunity to chair a session in the Conference program
- Corporate banner displayed in main Conference room
- Inclusion of company brochure in Conference satchel
- Advertising feature in the Conference program

Bronze Sponsor**\$3,300 incl GST**

Benefits:

- Name and logo featured in all print material relating to the Conference
- Complimentary exhibition stand package including two full conference registrations and 2 tickets to the conference dinner
- Opportunity to chair a session in the Conference program
- Corporate banner displayed in main Conference room
- Advertising feature in the Conference program

Prawn & Barra Welcome Reception**\$4,500 incl GST**

Benefits:

- Exclusive sponsorship of the welcome reception
- Opportunity to address Delegates at the welcome reception
- Corporate banner prominently displayed at the welcome reception
- Complimentary exhibition stand package including two full conference registrations and 2 tickets to the conference dinner
- Name and logo featured on all print material relating to conference
- Promotion as the welcome reception sponsor in the program, along with a description of the company's products/services
- Company brochure in Conference satchel

Conference Satchel**\$3,500 incl GST**

Benefits:

- Exclusive sponsorship of conference satchel
- Logo prominently displayed on Conference satchel
- Name and logo featured on all print material relating to conference
- Promotion as a sponsor in the program, along with a description of the company's products/services
- Company brochure in Conference satchel

Name Badges

\$1,500 incl GST

Benefits:

- Company logo to appear on each name badge
- Promotion as a sponsor in the program, along with a description of the company's products/services

Session Sponsor(s)

\$1,100 incl GST

Benefits:

- Acknowledgment on at the beginning of the relevant session and by the session Chairperson (each session is of approximately 2 hours duration)
- Opportunity to display your company banner and logo on stage during the relevant session
- Promotion as a Session Sponsor in the program
- Opportunity to Chair a Session

Award Sponsorship

Full sponsorship all 5 categories

\$1500.00 incl GST

Alternatively individual categories will be available for \$300 each (incl of GST)

Following the success of 2010 award presentation there is an opportunity for sponsorship of all the following categories:

Best Sustainability Initiative

Recognition for service – Prawns

Recognition for service – Barramundi

Best use of farmed prawns or barramundi on a menu

Most innovative research paper

Exhibitor Package - Booth

Early Bird \$2,420 per booth incl GST

Each exhibitor will receive the following benefits:

- Exposure throughout the conference to key industry decision makers
- Shell scheme booth 3m wide x 2m deep and includes 2 directional spotlights, 1 x 4 amp power point and standard facial signage
- Note BOOTH SIZES VARY THIS YEAR AS DOES THE COST.
- Skirted Trestle Table and Chairs
- Two conference Registrations per booth including conference satchels and name tags
- Morning/afternoon teas and lunches on exhibition days for two company executives
- Attendance by two representatives at all conference social functions
- Listing in conference program guide
- List of participants

Satchel Insert

\$330 per insert incl GST

Each delegate to the Conference will receive a satchel containing conference materials. Inclusion of a company brochure in conference satchels will ensure direct access to all delegates.

Other Sponsorship Opportunities

We would be happy to tailor a sponsorship package to suit your requirements.

Please contact Conference Organiser:

Helen Jenkins

Executive Officer

Australian Prawn farmers Association

0417006639

07 3262 9015

info@apfa.com.au

How to apply

Trade both space is limited and many major producers have already reserved space based upon the positive results achieved from this event in previous years.

Please contact the conference organiser – Ms Helen Jenkins to discuss your choices and selections. A tax invoice will be issued for the chosen selection.

CHEQUES PLEASE POST OR FAX: 07

Sharon Pullen - APFA Treasurer

C/O P O Box 392

CLAYFIELD, BRISBANE.

Queensland 4011

DIRECT DEPOSITS:

Australian Prawn Farmers Association Inc

Commonwealth Bank

BSB: 064 448 ACCOUNT: 10008634

Final payment must be received by 15th July, 2011

Security & Insurance

While every reasonable precaution is taken, the organisers expressly decline responsibility for any loss or damage which may befall the person or property of the exhibitor from any cause whatsoever. Exhibitors are advised to take out adequate cover, especially Public Liability insurance. Please contact your insurance company for further advice.