



# FRUIT GROWERS VICTORIA CONFERENCE

“Beyond 2021 - Orchard  
& Packing Technology”

## SPONSORSHIP PROSPECTUS

**Wednesday 4 & Thursday 5 August, 2021**

**-Day 1: Eastbank Centre, Welsford Street, Shepparton**

**-Day 2: Field Day at Plunkett Orchard, Ardmona**

Fruit Growers Victoria are delighted to invite your organisation to participate as a sponsor at the 2021 FGV Hort Conference.

Day 1 of this premier event will be held on the 4th August 2021 at the Eastbank Centre in Shepparton with Day 2 being held on 5th August at Plunkett Orchards, Ardmona. The Conference will seek to capture the entire horticulture community from growers, industry representatives, service providers and the scientific sector. The conference will deliver innovative management practices, field day demonstrations and seminars providing information about technological advances, displays and marketing opportunities.

We propose to create a mutually beneficial partnership between FGV and our conference supporters.

We aim to do this by:

- Extensively promoting the event throughout the fruit growing industry in a manner that will help achieve event capacity;
- Promoting the event through printed and social media and the FGV website;
- Ensuring sponsors and exhibitors are given every possible opportunity to reach their target audience, through programming and exhibition layout;
- Providing excellence in customer service to our sponsors and exhibitors.

Sponsorships and trade space are limited, so to avoid disappointment we recommend early confirmation. This will also ensure a higher level of exposure in the lead up to the conference in the form of promotion, email broadcasts and exposure.

**Apply Here**

All sponsorship enquiries to:  
Bradley Hayden - 2021 FGV Conference Manager  
T: 0412 461 392 E: [bradley@ccem.com.au](mailto:bradley@ccem.com.au)



# NEW IN 2021

A number of new sponsorship initiatives are on offer for the FGV Conference 2021 including:

## “Prime Real Estate – Outdoor Exhibition Space on Day 1”

Have the opportunity to display some cutting edge equipment in the only outdoor area available at the venue on Day 1. This prime real estate is situated near the Eastbank Conference Centre entrance. Area is approximately 6x4 meters.

## “Make Your Mark”

Receive maximum exposure and have your business logo included on the registration lanyard issued to every delegate.

## “Field Day Outdoor Exhibition on Day 2”

For those seeking to gain maximum trade exposure at the conference, we encourage your participation as an exhibitor on day 2 at our field day. Trade display sites on day 2 are limited. Area is approximately 10x10 meters.

## “Cap It Off”

Have your company logo placed alongside the FGV logo on a hat to be provided to ALL delegates.



## **PLATINUM SPONSOR PACKAGE - \$5000 (+ GST) 3 Only**

Our Platinum partners are awarded the opportunity to interface at the highest level with our growers.

### **Our Platinum Partners will receive:**

- Recognition in all event publicity (print and electronic) as a Platinum Sponsor and Major Supporter of the FGV Conference.
- A representative of your business has an opportunity to make a 10 minute presentation to delegates as part of the conference program on day 1.
- Three (3) delegate registrations including attendance at the conference dinner and field day.

### **Exhibition Space:**

- Double trade display (6x2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site is clear space (no walls) and includes clothed trestle table, 2 chairs, room for pull up banner or similar.
- Day 2 Field Day Exhibition Space. Area approximately 10x10 meters.

### **Logo Placement:**

- Conference Brochure (electronic) and printed Program at conference.
- Conference website with hyperlink to your site.
- As part of a scrolling banner within the Conference App.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

### **Banner Display\*:**

- At the registration desk.
  - On stage in the main conference room.
- \*Note – Banners to be provided by sponsor.

### **Advertising:**

- Opportunity to provide a full-page colour advertisement in the conference program booklet printed and distributed to all delegates at the conference.
- Opportunity to provide an electronic brochure for inclusion within the Delegate App.

### **Acknowledgement of Sponsorship:**

Your sponsorship will be acknowledged by the conference chair as part of the conference opening session





## **GOLD SPONSORSHIP PACKAGE – \$3000 (+GST) 6 only**

In return for this investment, our Gold Partners will receive:

Two (2) delegate registrations including attendance at the conference dinner and field day.

### **Exhibition Space:**

- Trade display (3x2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation). Site is clear space (no walls) and includes clothed trestle table, 2 chairs, room for pull up banner or similar.
- Opportunity to purchase Day 2 Field Day Exhibition Space at the discounted rate of \$500.00 (+GST). Area 10x10 meters.

### **Logo Placement:**

- Conference Brochure (electronic) and printed Program at conference.
- Conference website with hyperlink to your site.
- As part of a scrolling banner within the Conference App.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

### **Banner Display\*:**

- In the main trade display/catering area at the conference.

\*Note – Banners to be provided by sponsor.

### **Advertising:**

- Opportunity to provide a half-page colour advertisement in the conference program booklet printed and distributed to all delegates at the conference.
- Opportunity to provide an electronic brochure for inclusion within the Delegate App.

## **CONFERENCE DINNER SPONSOR – \$2,500 (+10% GST) One Only**

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### **Dinner Presentation:**

- Opportunity to make a 15 minute presentation as part of the conference dinner.

### **Logo Placement:**

- Conference Brochure (electronic) and printed Program at conference.
- Conference Website with hyperlink to your site.
- On Conference “holding slide” to be used in the main auditorium throughout the conference.
- As part of a sponsors listing with the delegate App including your contact details.

### **Inclusive Conference Registrations:**

- Two (2) delegate registrations including attendance the conference dinner and field day.

### **Banner Display\*:**

- Throughout the conference dinner venue (on stage and/or within the room).  
\*Note—Banners are to be provided by the sponsor.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the delegate App.



## **COFFEE SPONSORSHIP SPONSOR – \$2,500 (+ 10% GST) One Only**

### **Our Coffee Sponsor will receive:**

- Opportunity to provide branded coffee cups (either disposable or keep cups)\*
- Opportunity to dress the barista in your branded caps and/or apron.\*
- Opportunity to place banners and signage around the provided coffee machine.\*
- Two (2) delegate registrations including attendance at the conference, dinner and field day.

### **Exhibition Space:**

- Trade display (3x2 meters) in trade display area on Day 1 of the conference. Site is clear space (no walls) and includes clothed trestle tables, 2 chairs, room for pull up banner or similar. The coffee machine will be placed adjacent to this trade display area.

### **Logo Placement:**

- On conference website with hyperlink to your site.
- On Conference “holding slide” to be used in the main auditorium throughout the conference.
- As part of a sponsors listing with the delegate App including your contact details.

### **Banner Display\*:**

- Throughout the conference dinner venue (on stage and/or within the room).  
\*Note—Banners are to be provided by the sponsor.
- Two (2) delegate registrations including attendance the conference dinner and field day.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the delegate app.  
\*To be provided at the sponsors expense  
Note - package includes the service of 200 cups for the day. Additional coffee service will be at the discretion and expense of the sponsor based on \$4 per cup served.





## **DELEGATE CAP SPONSOR - \$2500 (+ GST) One Only**

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Opportunity to feature your logo alongside the FGV logo on the official FGV Conference 2021 'delegate cap' to be provided to all delegates attending the conference.

### **Our Cap Sponsor will receive:**

- Opportunity to contribute to the design and style of the cap.
- Two (2) delegate registrations including attendance at the conference, dinner and field day.

### **Exhibition Space**

- Trade display (3x2 metres) in trade display area on Day 1 of the conference. Site is clear space (no walls) and includes clothed trestle table, 2 chairs, room for pull up banner or similar.

### **Logo Placement**

- Conference Brochure (electronic) and printed Program at conference.
- Conference website with hyperlink to your site.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

### **Banner Display\*:**

- Throughout the conference dinner venue (within the room).
- \*Note – Banners to be provided by sponsor.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the Delegate App.



## **LANYARD SPONSOR - \$2000 (+GST) (One Only)**

Opportunity to feature your logo on the official FGV Conference 2021 nametag lanyard worn by all delegates during the conference.

**Our Lanyard Sponsor will receive:**

- Two (2) delegate registrations including attendance at the conference, dinner and field day.

**Exhibition Space:**

- Trade display (3x2 metres) in trade display area on Day 1 of the conference. Site is clear space (no walls) and includes clothed trestle table, 2 chairs, room for pull up banner or similar.

**Logo Placement:**

- On the lanyard provided to all delegates to wear at the conference.
- On conference website with hyperlink to your site.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

**Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the Delegate App.





## **CONFERENCE BREAKFAST SPONSOR - \$2000 (+GST) (One Only)**

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Two (2) delegate registrations including attendance at the conference, dinner and field day.

### **Breakfast Welcome:**

- Opportunity for a 10 minute welcome and introduction at the commencement of day 2 proceedings.

### **Logo Placement:**

- On conference website with hyperlink to your site.
- On Conference “holding slide” to be used in the main auditorium throughout the conference.
- As part of a sponsors listing with the delegate App including your contact details.

### **Display Space:**

- Field day site for equipment demonstration on day 2 of the conference (site to be determined) of approximately 10x10 metres space. Furniture and power not included.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the delegate app.



## **OUTDOOR EXHIBITORS PACKAGE: DAY 1 - \$2000 (+GST) (One only)**

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Two (2) delegate registrations including attendance at the conference, dinner and field day.

### **Exhibition Space:**

- Outdoor trade display space (approximately 6x4 metres) located on the grassed area at the entrance to Eastbank Conference Centre on Day 1 of the conference. Site is clear space (no walls).

### **Logo Placement:**

- On conference website with hyperlink to your site.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the Delegate App.





## **INDOOR EXHIBITORS PACKAGE: DAY 1 - \$1500 (+GST)**

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Two (2) delegate registrations including attendance at the conference, dinner and field day.

### **Logo Placement:**

- On conference website with hyperlink to your site.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

### **Exhibition Space:**

- Trade display (3x2 metres) in trade display area on Day 1 of the conference. Site is clear space (no walls) and includes clothed trestle table, 2 chairs, room for pull up banner or similar.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the Delegate App.







## **FIELD DAY EXHIBITORS PACKAGE: DAY 2 - \$1500 (+GST)**

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Two (2) delegate registrations including attendance at the conference, dinner and field day.

### **Logo Placement:**

- On conference website with hyperlink to your site.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.

### **Display Space:**

- Field day site for equipment demonstration on day 2 of the conference (site to be determined) of approximately 10x10 metres space. Furniture and power not included.

### **Advertising:**

- Opportunity to provide an electronic brochure for inclusion within the Delegate App.





## **SUPPORTER PACKAGE - \$500 (+GST)**

- One (1) delegate registration including attendance at the conference dinner and field day.
- On conference 'holding slide' to be used in the main auditorium throughout the conference.
- As part of a sponsors listing within the Delegate App including your contact details.
- Opportunity to provide an electronic brochure for inclusion within the Delegate App.

### **GENERAL CONDITIONS AND REQUIREMENTS – once sponsorship is confirmed**

- All company representatives must complete a conference registration (for name tag & catering purposes).
- Additional function tickets may be purchased at the nominated rates.
- A completed Sponsorship Application Form must be submitted to initiate sponsorship. A Tax Invoice will be provided upon acceptance of the application.
- The sponsorship will not be deemed confirmed until the required payment has been paid.
- Trade display sites will not be allocated unless required payment has been made.
- Logo placement on promotional material can only be fulfilled if sponsorship is confirmed prior to the nominated document/item being prepared.
- Due to privacy constraints a delegate list will not be provided as part of any sponsorship package.

### **CANCELLATION POLICY – once sponsorship is confirmed**

Due to the considerable administration associated with this conference, a cancellation fee equivalent to 10% of the sponsorship amount be incurred should confirmed agreements be cancelled. Cancellations after 16 June 2021 will be subject to a 50% cancellation fee. Cancellations after 21 July 2021 will be subject to a 100% cancellation fee. All requests for cancellations must be made in writing to the Conference Coordinator (details below).

For further information contact:

Bradley Hayden  
2021 FGV Conference Manager  
M: 0412 461 392  
E: [bradley@ccem.com.au](mailto:bradley@ccem.com.au)

