



2022

**AUSTRALIAN
NUT CONFERENCE**

Sponsor and Exhibitor Prospectus

23 – 25th March, 2022

Crowne Plaza, Spencer St, Melbourne.



All advertising and promotional material is subject to approval and must be received by any set deadline to be included in publications.

All sponsorship items and exhibition locations are sold on a first come, first paid basis.

The organising committee reserves the right to amend or add any sponsorship package and accept any sponsorship offer, listed or unlisted, at any time and without notice.

CANCELLATION POLICY

In exceptional circumstances, the Organisers will be prepared to consider cancellation of their Contract with an Exhibitor, but only if the following conditions are complied with:

- That the request for cancellation is made in writing
- That the reason given for the request of the cancellation is, in the opinion of the Organiser, well founded
- That the Sponsor/Exhibitor agrees that the Organiser shall refund 90% of the contract price if they are able to re-let the cancelled space in its entirety up to two months prior to the opening of the Conference
- That the Sponsor/Exhibitor agrees that the Organiser shall retain 100% of the contract price if the cancellation is requested and accepted within two months of the Conference opening



2022

AUSTRALIAN NUT CONFERENCE

Invitation

The Australian Nut Industry Council invites you to become part of the 2022 Australian Nut Conference in Melbourne in March next year. After the turmoil imposed by COVID-19 during this year, the ANIC conference 2022 will be a welcome return to a more normalised environment. With keen interest to this first whole of nut conference of 2022, industry and associated participants can re-engage and look to progress their business partnership. We are looking forward to the highly valued conference and it's opportunities for social relationship building at the welcome function and conference dinner.

Thanks to a powerful and persistent worldwide dietary trend and strong set of local production values that emphasise food safety and eating quality, as well as excellent social and environmental stewardship credentials, both production from the Australian tree nut industry and consumption of nuts in Australia continues to grow strongly.

The Australian tree nut industry had a farm gate value of over AU\$1.3 billion with exports of AU\$1.05 billion in FY 2019. Exports will increase to over AU\$1.5 billion by 2025. The industry is currently experiencing its largest expansion in a decade, with new plantings occurring across all tree nuts. With a lead time of 5-12 years for trees to reach maturity, this expansion will push farm gate value over AU\$2 billion by 2030.

Tree export markets have encouraged investments of more than AU\$ 400 million per annum being invested in new Australian nut orchards.

The industry has established itself as the standout Australian horticultural industry, and our best years are definitely ahead of us, with more trees being planned and planted across all nut crops, and consumption of nuts increasing year on year. Now is the time to work together to capitalise on the great position the Australian tree nut industry is in, and shape our future.

Our industry has a reputation for sharing knowledge and information, and events such as the Australian Nut Conference are a key activity in the Australian nut calendar to bring the best minds together across the supply chain.

ANC 2022 offers you the opportunity to network with hundreds of influential players across the nut sector and we encourage you to take advantage of this opportunity to promote your profile, services, products and brand to the key decision makers in the industry. A great range of sponsorship opportunities are available and we encourage you to sign up early to take advantage of the benefits they offer. Tailored packages are available to suit individual needs, so if you can't see something that you like, please don't hesitate to make contact with us.

We hope you will join us for what promises to be a professional, informative and inspiring event.

Audience

The Australian Nut Conference is the leading event on the Australian nut calendar. No other event draws together the entire nut sector across the supply chain.

A diverse range of stakeholders attend the ANC, including: growers, processors, marketers, trade representatives, brand and category managers, quality assurance managers, product development managers, industry bodies (domestic and international), investors, suppliers, researchers, manufacturers and equipment distributors.

The Australian Nut Conference gives you direct access to the people who own and run globally competitive nut businesses, develop products and markets and produce leading technology to support the industry's growth.

The Australian tree nut industry has established itself as the leading horticultural industry in Australian agriculture, with world class production and processing systems and crops reaching critical mass as trees mature. We want to capitalise on this position and shape our future to see these benefits continue.

Program

The ANC 2022 program is designed to provide delegates with the latest information on the global and Australian nut sectors and markets and look at the challenges ahead. The conference will explore topics such as:

- Prospects for the 2022 Australian nut crops, and projections forward
- International nut trade and trends
- Domestic retail update and trends in nut markets/products
- New initiatives and opportunities in the supply chain
- Addressing challenges in processing and packaging
- Case studies from companies in the supply chain on challenges and lessons learned

A key part of the ANC is the networking opportunities it offers the industry. The daily conference program will be supported with two high quality networking events – the welcome cocktail party and the conference dinner.

PROGRAM

Wednesday 23rd March

6pm – Welcome cocktail function

Thursday 24th March

9.00 - 5.00pm – Day 1 Conference

Thursday 24th March

6.30 for 7pm – Conference dinner

Friday 25th March

9.00 – 3.00pm – Day 2 Conference

Sponsorship Opportunities

Sponsorship enables organisations to set themselves apart from their competitors and benefit from a high degree of visibility for their organisation, its services and products to key decision makers and influencers within the industry. It is a cost effective way of reaching a large number of your target audience and building your reputation and goodwill through your support for the Australian nut industry.

A number of sponsorship opportunities have been developed for ANC 2022. Depending on the level of sponsorship, the following benefits will accrue through your support of and involvement in this Conference.

- Increased business potential
- Increased brand recognition in the Australian Nut Industry
- Increased profile and enhanced company image
- Direct access to the audience consisting of your customers - current & potential
- Expansion of your professional network, with exposure to over 150 local, national and international delegates
- Acknowledgement in printed matter associated with the Conference
- Opportunity for industry-wide exposure through pre and post Conference media activities and opportunities for articles/inserts pre and post conference in the Australian Nutgrower Journal (circulation over 900)
- Signage & acknowledgement during the Conference
- Speaking opportunities
- Listing and logo on conference website and registration material
- Opportunity to display your products in trade exhibitions

Please read on for an outline of the sponsorship opportunities available for ANC 2022, including Exhibitor booths.



Sponsorships

PLATINUM

SOLD

\$10,000 plus GST (exclusive - one only)

Inclusions

- **Your logo on all conference material as *platinum sponsor*:**
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - conference proceedings memory stick,
 - delegate name badges,
 - all pre and post-conference media releases stories.
- Branding on the front of the conference program as a ***platinum sponsor***.
- Speaking opportunity as part of the official conference opening or during the conference as negotiated.
- Signage during the conference (to be provided by sponsor) in the conference entry foyer, trade area and conference theatre.
- Trade booth in the exhibition area with choice of position.
- Four conference registrations (including all social events).
- Full page colour ad in the official conference program (in addition to logo included on the sponsor's page).
- Your logo on the ANC 2022 banner included in the ANIC email signature leading into the event.
- Two delegate satchel inserts (to be provided by sponsor. Printed material maximum A4 size. Other items to be confirmed with ANIC.).
- Two page feature (as agreed by sponsor and editor) in the March* 2022 issue of the Nutgrower Journal, including recognition as the conference platinum sponsor.
- Access to electronic delegate list (that have not opted out for privacy reasons).

* or other issue if preferred and as negotiated with editor

Platinum Sponsor
and Dinner Sponsor:

**stahmann
webster**

GOLD

SOLD

\$7,000 plus GST

Inclusions

- **Your logo on all conference material as *gold sponsor*:**
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Signage during the conference (to be provided by sponsor) in the exhibition area (near catering stations).
- Acknowledgement during the conference as ***gold sponsor***.
- Trade booth in the exhibition area.
- Half page colour ad in conference program.
- Three conference registrations (including all social functions).
- One delegate satchel insert (to be provided by sponsor. Printed material maximum A4 size, other items to be confirmed with ANIC.)
- One page story/ad (as agreed by sponsor and editor) or insert (provided by sponsor) in the March* 2022 issue of the Nutgrower Journal, including recognition as the conference gold sponsor.
- Access to electronic delegate list (that have not opted out for privacy reasons).

* or other issue if preferred and as negotiated with editor

Gold Sponsor:



Gold Sponsor:



Sponsorships

SILVER

1 SOLD
1 LEFT!

\$5,500 plus GST

Inclusions

- Your logo on all conference material as **silver sponsor**:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Signage during the conference (to be provided by sponsor).
- Acknowledgement during the conference as **silver sponsor**.
- Quarter page full colour advertisement in conference program.
- Two conference registrations (including all social functions).
- One delegate satchel insert (maximum A4 size to be provided by sponsor).
- Access to electronic delegate list (that have not opted out for privacy reasons).

Silver Sponsor:



BRONZE

1 SOLD
MORE AVAILABLE

\$3600 plus GST

Inclusions

- Your logo on all conference material as **bronze sponsor**:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
 - One conference registration (including all social functions).
- One delegate satchel insert (maximum A4 size to be provided by sponsor).
- Access to electronic delegate list (that have not opted out for privacy reasons).

Bronze Sponsor:



PROGRAM

\$3,200 plus GST (limited to one)

Inclusions

- Branding on front cover of official conference program as **program sponsor**.
- Your logo on all conference material as **program sponsor**:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Full page colour ad on inside front cover of official conference program (to be provided by sponsor).
- Access to electronic delegate list (that have not opted out for privacy reasons).

Program Sponsor:



Sponsorships

DINNER

SOLD

\$7,000 plus GST (limited to one)

Inclusions

- Exclusive naming rights to the conference dinner.
- Exclusive signage during the dinner function (to be provided by sponsor).
- Speaking opportunity at the dinner to welcome guests on behalf of your organisation.
- Your logo on all conference material as *dinner sponsor*:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Acknowledgement during the conference as *dinner sponsor*.
- Three conference registrations (including all social functions).
- One delegate satchel insert (To be provided by sponsor. Printed material maximum A4 size. Other items to be confirmed with ANIC).
- One page feature story, promotional ad or insert (provided by sponsor) in the June or September 2022 Australian Nutgrower Journal.
- Access to electronic delegate list (that have not opted out for privacy reasons).

(* or other issue if preferred and as negotiated with editor)

Platinum Sponsor
and Dinner Sponsor:

**stahmann
webster**

COCKTAIL

SOLD

\$6,000 plus GST (limited to one)

Inclusions

- Exclusive naming rights to the cocktail function.
- Exclusive signage during the function (to be provided by sponsor).
- Speaking opportunity to welcome guests to the function.
- Opportunity to tailor the cocktail function menu to showcase product(s).
- Your logo on all conference material as *cocktail function sponsor*:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/ stories.
- Acknowledgement during the conference as *cocktail function sponsor*.
- Two conference registrations (including all social functions).
- Access to electronic delegate list (that have not opted out for privacy reasons).

Cocktail Sponsor:



LUNCH

\$1,000 plus GST (two available)

Inclusions

- Exclusive naming rights to your chosen break session
- Exclusive signage during the function (to be provided by sponsor)
- Opportunity for organisation to provide self branded napkins and aprons
- Access to delegate list (that have not opted out for privacy reasons)

Sponsorships

SATCHEL

SOLD

\$3,500 plus GST (limited to one)

Inclusions

- Exclusive branding (e.g. company logo) on the front of the conference satchel.
- Your logo on all conference material as *supporting sponsor*:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Access to electronic delegate list (that have not opted out for privacy reasons)

Satchel Sponsor:

HEAT AND CONTROL

SESSION

\$2,000 plus GST (limited to one per session)

Inclusions

- Exclusive naming rights and signage (to be provided by sponsor) during agreed session.
- Acknowledgement as session sponsor at opening of session.
- Your logo on all conference material as *supporting sponsor*:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Your logo on the program beside your sponsored session.
- Access to electronic delegate list (that have not opted out for privacy reasons).

INSERTS

\$750 each plus GST

Inclusions

- Promotional literature included in delegate satchel (limited to A4 size brochure to be provided by sponsor) or small giveaway item (subject to ANIC approval).
- Access to electronic delegate list (that have not opted out for privacy reasons).

PADS & PENS

In Kind (Limited to one)

Inclusions

- Promotional pads and pens to be included in delegate satchel (sponsor responsible for cost associated with provision of pads & pens).
- Access to electronic delegate list (that have not opted out for privacy reasons).

Sponsorships

LANYARD

SOLD

\$2,000 plus GST (one available)

Inclusions

- Organisation logo/name on official conference lanyard (lanyards to be provided by sponsor.
- Alternatively, lanyards can be purchased and printed by ANIC with these costs to be covered in addition to the sponsorship fee).
- Your logo on all conference material as *supporting sponsor*:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
- Access to electronic delegate list (that have not opted out for privacy reasons).

Lanyard Sponsor:



Looking for something you didn't see...

We are happy to tailor sponsorship packages to meet your individual needs where possible. If you have a unique idea or concept that will enhance your presence and participation in the conference, please contact us to discuss. We want to provide every opportunity possible to help you reach your customers and clients.

What to do now

To secure your sponsorship, complete the attached sponsorship registration form or contact ANIC on the details to the right. ANIC will issue you with an invoice and upon payment by the due date, your sponsorship will be secured.

EXHIBITOR BOOTH

**\$3,750 per space plus GST
(subject to floor space availability,
max. 15)**

Inclusions

- Exposure to all conference delegates during the conference.
- Opportunity to network and showcase your products/company, with all meal breaks being taken in the exhibition area.
- Includes: 3m x 2m space, skirted trestle table, chairs, lights, power and sign.
- One conference registration (including all social functions).
- Opportunity for a 5 minute presentation during the conference to promote your product/company (those not already presenting).
- Your logo on all conference material as *supporting sponsor*:
 - conference website,
 - registration forms,
 - registration and reminder e-blasts (distributed to more than 800 people),
 - conference program,
 - all pre and post-conference media releases/stories.
 - Access to delegate list (that have not opted out for privacy reasons).
- Exhibitor numbers are subject to floor space availability and will be allocated on a first come, first served basis. Exhibition space is considered reserved on completion of the attached sponsorship form and payment of sponsorship invoice by due date.

Contact details:

Cathy Beaton, Executive Officer

E: exec@nutindustry.org.au

M: +61 417 317 098



2022

AUSTRALIAN NUT CONFERENCE

22-24 MARCH 2022

Please email to:
 Executive Officer, Australian Nut Industry Council
 exec@nutindustry.org.au ph: +61 417 317 098

Organisation:	
Key contact/s name:	
Position:	
Postal Address:	
City & Postcode:	Country:
Email:	Mobile:
Telephone	Facsimile:

Sponsorship Category	Cost AUD (excl GST)	✓
Platinum	\$10,000	
Gold Sponsor	\$7,000	
Silver Sponsor	\$5,500	
Bronze Sponsor	\$3,500	
Program Sponsor	\$3,000	
Conference Dinner Sponsor	\$7,000	
Cocktail Function Sponsor	\$6,000	
Catering Lunch Sponsor	\$1,000	
Satchel Sponsor	\$3,500	
Session Sponsor	\$2,000	
Satchel Insert	\$750ea	
Pad & Pen	In Kind	
Lanyard Sponsor	\$2,000	
Exhibitor Booth	\$3,750	
We confirm the following sponsorship items. (Prices are GST exclusive) TOTAL	\$	AUD

I/We are authorised to sign documents on behalf of the above mentioned organisation.

Name: _____ Date: _____

Signature: _____



Who is the Australian Nut Industry Council?

The ANC is organised by the Australian Nut Industry Council (ANIC) on behalf of the industry. ANIC is the federation representing the seven Australian nut producing industries at a national level. We aim to strengthen, unify and promote the production, marketing and consumption of nuts within Australia and internationally.

Members:

Almond Board of Australia
Australian Pecan Association Inc
Chestnuts Australia Inc
Pistachio Growers' Association Inc

Australian Macadamia Society
Australian Walnut Industry Association Inc
Hazelnut Growers of Australia Inc



Presented by:



Cathy Beaton, ANIC Executive Officer

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www.nutindustry.org.au