



# HORT CONNECTIONS

7-9 June 2021  
Brisbane Convention Centre

Celebrating the international year  
of fruits and vegetables

# SPONSORSHIP PROSPECTUS





# PLATINUM PACKAGE

**\$40K**  
+GST

## Inclusions

### Recognition as a Hort Connections Platinum Partner

#### Branding exposure

- Company logo on the home page of the Hort Connections website
- Company logo on the registration page of the Hort Connections website
- Exclusive sponsorship of an item at Hort Connections (up to \$10,000 in value) (eg. Farm Tour, Retail Tour, Concurrent Stream, Plenary Speaker)
- Logo on all event eDMs

#### Trade Show

- 2 x Trade Show booths
- 10% discount on additional Trade Show booths

#### Passes

- 6 x all Access Passes
- 6 x additional passes to individual events (Gala Dinner)
- Access to discounted rates for additional tickets

#### Lead Generation

- Receipt of the delegate list with email addresses

#### Onsite exposure

- Full page advert in the delegate handbook
- Company description and additional banner advert in the delegate handbook
- Opportunity to supply a promotional video
- Premium signage at Hort Connections
- Promotion in the delegate app

**20**  
**21**



# GOLD PACKAGE

**\$30K**  
+GST

## Inclusions

### Trade Show

- 2 x Trade Show booths
- 10% discount on additional Trade Show booths

### Passes

- 6 x all access passes
- 4 x additional passes to individual events (Gala Dinner)
- Access to discounted rates for additional tickets

### Lead Generation

- Receipt of the delegate list with email addresses

### Branding exposure

- Company logo on the Hort Connections website
- 10% discount on sponsorship of an event or item at Hort Connections

### Onsite exposure

- Company description and banner advert in the delegate handbook
- Opportunity to supply a promotional video
- Premium signage at Hort Connections
- Promotion in the delegate app

# 20 21



# SILVER PACKAGE

\$15K  
+GST

## Inclusions

### Trade Show

- 1 x Trade Show booth

### Passes

- 2 x all access passes

### Lead Generation

- Receipt of the delegate list with email addresses

### Branding exposure

- Company logo on the Hort Connections website

### Onsite exposure

- Company description and banner advert in the delegate handbook
- Opportunity to supply a promotional video
- Premium signage at Hort Connections
- Promotion in the delegate app

20  
21

# SUMMARY OF PACKAGES

|   | Platinum | Gold | Silver |
|---|----------|------|--------|
| Recognition as a Hort Connections Platinum Partner  | ✓        | ○    | ○      |
| Trade Show Booths   | 2        | 2    | 1      |
| 10% discount on additional Trade Show booths  | ✓        | ✓    | ○      |
| Company logo on the Hort Connections website  | ✓        | ✓    | ✓      |
| Company logo on the Hort Connections website registration page                              | ✓        | ○    | ○      |
| Exclusive sponsorship of an item or event at Hort Connections (up to the value of \$10,000) | ✓        | ○    | ○      |
| Logo on all event eDMs  | ✓        | ○    | ○      |
| 10% discount on sponsorship of an additional event or item at Hort Connections              | ✓        | ✓    | ✓      |
| Receipt of the delegate list with email addresses   | ✓        | ✓    | ✓      |
| All Access Passes   | 6        | 6    | 2      |
| Additional passes to individual events (Gala Dinner)  | 6        | 4    | ○      |
| Full page advert in the delegate handbook   | ✓        | ○    | ○      |
| Company description and banner advert in the delegate handbook                              | ✓        | ✓    | ✓      |
| Opportunity to supply a promotional video   | ✓        | ✓    | ✓      |
| Premium signage at Hort Connections   | ✓        | ✓    | ✓      |
| Access to discounted rates for additional tickets   | ✓        | ✓    | ○      |
| Exposure in Delegate App  | ✓        | ✓    | ✓      |

# INDIVIDUAL SPONSORSHIP ITEMS

## Events

|                             |                 |             |
|-----------------------------|-----------------|-------------|
| Trade Show Happy Hour       | <b>\$10,000</b> | Available   |
| Women in Horticulture Event | <b>\$10,000</b> | <b>SOLD</b> |
| Pre-Dinner Drinks           | <b>\$12,000</b> | Available   |
| Gala Dinner                 | <b>\$25,000</b> | Available   |
| Farm Tour                   | <b>\$7,500</b>  | Available   |
| Retail Tour                 | <b>\$7,500</b>  | Available   |

## Speaker sessions

|   |                 |           |
|---|-----------------|-----------|
| Wednesday Concurrent Stream Sponsor (2 available) | <b>\$10,000</b> | Available |
| Plenary Speaker (1 available)                     | <b>\$5,000</b>  | Available |
| Individual Sessions (price is per session)        | <b>\$2,500</b>  | Available |

## Branding opportunities

|                      |                 |             |
|----------------------|-----------------|-------------|
| Registration Desk    | <b>\$10,000</b> | Available   |
| Delegate List        | <b>\$5,000</b>  | Available   |
| Hort Connections App | <b>\$15,000</b> | Available   |
| Delegate Handbook    | <b>\$10,000</b> | Available   |
| Dedicated EDM        | <b>\$6,000</b>  | 4 Available |

## Trade Show

|                              |                 |             |
|------------------------------|-----------------|-------------|
| Trade Show Naming Rights     | <b>\$30,000</b> | <b>SOLD</b> |
| Trade Show Presentation Area | <b>\$15,000</b> | Available   |
| Trade Show Lounge            | <b>\$18,000</b> | Available   |

## Collateral

|                               |                 |                 |
|-------------------------------|-----------------|-----------------|
| Lanyard Sponsor (2 available) | <b>\$10,000</b> | <b>1/2 SOLD</b> |
| Satchel Sponsor (4 available) | <b>\$7,500</b>  | <b>1/4 SOLD</b> |

## Awards

|                                      |                 |             |
|--------------------------------------|-----------------|-------------|
| Grower of the Year                   | <b>\$10,000</b> | Available   |
| Marketer of the Year                 | <b>\$10,000</b> | <b>SOLD</b> |
| Young Grower of the Year             | <b>\$10,000</b> | Available   |
| Researcher of the Year               | <b>\$10,000</b> | <b>SOLD</b> |
| Women in Horticulture                | <b>\$7,500</b>  | <b>SOLD</b> |
| Environmental & Sustainability Award | <b>\$7,500</b>  | <b>SOLD</b> |
| Community Stewardship Award          | <b>\$7,500</b>  | Available   |
| Industry Impact Award                | <b>\$7,500</b>  | Available   |
| Exporter of the Year                 | <b>\$7,500</b>  | <b>SOLD</b> |
| Tech Innovation Award                | <b>\$7,500</b>  | <b>SOLD</b> |

\*Prices do not include GST.

\*Discounts available when purchasing two or more of the above items. These items can also be included into any of the previous sponsorship packages at a discounted rate.

\*Please note that these packages do not include any delegate passes.

\*Sponsors of the above items will have their company logo featured on the Hort Connections website and in the sponsor recognition section of the Delegate Handbook.

\*Advertising within the Delegate Handbook and Event App are also available, please [click here](#) to view advertising rates.

\*For further information on inclusions for each individual item, please contact [info@hortconnections.com.au](mailto:info@hortconnections.com.au)

**For more information on sponsorship opportunities please contact:**

Nathan McIntyre  
T: +61 3 9882 0277  
E: [info@hortconnections.com.au](mailto:info@hortconnections.com.au)

# TERMS AND CONDITIONS

## Things you need to know

The following terms and conditions apply to your application to become a sponsor at Hort Connections 2021:

- You (sponsoring organisation) by returning a completed, signed and dated form accept these terms and conditions.
- We/Us (AUSVEG and PMA A-NZ) representing the local organising committee and the host body do not accept responsibility for any errors, omissions or changes.
- Details may change without notice.
- Please refer to the event website for the latest information.

## Financial facts

- All prices are quoted in Australian Dollars and exclude 10% GST.
- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days.
- All outstanding funds must be paid prior to Hort Connections 2021.
- If payment is not received within 30 days, sponsorship preferences may be forfeited.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged if detailed on the application form. If you pay via credit card, a merchant fee may be charged if detailed on the application form. Debits to your credit card, except for accommodation, will appear as AUSVEG LTD GLEN IRIS AU on your statement.

## If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before 31 February 2021 will be refunded less 50% of the total purchase price.
- Cancellations made after 31 February 2021 will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

## Event cancellation terms

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide.
- We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.
- If the event is cancelled due to COVID-19, we will credit sponsorship to the 2022 event, or where necessary at our discretion, refunds will be issued.

## You and your staff – onsite

- Your application to sponsor or exhibit does not constitute an attendee registration. You will need to do that separately via the relevant form.
- All exhibition staff must be registered using the relevant form —redeeming complimentary registrations or by purchasing additional exhibitor staff registrations.

## Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at in .eps or .ai format (preferred for website) format.
- No print or web recognition will be given unless payment terms have been met.

## Privacy statement

- Event organisers, AUSVEG and PMA A-NZ are required to collect contact details of all registered delegates to communicate all relevant event information. Your name and contact information, including electronic address and phone number, may be used by parties directly related to the event such as the host association, approved stakeholders and sponsors for relevant purposes such as promotion, networking and administration of this and future events of this type, and for other communication purposes in accordance with the National Privacy Principles outlined in the Privacy Act 1988. If you do not consent to your contact details being provided to approved stakeholders of the event (such as sponsors) please contact [info@hortconnections.com.au](mailto:info@hortconnections.com.au).
- In addition, your name, position, organisation and state/country of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in the delegate list, please contact [info@hortconnections.com.au](mailto:info@hortconnections.com.au).