

#HortCon22



HORT CONNECTIONS

6-8 June 2022
Brisbane Convention Centre

Growing together



SPONSORSHIP PROSPECTUS



hortconnections.com.au



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



**\$30K
+GST**

GOLD PACKAGE

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



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

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	✓	✓	✓

FRESH FACTS



BIGGEST EVENT IN THE FRESH PRODUCE INDUSTRY

Over 2,100 delegates from across the entire supply-chain



'THE' INDUSTRY TRADE SHOW

170 exhibiting companies across 12,000m² of exhibition space



HIGH-QUALITY SPEAKER PROGRAM

Numerous speakers discussing the **big issues in industry**



CONNECTING INDUSTRY

22 Industry Partners coming together to host the event in 2021



BIGGER AND BETTER EVERY YEAR

Prior to the VIC/QLD border restrictions coming into effect, the event was set to be the **second largest on record**

INDIVIDUAL SPONSORSHIP ITEMS

EVENTS

Trade Show Happy Hour	\$10,000	SOLD
Pre-Dinner Drinks	\$12,000	Available
Gala Dinner	\$25,000	SOLD
Farm Tour	\$7,500	Available

TRADE SHOW

Trade Show Naming Rights	\$30,000	SOLD
Trade Show Presentation Area	\$15,000	SOLD
Trade Show Lounge	\$18,000	Available

BRANDING OPPORTUNITIES

Registration Desk	\$10,000	SOLD
Registration Check-in Kiosk	\$10,000	Available
Delegate List	\$5,000	Available
Hort Connections App	\$15,000	SOLD
Delegate Handbook (4 available)	\$10,000	Available
Dedicated EDM	\$6,000	Available

AWARDS

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

COLLATERAL

Delegate Name Badge	\$15,000	SOLD
Lanyard Sponsor (2 available)	\$10,000	SOLD
Satchel Sponsor	\$7,500	2/4 Available

SPEAKER SESSIONS

Wednesday Concurrent Stream Sponsor	\$10,000	Available
Plenary Speaker	\$5,000	Available
Individual Sessions (price is per session)	\$2,500	Available

*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

For more information on sponsorship opportunities please contact:

Nathan McIntyre
T: +61 3 9882 0277
E: info@hortconnections.com.au

APPLICATION

Title **First name** **Last name**

Phone **Email**

Company name

Company address

City **State** **Postcode**

Country

Sponsorship Package

Platinum **Gold** **Silver**

Individual sponsorship items

PAYMENT

Payment options

Direct deposit *On receipt of invoice* **Credit Card** **Via payment plan** *To be organised directly with Trade Show Coordinator* **Amount**

Credit card details

MasterCard **Visa** **Amex**

Cardholder name

Credit card number **Expiry date** / **CCV**

Declaration

My signature below denotes that I accept the points listed in the declaration, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I understand and accept the inclusions of the exhibition package I am purchasing, and agree to abide by the terms and conditions of participating in this event as outlined on the conference and trade show website.

Signature **Date**

Please return this completed document to 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 2022:

- You (sponsoring organisation) by returning a completed, signed and dated form accept these terms and conditions.
- We/Us (AUSVEG and the International Fresh Produce Association) 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 2022.
- 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 2022 will be refunded less 50% of the total purchase price.
- Cancellations made after 31 February 2022 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 the International Fresh Produce Association 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.
- 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.