

#HortCon24



# HORT CONNECTIONS

3-5 June 2024  
Melbourne Convention Centre

INTERNATIONAL  
FRESH PRODUCE  
ASSOCIATION

AUSVEG

# SPONSORSHIP PROSPECTUS



[hortconnections.com.au](http://hortconnections.com.au)





# PLATINUM PACKAGE

FROM \$47K +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 Conference Passes
- 6 x additional passes to individual events (Gala Dinner or Perfection Fresh Breakfast)
- Access to discounted rates for additional tickets

### Onsite exposure

- Company Icon/Profile on Hort Connections 2023 Delegate App
- Opportunity to supply a promotional video
- Premium signage at Hort Connections
- Promotion in the delegate app



FROM  
\$35K  
+GST

# GOLD PACKAGE

## Inclusions

### Trade Show

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

### Passes

- 6 x all Conference passes
- 4 x additional passes to individual events (Gala Dinner or Perfection Fresh Breakfast)
- Access to discounted rates for additional tickets

### Branding exposure

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

### Onsite exposure

- Opportunity to supply a promotional video
- Premium signage at Hort Connections
- Promotion in the delegate app





FROM  
\$20K  
+GST

# SILVER PACKAGE

## Inclusions

### Trade Show

- 1 x Trade Show booth

### Passes

- 2 x Conference passes

### Branding exposure

- Company logo on the Hort Connections website

### Onsite exposure

- 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	●	●	●
Conference Passes	6	6	2
Additional passes to individual events	6	4	○
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 A-NZ FRESH PRODUCE INDUSTRY**

Anticipated **3,000 delegates** from across the entire supply chain



**NOT-TO-BE-MISSED INDUSTRY TRADE SHOW**

**200 exhibiting companies** across 12,000m<sup>2</sup> of exhibition space



**INDUSTRY LEADING SPEAKER PROGRAM**

**Over 40 industry expert speakers** discussing the big issues in industry



**CONNECTING INDUSTRY**

**Over 20 Industry Partners** uniting for the one major event



**EVOLUTION**

Following difficult years with COVID-19, Hort Connections have bounced back **stronger than ever**

# INDIVIDUAL SPONSORSHIP ITEMS

## EVENTS

Trade Show Happy Hour	<b>\$12,000</b>	<b>SOLD</b>
Pre-Dinner Drinks	<b>\$12,000</b>	Available
Gala Dinner	<b>\$50,000</b>	Available
Farm Tour	<b>\$7,500</b>	Available

## TRADE SHOW

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

## BRANDING OPPORTUNITIES

Registration Desk	<b>\$10,000</b>	<b>SOLD</b>
Registration Check-in Kiosk	<b>\$10,000</b>	Available
Hort Connections App	<b>\$15,000</b>	Available
Dedicated EDM	<b>\$6,000</b>	Available

## AWARDS

Grower of the Year	<b>\$12,000</b>	<b>SOLD</b>
Marketer of the Year	<b>\$10,000</b>	<b>SOLD</b>
Young Grower of the Year	<b>\$10,000</b>	<b>SOLD</b>
Researcher of the Year	<b>\$10,000</b>	<b>SOLD</b>
Women in Horticulture	<b>\$8,500</b>	<b>SOLD</b>
Environmental & Sustainability Award	<b>\$7,500</b>	<b>SOLD</b>
Community Stewardship Award	<b>\$7,500</b>	<b>SOLD</b>
Industry Impact Award	<b>\$7,500</b>	<b>SOLD</b>
Exporter of the Year	<b>\$7,500</b>	<b>SOLD</b>
Tech Innovation Award	<b>\$7,500</b>	<b>SOLD</b>

## COLLATERAL

Delegate Name Badge	<b>\$15,000</b>	<b>SOLD</b>
Lanyard Sponsor (2 available)	<b>\$12,000</b>	<b>SOLD</b>
Satchel Sponsor	<b>\$7,500</b>	<b>SOLD</b>

## SPEAKER SESSIONS

Wednesday Concurrent Stream Sponsor	<b>\$15,000</b>	Available
Plenary Speaker	<b>\$10,000</b>	Available
Individual Sessions (price is per session)	<b>\$5,000</b>	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 Hort Connections 2024 Delegate App.

\*Advertising within the Hort Connections Delegate App is 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 booking to exhibit at Hort Connections 2024:

- You (exhibiting organisation) complete all steps in the Exhibitor Portal and 'accept' these terms and conditions.
- We/Us (AUSVEG and the International Fresh Produce Association 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 include 10% GST.
- Phone or unpaid bookings will not be accepted.
- A 10% deposit must be paid at the time of booking to secure the space chosen
- We will issue a tax invoice which is payable within 14 days.
- If you miss the payment date, any time dependent discounts will be forfeited—you may be billed at the next highest level (early rate to standard etc.).
- If payment is not received within **14 days**, your selected booth and preference will be forfeited—you will be able to select your booth from those available at the time payment is received.
- You will not receive any exhibition entitlements, including allocation of booth location (allocated to sponsors first and then to exhibitors), until all monies have been paid.
- 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.
- 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 23 February 2024 will be refunded less 50% of the total purchase price.
- **Cancellations made after 23 February 2024 will not be refunded.**
- Your non-payment does not cancel your contractual obligations to us. This may be enforced if the terms and conditions have not been adhered to.

## Unlikely cancellation of the event

- The extent of refunds will be a matter for the host organisation (the underwriter) to decide.
- If the event is postponed due to COVID-19, exhibitors will be offered the option of rolling over their investment to the 2024 event, or a full refund.

## You and your staff – onsite

- Your exhibition booking does not constitute an attendee registration. You will need to do this via the exhibitor portal, or via a relevant form supplied.
- Each 3m x 3m booth entitles each exhibitor to 2 x passes to attend the Welcome Reception, Trade Show and Speaker Sessions. **All other sessions must be purchased separately.**
- All exhibition staff must be registered via the Exhibitor Portal by redeeming complimentary registrations or by purchasing additional exhibitor staff registrations.
- Exhibitors are to treat the organising staff, Convention Centre staff and other exhibitors and contractors with respect. Any breach of this may result in the offending person/company being asked to leave the show and not offered a space in future years.

## 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 least in JPEG or PNG format, and without a transparent background.
- No print or web recognition will be given unless payment terms have been met.

## Things you need to know

- Booth preferences are considered 'reserved' until confirmed by the organisers, AUSVEG and/or the International Fresh Produce Association A-NZ.
- Floor plan updates are made in real time, with available booths changing frequently.
- Booth preferences submitted via the portal will be honoured as long as the payment terms have been met.
- Booth preferences will be held for 14 days from the time of application. If payment is not received by this time, the booth preference will be released and available for sale.
- Exhibitors will then have their initially booked booth confirmed once payment has been received and/or remittance provided.

## Privacy statement

- Event organisers, AUSVEG and the International Fresh Produce Association 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).