

HORT CONNECTIONS

Wed 4 - Fri 6 June 2025
Brisbane Convention & Exhibition Centre

Grow. Connect. Thrive.

INTERNATIONAL
**FRESH
PRODUCE**
ASSOCIATION™

AUSVEG

MEDIA PROSPECTUS

hortconnections.com.au



ABOUT US

Hort Connections is the largest and most influential horticulture conference and trade show in Australasia, bringing together over 4,000 industry members from the vegetable, fruit, and floral sectors in 2025. Hosted by AUSVEG and the International Fresh Produce Association Australia-New Zealand (IFPA-ANZ), the event serves as the ultimate platform for growers, packers, processors, retailers, supply chain members, government representatives, and industry leaders to network, learn, and explore the latest innovations.

Hort Connections provides advertisers with unmatched industry reach and engagement with key decision-makers, including growers, suppliers, researchers, and government representatives. With high-impact brand exposure, gain visibility through our premium advertising opportunities, reaching a highly targeted audience across multiple digital and physical touchpoints.

Hort Connections 2025 will take place from 4-6 June at the Brisbane Convention & Exhibition Centre (BCEC). Don't miss the opportunity to connect with industry leaders and position your brand at the forefront of the horticulture sector.



DIGITAL OFFERINGS

Event App

The Hort Connections App is a unique opportunity to new and existing event advertisers to communicate directly with conference delegates. With over 2,300 app users recorded in 2024, this is a great opportunity to place your brand at the fingertips of this engaged audience. Material deadline for all app related offerings is 16 May 2024.

Premium Banner

Prominently displayed at the top of the selected Hort Connections 2025 Delegate App page, this offering will keep you front of mind throughout the conference.

Specifications: 720px x 405px.

Adverts must be provided as a 96dpi RGB JPEG with no transparency.

Please allow 75px clear space at top for the back button (iOS) and system icons (Android).

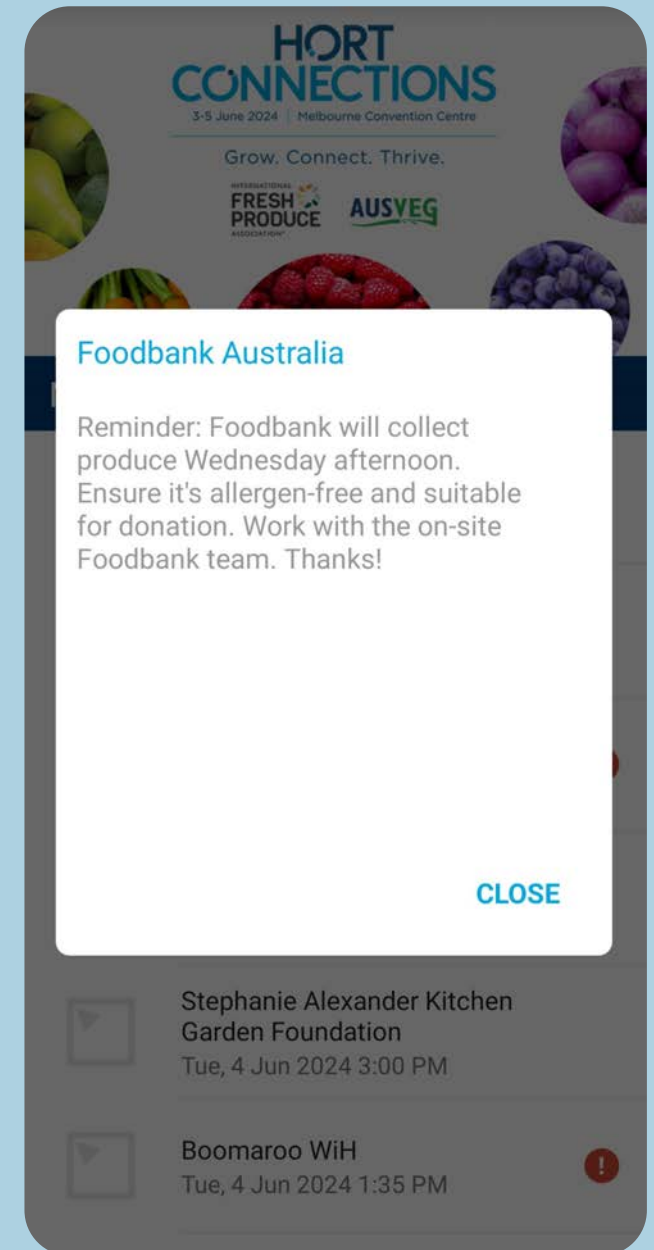
Pages Available: Speakers, My Event, Industry Partners, Sponsors, Exhibitors, Venue, Social Media, How to Earn Points, Prizes or Notifications.

Push Notifications

A premium offering that delivers an advertising message to the Hort Connections 2025 Delegate App user's phone. This will appear on the Alerts page of the App and on their phone notifications.

Specifications: 45 words of copy sent via email.

Material Deadline: 9 May 2025



DIGITAL OFFERINGS

Sponsored EDM

A premium offering that promises to increase your visibility in the lead-up to the biggest event in Australian horticulture and promote your services to a highly engaged audience. Comprised of over 6,500 engaged growers, suppliers, agri-businesses and other industry stakeholders, the Hort Connections mailing list is made up of past conference attendees.

Specifications: Supplied as a Mailchimp shared template or as a HTML File.

Material Deadline: 9 May 2025



Verpixo® Adavelt® active a critical new tool for fungicide resistance management

Corteva Agriscience's new fungicide, Verpixo® Adavelt® active, is a highly effective new tool for managing challenging crop diseases, helping farmers achieve healthy and abundant yields.



Verpixo® Adavelt® active is registered by the Australian Pesticides and Veterinary Medicines Authority (APVMA) for use in strawberries, fruiting vegetables, leafy

PHYSICAL OFFERINGS

BCEC Hall Separator Banners

Four premium banner placements in the high-traffic Concourse at the BCEC. With the Self Check-In Portals, Hort Connections Registration Desk and Trade Show Entrance all located underneath, secure these high-impact advertising opportunities to leave a lasting impression.

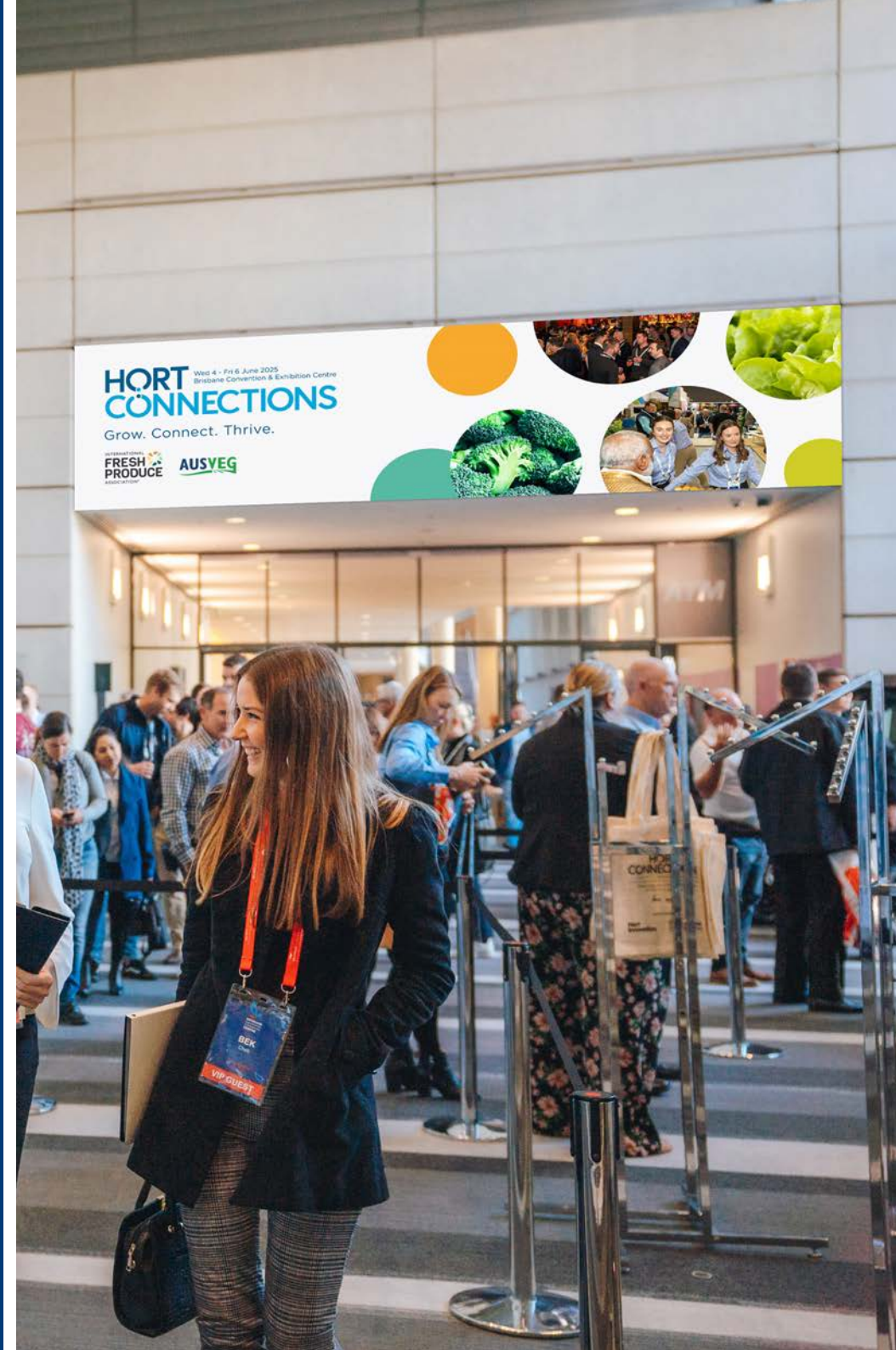
Specifications:

Hall 1 & 2 South Overhead Banners:
8900mmW x 1700mmH

Hall 1 & 2 North Overhead Banners:
7000mmW x 1700mmH

Please provide PDF files in CMYK with 3mm bleed and trim marks, resolution to be saved at 300dpi.

Material Deadline: 30 April 2025



PHYSICAL OFFERINGS



BCEC Hall Separator Glass Doorway

A premium branding opportunity on the glass doorways of the Concourse at the BCEC, a main thoroughfare servicing the Exhibition Halls and Great Hall, the Concourse contains the Self Check-In Kiosks, Registration Desk, and Trade Show entrance.

Specifications: Click here to view specification <https://hortconnections.com.au/wp-content/uploads/2025/02/HC25-HallSepDimensions-1.jpg>

Please provide PDF files in CMYK with 3mm bleed and trim marks, resolution to be saved at 300dpi.

Material Deadline: 30 April 2025



BCEC Pole Wraps

Perfectly located Pole Wraps outside the Great Hall at the BCEC. Located at the entrance to key conference events, including the Perfection Fresh Breakfast, Plenary Sessions, and Gala Dinner, ensuring exceptional visibility to conference attendees.

Specifications: 1750mmW x 4300mmH

Please provide PDF files in CMYK with 3mm bleed and trim marks, resolution to be saved at 300dpi.

Material Deadline: 30 April 2025

PHYSICAL OFFERINGS

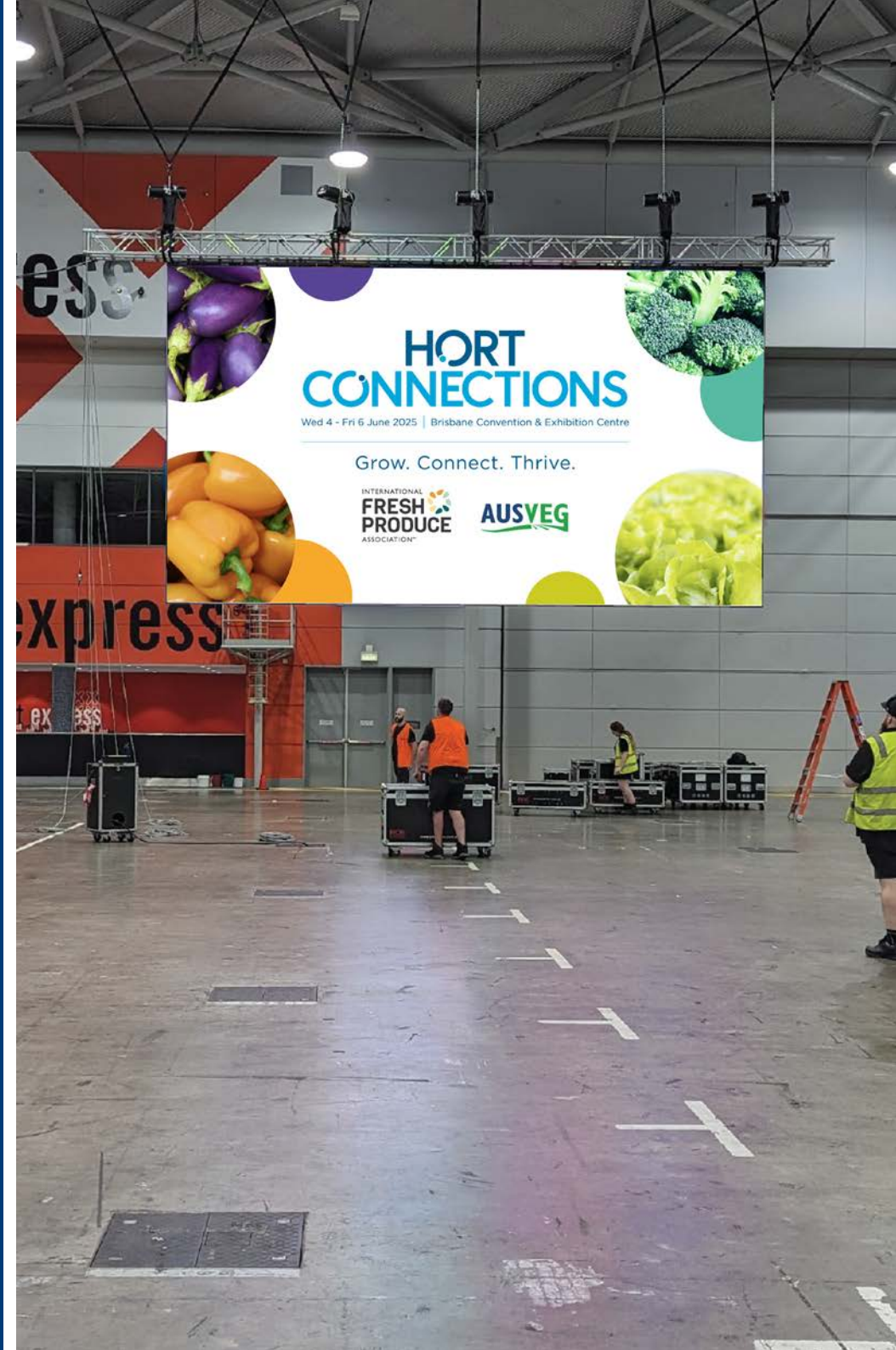
LED Trade Show Screens

Video advertisements displayed on two prominent LED screens suspended above the Trade Show floor. These high-visibility screens will showcase your brand throughout all three days of the event, providing an innovative way to engage directly with delegates and maximise your exposure to key industry stakeholders. We have multiple spaces available with advertisements cycling through.

Specifications: 7200mmH x 4200mmW

Please provide PDF files in CMYK with 3mm bleed and trim marks, resolution to be saved at 300dpi.

Material Deadline: 30 April 2025





CONTACT DETAILS

Please reach out to the Hort Connections team to make bookings or inquire about advertising possibilities and packages.

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