



**Fertilizer Industry
Federation Of
Australia, Inc.**

Registration No. A0025290C
ABN 71 395 757 876
ARBN 106 743 015



**Australian Fertiliser
Services Association
Inc.**

Registered Number A8126
ABN 44 392 693 261

Sponsorship Proposal

Australian Fertilizer Industry Conference

August 23-26 Hyatt Regency Sanctuary Cove, Gold Coast, Queensland, Australia

The Fertilizer Industry Conference is a major event, delegates from the majority of manufacturers, importers, distributors and contract applicators of fertilizer in Australia will be attending. In addition, overseas suppliers and those involved in the shipping and quality assurance industries will be well represented. The last fertilizer industry conference was attended by over 300 delegates.

Government organisations like the Queensland Department of Environment and Resource Management, Attorney General's Department, Department of Climate Change and the Australian Quarantine and Inspection Service will play a key role in the conference.

The fertilizer industry in Australia is making significant progress in how it manages environmental, food safety and quarantine issues. Growing recognition by Government of the industry's effectiveness in managing these issues is underwriting its ability to contribute to the development of public policy. This is an unparalleled opportunity to demonstrate support for the industry and to publicise your company and we invite you to consider the following sponsorship options.

Sponsorship will be accepted in two parts:

1. Expressions of interest accepted up to and including December 15, 2009. Where there are more expressions of interest than available packages the successful sponsor will be selected by ballot. At their discretion the successful sponsor may negotiate with the unsuccessful sponsor(s) a joint arrangement.

On December 17 successful sponsors will be invoiced for 25% of their package cost payable within 7 days. If the invoice is not paid on time the package may be offered to other applicants.

2. From December 16 onwards applications will be accepted in the order received. Successful applicants will be invoiced for 25% of their package cost, payable within 7 days. If the invoice is not paid on time the package may be offered to another applicant.

All prices quoted are exclusive of GST which will be applied to invoices. The conference organiser reserves the right to not accept any sponsorship proposal.

Summary of Sponsorship Packages

Details	Package Options					
	1	2	3	4	5	6
Number available	1	2	9	4	6	9
Cost (\$000,s)	25	12	6	4	4	2
Prominent acknowledgement on all conference materials	✓					
Second tier acknowledgement on all conference materials		✓				
Third tier acknowledgement on all conference materials			✓			
Acknowledgement in program and proceedings				✓	✓	✓
Power Point auto presentation all conference sessions	✓					
Power Point auto presentation 1 session			✓			
10 minute presentation	✓	✓				
Session Chair and 5 minute presentation			✓			
Signage at all venues including dinners	✓					
Signage at activities	✓	✓				
Display area						✓
Placard on dinner tables				✓		
Materials in conference package	✓	✓	✓	✓	✓	
1 page brochure in conference package						✓

Package 1, Conference Sponsor (1) \$25,000

The Conference Sponsor is the single major sponsor and will receive prominent acknowledgement on all conference material and at each session of the conference.

- Power Point auto presentation between all conference sessions.
- Option to provide the chairman for the conference dinner, including a 10 minute introduction to cover how and why your company supports the themes of the conference.
- Inclusion of material in the conference package.
- Prominent signage at all conference and dinner venues (to be provided by the sponsor).

Package 2, Event Sponsor (2) \$12,000

Sponsor an event with flexible options to suit your requirements.

Each event sponsor can design their promotion to suit the event and the message. Each will receive second tier prominence on all conference material.

- Option to provide 10 minute talk at the beginning of the event.
- Inclusion of material in the conference package.
- Prominent signage to suit the event (to be provided by the sponsor).
- Two separate events to choose from, all involving all delegates.

1. Welcome drinks and dinner poolside. Welcome guests to the conference with a short speech, signage and exclusive promotional stubby coolers (at sponsors cost and discretion). Acknowledgement on all food stalls and at the bar.
2. Activities day, introduce the keynote speaker; close the conference and welcome delegates to the activities. Signage and exclusive promotional sun hats (at sponsors cost and discretion).

Package 3 Session Sponsor (9) \$6,000

Sponsor one of the nine sessions on the conference program.

Each session sponsor will put their name on one of the sessions of the conference, strongly identifying their company with the initiatives of the industry. Each will receive third tier prominence on all conference material.

- Power Point auto presentation prior to the session.
- Option to provide the session chairman including 5 minute introduction to the session to cover how and why your company supports the theme.
- Inclusion of material in the conference package.

Package 4 Dinner Sponsor (2) \$4,000

Have your message displayed on all tables at the conference dinner, note there will be two sponsors displayed.

- Inclusion of material in the conference package.
- Acknowledgement placard on each table at the conference dinner.
- Acknowledgement in program and proceedings.

Package 5 Vehicle Display (6) \$4,000

Park your spreader or other vehicle immediately outside the conference venue where delegates will spend their morning and afternoon tea breaks.

- Inclusion of material in the conference package.
- Acknowledgement in program and proceedings.

Package 6 Display (9) \$2,000

- 1 Standard display area of 3m width X 1.8m depth, including display boards.
- Acknowledgement in program and proceedings.
- Inclusion of 1 page brochure in the conference pack.

Conditions

1. The number of sponsors in each category is fixed.
2. A non refundable deposit of 25% of the package cost plus GST must be received within 7 days of acceptance and invoicing.
3. The balance of the package cost plus GST will be invoiced on July 1, 2010 and payable within 14 days. Earlier invoicing by arrangement.
4. The last date for the receipt of applications will be June 30, 2010.
5. Provision of signage, display materials and conference package materials will be at the sole responsibility and cost of the sponsor.
6. Power Point auto presentations and lunch and dinner placards will be prepared by the conference organizer in consultation with the sponsor.
7. At least one full registration from each sponsor must be received as part of the sponsorship package. No registration is included as part of any package.
8. Sponsors who are not members of FIFA or AFSA will receive the FIFA member rate on conference registrations.
9. The organizers are pleased to discuss variations on the proposed packages as long as these do not conflict with other sponsors agreements.
10. The contact details supplied with the application will be the primary contact and the organizer takes no responsibility for further communication within your company.
11. Displays and vehicles can be set up on Monday August 23 with the majority of delegates expected to arrive during that day for commencement of the main conference program with the welcome reception at 18:00.

Draft Program Outline

Monday 23		Tuesday 24		Wednesday 25		Thursday 26			
AFSA Council		Session 1 Fertilizers & Environment 1		Session 5 Agronomy & Technology 1	Private Meetings	Keynote Speaker			
Morning Tea									
AFSA Council	FIFA CGC	Session 2 Fertilizers & Environment 2		Session 6 Agronomy & Technology 2	Session 7 AQIS & Logistics	Social interaction, choice of: <ul style="list-style-type: none"> • Rainforest Ramble • Gold Coast Cruise • Fertilizer Golf 			
Lunch									
AFSA Council	FIFA Board	Session 3 Fertilizers & Climate Change		Session 8 Markets 1					
Afternoon Tea									
AFSA AGM	FIFA AGM	Session 4 Food Safety – Labelling - Security		Session 9 Markets 2					
Welcome Reception		Private Arrangements		Conference Dinner					



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Sponsorship Application



Australian Fertilizer Industry Conference

Company Name								
Contact Name								
Contact Phone								
Contact Email								
Postal Address								
Sponsorship Package Applied for (please tick):	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>
	5	<input type="checkbox"/>	6	<input type="checkbox"/>				
For level 2, Preferred Activity	Welcome dinner				<input type="checkbox"/>			
	Keynote and activities				<input type="checkbox"/>			
For level 3, Preferred Session	1	<input type="checkbox"/>			6	<input type="checkbox"/>		
	2	<input type="checkbox"/>			7	<input type="checkbox"/>		
	3	<input type="checkbox"/>			8	<input type="checkbox"/>		
	4	<input type="checkbox"/>			9	<input type="checkbox"/>		
	5	<input type="checkbox"/>						
Signed						Date		

Please fax to: +61 2 6248 9860
 Or mail to: FIFA, Locked Bag 916, Canberra ACT 2601, Australia
 Or scan and email to : nick.drew@fifa.asn.au