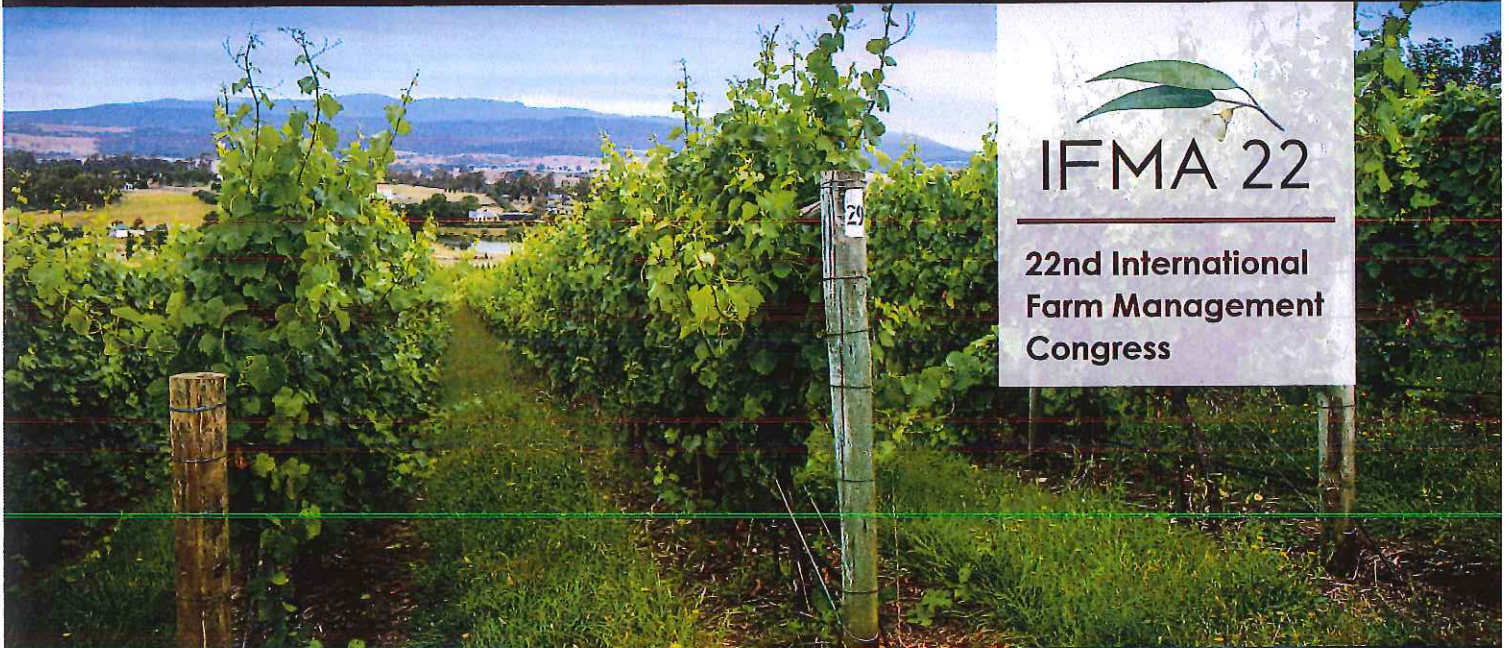


Sponsorship and Exhibition Prospectus



Growing Agriculture @ 41 Degrees South
3 – 8 March 2019 | Launceston, Tasmania, Australia

THE INTERNATIONAL FARM MANAGEMENT ASSOCIATION

The International Farm Management Association (IFMA) is a society for people involved directly or indirectly in all aspects of agriculture. This includes the whole spectrum of individual and corporate producers, managers, advisors, researchers, teachers, policy-makers, suppliers, farming and marketing organisations and agribusiness companies associated with agriculture, horticulture and rural enterprise. Currently the Association has members in over 50 countries.

The objective of the Association is to further the knowledge and understanding of farm business management and to exchange ideas and information about farm management theory and practice throughout the world.

To achieve this objective, IFMA publishes the International Journal of Agricultural Management and oversees the organisation of an international Congress, held every two years, with participants from all over the world. The most recent international Congresses have allowed participants to refine their knowledge and exchange ideas on themes related to the most recent agricultural trends and issues:

Scotland	July 2017	<i>Future Farming Systems</i>
Canada	July 2015	<i>Healthy Agriculture for a Healthy World</i>
Poland	July 2013	<i>Transforming agriculture – Between policy science and the consumer</i>
New Zealand	March 2011	<i>Thriving in a Global Market – Innovation, Co-operation and Leadership</i>

CONFERENCE THEME:

IFMA22. The 22nd Congress will be held in March 2019, at Grand Chancellor Hotel in Launceston.

The theme for the Congress is:

Growing Agriculture @ 41 Degrees South

This aligns with the State Government's objective of increasing the value of agriculture 10 fold by 2050. A key focus of the Congress sessions will be to examine the impediments to growing the value of agriculture in Tasmania and elsewhere around the world, and how these impediments can be overcome.

In addition to the main Congress sessions, there will be a Pre-Congress tour in Tasmania (24 February-3 March) and a Post-Congress tour through Victoria and New South Wales (9-15 March).

LOCAL ORGANISING COMMITTEE

The Congress will be organized by a local committee comprising representatives of the Tasmanian Department of State Growth/DPIPWE/TIA and private industry. Committee members are:

David Armstrong, Chair and Consultant, AK Consultants

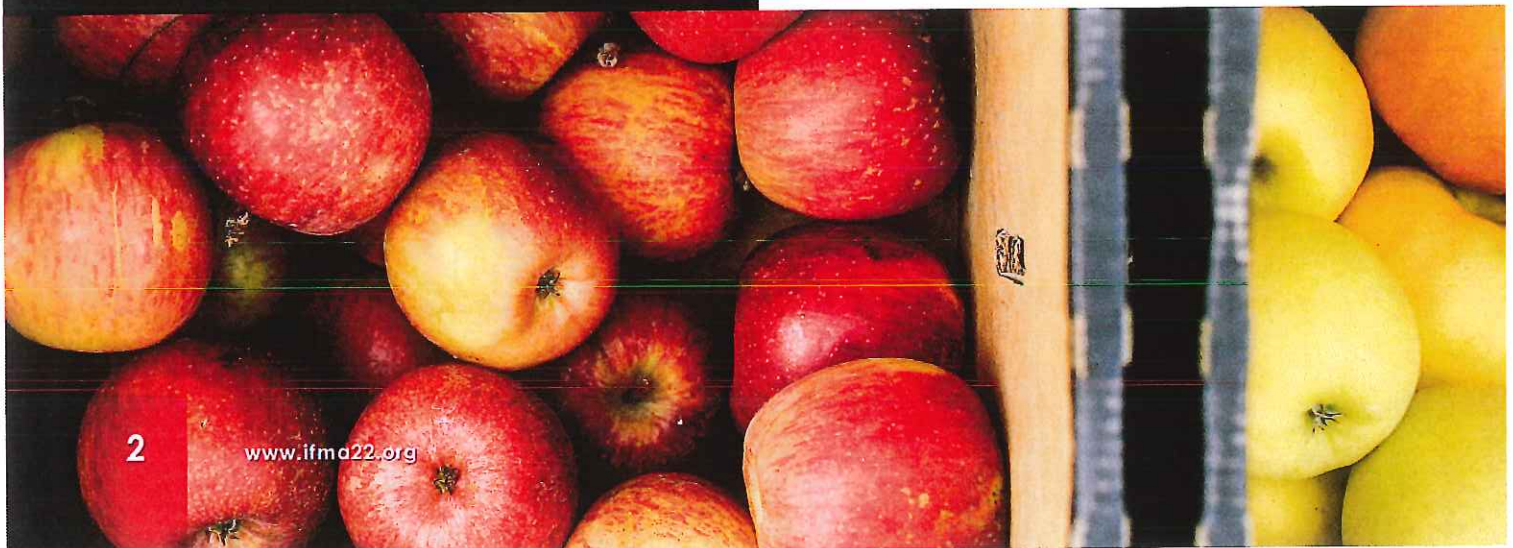
Robin Thompson, Department of Primary Industries, Parks, Water and Environment

Paul Bowman, Farmer, Meander

Donna Lucas, Consultant, RMCG

Jemima Hamer, UTAS-Tasmanian Institute of Agriculture

Greg Bott, Northern Tasmania Development Corporation





CONFERENCE WEBSITE: www.ifma22.org

PRELIMINARY PROGRAM

The program includes invited presentations on global "hot topics", concurrent sessions of contributed papers and two days of visits to farms and agricultural businesses and organisations. Detailed planning is in progress, but all the components of the Congress will focus on the farm management issues associated with growing agriculture.

Sessions from Wednesday afternoon to Friday will be designed to investigate the issues associated with growing agricultural output in smaller regional economies depending on exports for growth (like Tasmania). The Theme Sessions will include presentations and discussions on topics including new and disruptive technologies, community and customer expectations, the role of Governments, the people of future agriculture and different farm management models.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Arrival of delegates	Opening and Plenary Sessions, International "hot topics"	Field trips to farms, agricultural and agri-food companies and institutions	Concurrent sessions, contributed papers	Field trips to farms, agricultural and agri-food companies and institutions	Theme session Q&A panel *
	Lunch		Lunch		Themed round table/ workshop *
Welcome reception	Concurrent sessions, contributed papers	Free evening	Themed Session & workshops *	Banquet	Closing
	BBQ		Meal		Lunch
			Theme presentations and Keynote Speaker *		

* Northern Tasmania Development Corporation (NTDC) is a partner with IFMA in the presentation of these themed sessions. The organisation has established specific economic growth targets in the regional economy, with a key emphasis based on primary industry.



Sponsorship & Exhibition Opportunities

INVITATION

This will be an exciting Congress, providing opportunities for networking, learning about new developments in agricultural management, professional development and show-casing our skills and expertise. We invite businesses and organisations with an interest in agriculture to be part of the event by attending and becoming a sponsor, exhibitor or a supporter. We are hoping for 300-350 delegates from at least 25 countries including particularly Australia, New Zealand, USA, Canada, UK and Europe, South Africa, South America and Asia.

A range of sponsorship opportunities are available

The sponsorship packages are designed to provide opportunities for sponsors to :

- Promote their brand and products
- Demonstrate support for agriculture and farm management
- Meet and interact with delegates from within Tasmania, Australia and overseas
- Develop and expand networks



CONFERENCE MANAGER

Please contact Liz Hafner at Conference Design to discuss supporting the Congress.

We are happy to consider ideas and amendments to the packages below that maintain the spirit of supporting the congress at the designated levels.

liz@conferencedesign.com.au

ph: +61 3 6231 2999

The following advertising options are available to reinforce other sponsorship packages or as individual items. For example, an advertisement in the program is a fantastic way to get additional exposure, promote your exhibition display location and keep your name in front of delegates during the conference.

Platinum Sponsor	\$35,000
Gold Sponsor	\$15,000
Silver Sponsor	\$7,500
Bronze Sponsor	\$5,000
Growing Agriculture Dinner Sponsor	\$7,000
Banquet Dinner Sponsor	\$10,000
Field Tour Sponsor	\$5,000
Satchel Sponsor	\$6,600
Keynote Speaker Sponsor	\$6,500
Welcome Reception Sponsor	\$4,500
Next Gen Ag Manager (National) Sponsor	\$4,000
Next Gen Ag Manager (International) Sponsor	\$7,500
Congress Website Sponsor	\$4,000
Pocket Program Sponsor	\$3,500

All amounts are in AUD and include GST.



Sponsorship Packages

PLATINUM SPONSOR

\$35,000 (INC. GST)

Becoming a Platinum Sponsor gives your organisation the opportunity to develop an on-going relationship with the Congress delegates and IFMA members. The package is designed to give your organisation a strong presence at the Congress and continue the relationship between IFMA events.

Exclusive Sponsorship Package

Benefits:

- Logo and acknowledgement as the Platinum Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Banners displayed during the Congress: two in the plenary hall, one in each of the concurrent session rooms and two in the catering area.
- Eight full registrations including social functions.
- One trade display in a preferred position (subject to the date of booking).
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Logo displayed on an individual sponsor's slide.
- Logo printed on delegates name badges.
- Two satchel inserts.
- Delegate list.
- Acknowledgement as a Platinum Sponsor in the Association newsletter (subject to the date of booking).
- Half page advertisement in the Association newsletter (subject to the date of booking).

GOLD SPONSORSHIP

\$15,000 (INC. GST)

Gold sponsorship allows you to value-add your exhibition at the Congress by accruing a range of branding and advertising benefits.

Maximum 2 Gold Sponsorship packages available.

Benefits:

- Logo and acknowledgement as a Gold Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Verbal acknowledgement as a Gold Sponsor in the opening session.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- One Satchel inserts.
- One exhibition booth.
- Five full registrations, including social functions.
- Logo displayed on an individual sponsor slide in the plenary hall.
- Two pull-up banners in the catering area for the duration of the Congress.
- Delegate list.



Sponsorship Packages

SILVER SPONSORSHIP

\$7,500 (INC. GST)

Silver sponsorship enables your organisation to show its support for the International Farm Management Association.

Benefits:

- Logo and acknowledgement as a Silver Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Verbal acknowledgement as a Silver Sponsor in the opening session.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Three full registrations, including social functions.
- Logo displayed on a joint sponsors slide in the plenary hall.
- One pull-up banner in the catering area for the duration of the Congress.
- Delegate List.

BRONZE SPONSORSHIP

\$5,000 (INC. GST)

Bronze sponsorship enables your organisation to show its support for the International Farm Management Association.

Benefits:

- Logo and acknowledgement as a bronze Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Verbal acknowledgement as a Bronze Sponsor in the opening session.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Two full registrations, including social functions.
- Logo displayed on a joint sponsors slide in the plenary hall.
- One pull-up banner in the catering area for the duration of the Congress.
- Delegate List.





Sponsorship Packages

GROWING AGRICULTURE DINNER SPONSOR \$7,000 (INC. GST)

The Growing Agriculture Dinner is a working dinner with a guest speaker held during the Congress. Sponsoring the Growing Agriculture Dinner is a fantastic opportunity to promote your organisation.

Benefits:

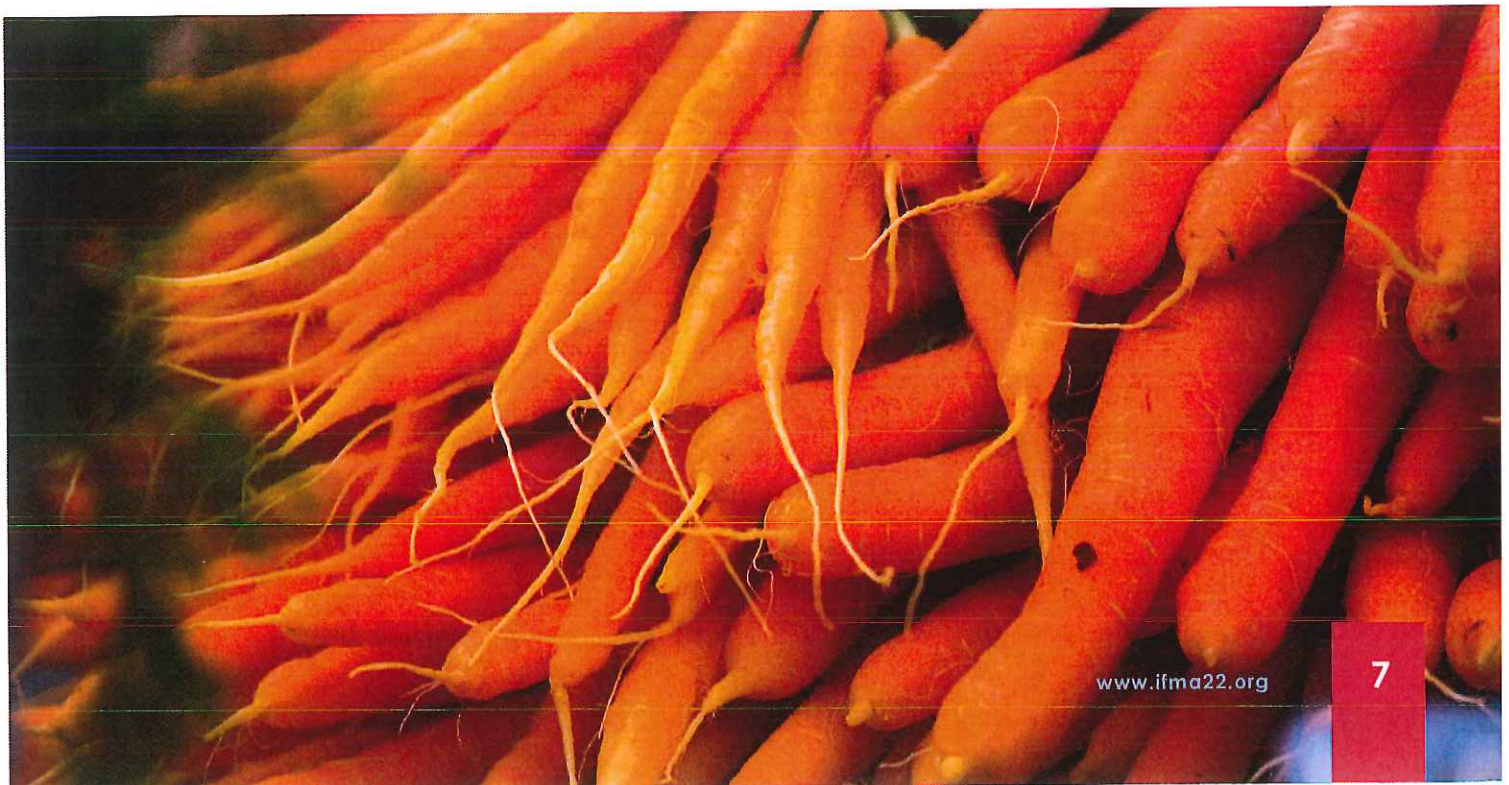
- Logo and acknowledgement as Growing Agriculture Dinner Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Verbal acknowledgement as Growing Agriculture Dinner Sponsor during the dinner.
- Two pull-up banners displayed in prominent locations during the Dinner.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Logo displayed on a joint sponsors slide in the plenary hall.
- Logo displayed on an individual sponsor's slide during the Dinner.
- Four complimentary tickets to the Dinner.

BANQUET DINNER SPONSOR \$10,000 (INC. GST)

The Banquet Dinner is always the highlight of the Congress. Sponsoring the dinner is a fantastic opportunity to promote your organisation in a fun and relaxed environment.

Benefits:

- Logo and acknowledgement as Dinner Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Verbal acknowledgement as Dinner Sponsor during the dinner.
- Two pull-up banners displayed in prominent locations during the Dinner.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Logo displayed on a joint sponsors slide in the plenary hall.
- Logo displayed on an individual sponsor's slide during the Dinner.
- Four complimentary tickets to the Dinner.





Sponsorship Packages

FIELD TOUR SPONSOR \$5,000 (INC. GST)

Exclusive promotion on both days (Tuesday and Thursday) for one of the field Tours

Benefits:

- Logo and acknowledgement as a Field Tour Sponsor on all meeting materials including print, PDFs and broadcast emails.
- Verbal acknowledgement as a Field Tour Sponsor in the opening session.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Logo on the front cover of the Field Tour booklet
- Logo on the tour bus
- Pull up banner at each of the field tour sites
- Invitation to share the tour "captain" role on the tour coach
- Invitation to contribute to the planning of the tour route and selection of site visits
- Two full registrations, including social functions.
- Acknowledgement as a Field Tour Sponsor on a joint sponsors slide in the plenary hall.

SACHEL SPONSOR \$6,600 (INC. GST)

Each participant will receive a high quality satchel (or compendium) printed with your logo. Your logo is guaranteed to be seen every day during the Congress. The satchel will be selected to ensure delegates keep using it after the Congress.

Benefits:

- Logo and acknowledgement as Satchel Sponsor on all Congress materials including print, PDFs and broadcast emails.
- Logo printed on each delegate satchel.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- One satchel insert.

KEYNOTE SPEAKER SPONSOR - \$6,500 (INC. GST)

As a Keynote Speaker Sponsor your organisation will be exposed to a large captive audience who will associate your organisation with a world leader in your field. A range of international and national keynote speakers will be invited to present at the Congress.

This opportunity is subject to the approval of the speaker and the committee.

Benefits:

- Logo and acknowledgement as supporting the attendance of the speaker on all Congress materials including print, PDFs and broadcast emails.
- Logo & hyperlink displayed with the speaker on the Congress website.
- Logo displayed with the speaker on the on-line program.
- Verbal acknowledgement as Speaker Sponsor at the commencement their presentation.
- Logo printed with the speaker in the program.
- Logo displayed on a slide before & after the speakers presentation.
- One pull-up banner in the plenary hall during the presentation.



Sponsorship Packages

WELCOME RECEPTION SPONSOR \$4,500 (INC. GST)

This event is always a highlight for delegates. It is the first opportunity for delegates to connect at the Congress.

Benefits:

- Logo and acknowledgement as Welcome Reception Sponsor on all Congress material including print, PDFs and broadcast emails.
- Verbal acknowledgement as Welcome Reception Sponsor during the Welcome Reception.
- One pull-up banner displayed in a prominent location during the Welcome Reception.
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Logo displayed on a joint sponsors slide in the plenary hall.
- Four complimentary tickets to the Welcome Reception.

POCKET PROGRAM SPONSOR \$3,500 (INCL. GST)

This is a great opportunity to reinforce your branding to all delegates. Each delegate will receive a copy of the pocket program when they register at the conference.

Benefits:

- Logo and acknowledgement as Program Sponsor on all Congress material including print, PDFs and broadcast emails.
- Logo on the front cover of the program*.
- Advertisement on the back cover of the program (A5).
- Logo & hyperlink on the Congress website.
- Profile on the Congress website.

** Note, other high level sponsors will also be acknowledged on the front cover.*

CONGRESS WEBSITE SPONSOR \$4,000 (INC. GST)

The Congress website is the main information source for delegates in the lead-up to the Congress. Regular updates and extensive program and speaker information will ensure delegates will be visiting regularly – seeing your logo each time.

Benefits:

- Logo & hyperlink on the Congress website.
- Profile on the Congress website.
- Logo in the program.
- Delegate list.



Exhibition Sites

NEXT GEN AG MANAGER SPONSOR \$3,000 – \$6,000 (INC. GST)

The IFMA organisation aims to attract delegates who are in the early years of a career in farm management and related professions (education, business, finance etc.). We have not specified an age limit, but we anticipate this group will generally be in the age 25-40, with 5-10 years experience in the wide area of farm management. Options we are considering include a discounted registration fee, farm hosting accommodation and activities in the program specifically for Next Gen delegates.

The sponsorship funds will all be made available to applicants, with selection determined by the sponsor and the IFMA Council member representing the country from which the delegate is selected. Sponsors will be invited to host the delegate in their business for 2-3 days, in addition to assisting the delegate to attend the Congress. We hope sponsors will contribute to overseas as well as Australian delegates.

Sponsors will be asked nominate whether they wish to sponsor an Australian or overseas delegate (and from which country).

Benefits:

- Recognition in promotional materials by way of support for Next Generation Agriculture Managers.
- Profile on the Congress website.
- Logo in the program.
- Delegate list.

EXHIBITION SITES \$3,000 (INCL GST)

The exhibition will run for the duration of the Congress with morning tea, afternoon tea and lunch served in the exhibition area. The welcome reception will also be held in the exhibition area.

Each exhibition site includes:

- Area measuring 3-metres wide x 2-metres deep.
- Trestle table with table cloth.
- Two chairs.
- Access to power.
- Organisation listed on the Congress website.
- Logo & hyperlink on the Congress website.
- Logo in the program.
- Two registrations including the social functions.
- Delegate list.

CONFERENCE PENS & PADS POA

This is a great opportunity to have each delegate using your branded pads and pens to make notes during the sessions.

Requirements:

- Supply approximately 350 branded pads and pens.

ADVERTISING OPPORTUNITIES VARIOUS

The following advertising options are available to reinforce other sponsorship packages or as individual items. For example, an advertisement in the program is a fantastic way to get additional exposure, promote your exhibition display location and keep your name in front of delegates during the conference.

Opportunities

- Program (A5 page) \$500
- Satchel inserts (up to A4 size brochure) – \$1,200
- Signage at the congress (standard pop-up banner) – \$600
- Web ad with hotlink (150x150 file) – \$500