AUSTRALIAN BANANA INDUSTRY CONGRESS

22–24 May 2019
Gold Coast

SPONSORSHIP AND EXHIBITION PROSPECTUS

www.bananacongress.org.au

AUSTRALIAN Banana GROWERS' COUNCIL INC

Invitation to take part

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As an industry that produces Australia's #1 selling fruit, we are constantly striving towards innovation and remaining up-to-date with the latest products, research and cutting-edge technology.

For this reason, we are excited to invite you to be a part of the **2019 Australian Banana Industry Congress (ABIC)** – *our premier biennial event.*

It is your chance to be amongst the largest gathering of banana growers, industry researchers, market leaders and decision makers from across the country as they network, share ideas and hear about the latest developments affecting industry.

The 2019 Congress will be held from May 22-24 at Royal Pines Resort on the Gold Coast.

The venue offers exceptional exposure for exhibition promotion as we will virtually take over the 5-star resort, turning it into "banana central" for the three day event.

The phrase '***bigger and better***' gets used a lot, but this stunning venue and our dedicated program team will allow us to take Congress to the next level.

We have listened to feedback and we are on track to deliver a highly successful event - offering a fantastic experience for delegates and unequalled opportunities for our sponsors and exhibitors.

You can expect an incredible line-up of speakers and entertainers, the latest in farming innovation, exhibitions from our industry's biggest suppliers and market partners; and research and development opportunities sure to take Australian bananas into the future.

In 2019 Congress will culminate in the Banana Industry Ball – our major social and awards gala – on the Friday night.

More than an industry gathering, Congress is an opportunity for growers to come together, socialise and take stock of what we do. If you know any primary producers, you'd know that getting us away from our farms and under one roof is a rare event indeed.

I'm genuinely excited for what 2019 holds for the Australian Banana Industry Congress. On behalf of our Management Committee and my fellow ABGC directors, we invite you to join us for this exciting and rewarding event.

We look forward to seeing you on the Gold Coast in 2019.

Yours sincerely

Paul Inderbitzin
Congress Management Committee Chair
Australian Banana Growers' Council Director

Previous Australian Banana Industry Congresses

22-24 June 2017
Sheraton on the Park, Sydney, New South Wales

355 delegates

17-20 June 2015
Crown Promenade, Melbourne, Victoria

458 delegates

29 to June 1 2013
Palmer Coolum Resort, Sunshine Coast, Queensland

390 delegates

ABIC 2019 fast facts

22-24 May 2019

Royal Pines Resort, Gold Coast

Over 400 attendees

bananacongress.org.au

For more information on partnership and exhibition sales opportunities

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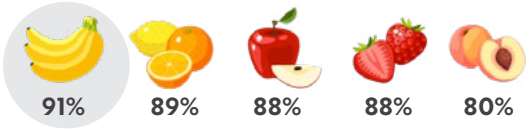
Australian Banana Industry fast facts

Bananas are **Australia's number-one selling fruit**, with nine out of 10 Australian households purchasing bananas in the past year.

Recent Nielsen research shows **bananas consistently outsell other fruit** and have the highest number of households purchasing (91%); more than citrus fruit (89%), apples (88%), berries (88%) and stone fruit (80%).



Our industry is **one of Australia's biggest horticultural industries**, making a AUD1.3 billion contribution annually to the national economy. We **generate more than 12,200 full-time equivalent jobs** both directly and indirectly

The annual estimated gross value of banana production in Australia is approximately **AUD600 million**.

Our industry is active in **research and development, plant health** and **marketing initiatives**.

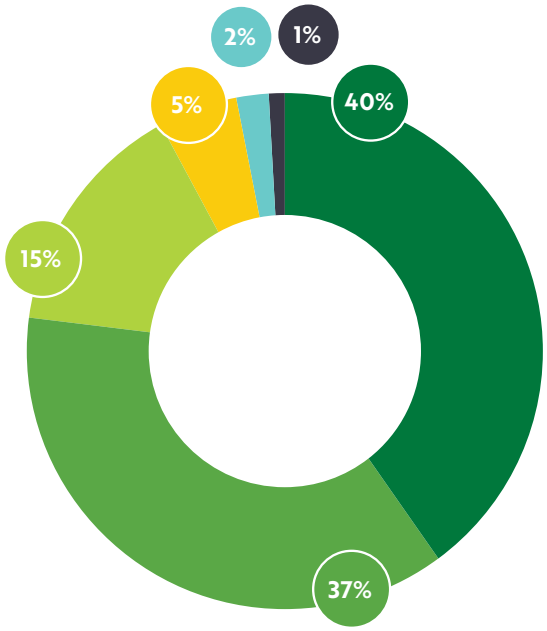
Audience profile

415 delegates

150 growers from **60** plantations

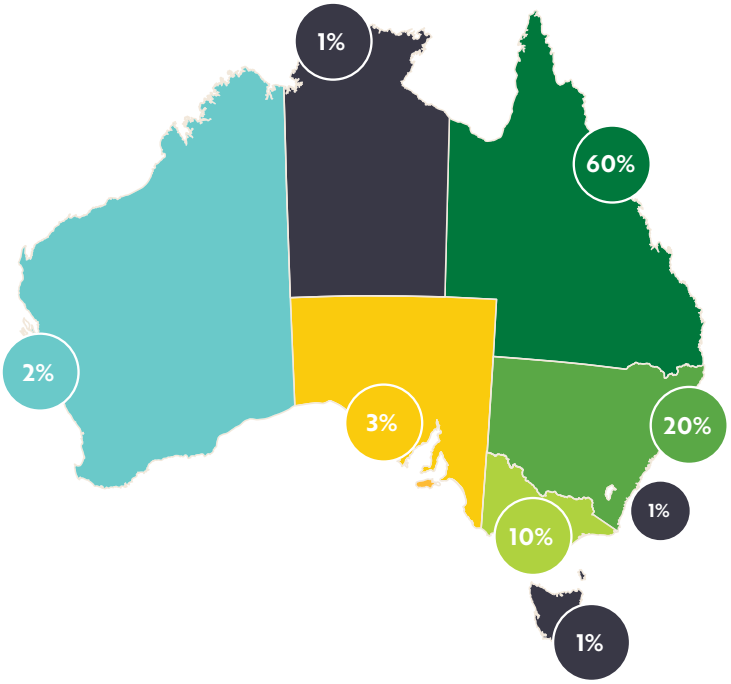
Industry Attendance Breakdown

Banana Grower	40%
Marketing/ Supplier	37%
Research and Development	15%
Retailers	5%
Media	2%
Policy Maker	1%



Geographic Breakdown

Queensland	60%
New South Wales	20%
Victoria	10%
South Australia	3%
Western Australia	2%
Australian Capital Territory	1%
Northern Territory	1%
Tasmania	1%
International (USA, Philippines, Honduras, France etc)	2%



Congress program at a glance

Wednesday 22 May 2019		Thursday 23 May 2019		Friday 24 May 2019	
AM	Offsite tour	AM	Opening Ceremony Plenary sessions	AM	Plenary Sessions
PM	Exhibition bump in Registration	PM	Extended lunch and networking Exhibition Science café opening	PM	Extended lunch and networking Exhibition Science café
EVENING	Welcome Reception outdoors at Royal Pines Resort	EVENING	Happy Hour at the Tradeshow Sponsor Night Banana Bar	EVENING	Banana Industry Ball including Awards of Honour Banana Bar

Photo: Sweeter Banana Co-operative

Why Partner and/or Exhibit at the 2019 Banana Industry Congress?

Partnering and/or Exhibiting provides an excellent opportunity to promote your company, to support your brands and to maintain a high profile among delegates before, during and after the Congress.

Congress delegates are keen to improve their knowledge. Aligning your company with this powerful educational experience demonstrates your commitment to assisting attendee development.

Your representatives can network informally with delegates from around Australia.

Your company will benefit significantly from exposure to an interested, relevant and influential audience in an informal yet informative environment away from the competition of everyday distractions.

Please note that while our Partners will be given priority placement within the exhibition, early commitment will ensure that your company can secure a prominent location on the exhibition floor plan.

Partnership structure

Principal Partner

AUD40,000

- Eight (8) x fulltime delegate registrations
- Two (2) 2m x 3m exhibition booths
- 2nd tier logo allocation on all partnership acknowledgement material
- Electronic delegate list pre-and-post Congress (subject to privacy laws)
- 200 word company profile on website and Congress material
- $25,000 Worth of Partner Entitlements

Major Partner

AUD28,000

- Six (6) x fulltime delegate registrations
- One (1) 2m x 3m exhibition booth
- 3rd tier logo allocation on all partnership acknowledgement material
- Electronic delegate list pre-and-post Congress (subject to privacy laws)
- 100 word company profile on website and Congress material
- $20,000 Worth of Partner Entitlements

Associate Partner

AUD14,000

- Four (4) x fulltime delegate registrations
- One (1) 2mx3m exhibition booth
- 4th tier logo allocation on all partnership acknowledgement material
- Electronic delegate list pre-and-post Congress (subject to privacy laws)
- 100 word company profile on website and Congress material
- $7,000 Worth of Partner Entitlements

Supporting Partner

AUD5,500

- Two (2) x fulltime delegate registrations
- One (1) 2mx3m exhibition booth
- 5th tier logo allocation on all partnership acknowledgement material
- Electronic delegate list pre-and-post Congress (subject to privacy laws)
- 50 word company profile on website and Congress material
- $1,000 Worth of Partner Entitlements

Additional partnership entitlements

AUDIENCE ENGAGEMENT

Excursion leader

AUD5,000

Multiple opportunities

SOLD

Opportunity to organise and host an optional excursion on Wednesday morning. This excursion will be included as part of the Congress program. Costs to be incurred by the partner.

Banana Bar

AUD12,000

Exclusive

SOLD

A valued tradition of the Congress is networking in the Banana Bar. An exclusive zone for Congress attendees, it's one of the event's major hubs – the place to meet and discuss business in a social atmosphere.

- Logo in Congress program book (subject to printing deadlines).
- Logo on Congress website
- Opportunity to place two (2) 2m high by 1m wide, free standing banners in the Banana Bar each night (supplied by the partner).
- Opportunity to exclusively partner beverages for delegates. Costs to be incurred by the partner.
- Other branding opportunities available on request

Golf Day

AUD7,000

Exclusive

Opportunity to take exclusive ownership of the Official Congress Golf Day

- Recognition as Golf Day Partner
- Opportunity to exclusively brand golf day (Flags, Esky, Hats etc)
- Ability to provide giveaways during Golf Day
- Additional costs of branding and giveaways to be incurred by partner.

Grower Breakfast

AUD6,000

Multiple opportunities

SOLD

Opportunity to host a 45 minute Growers breakfast

- AV will be provided for a 10 minute presentation
- Session to be featured in event program
- Catering to be at sponsor expense

Restaurant Events

AUD3,000

Multiple opportunities

Opportunity to have ownership over sponsor night restaurant events

- Exclusive ownership of resort restaurants for night of event
- Costs to be incurred by sponsor

Video

AUD5,000

Multiple opportunities

SOLD

Opportunity to sponsor an industry video, produced by ABGC, played to all delegates at the start of day 2 of the Congress focused on future generations of the banana industry.

Additional partnership entitlements

AUDIENCE ENGAGEMENT

Welcome Reception

AUD14,000

Exclusive

SOLD

Open to all registered delegates to attend, this will take place in an exclusive outdoor area at the event. Partnership of this event offers excellent branding and networking opportunities. The Welcome Reception is included in the full delegate registration fee.

- 5 Minute Speech to Welcome the Delegates to the Congress
- Logo in Congress program book (subject to printing deadlines)
- Logo included on Welcome Reception signage
- Logo on Congress Website.

Keynote Speaker Partnership

AUD5,000

Opportunity to sponsor a keynote speaker at the Congress

- Opportunity to provide a brief welcome for the speaker
- Recognition in the official program as the official sponsor of that speaker

MARKETING EXPOSURE

Half page advertisement in Congress Program Book

AUD500

Advertisements will be offered in the Congress Program Book - final artwork is to be provided by the partner by the requested date.

Full page advertisement in Congress Program Book

AUD1,000

Advertisements will be offered in the Congress Program Book - final artwork is to be provided by the partner by the requested date.

Satchel insert

AUD1,000

Opportunity to include a promotional insert in the delegate satchel

Social Media Posts

AUD500

Limited opportunities

Opportunity to provide content for 2 social media posts pre-event

EDM Content

AUD500

Limited Opportunities

Opportunity to provide content to EDM pre-event

Additional partnership entitlements

BRAND EXPOSURE

Exclusive Delegate Wear Provider **AUD4,000** *Exclusive*	**Opportunity to exclusively provide a branded item of clothing for all delegates. Costs are to be incurred by the partner**
Congress App **AUD10,000** *Exclusive*	**Official partner of the Congress mobile app—be in the palm of every delegate's hand.** • Partner logo on the mobile app splash screen, to be co-branded with ABIC 2017. • Continuous mobile app banner advert (position is at the discretion of the Congress organisers). • Personal logo icon on the app menu • 2 x push notifications to be sent out on behalf of the partner (text to be supplied by partner and approved by the Congress organisers). • Opportunity to provide a single-page PDF advertisement to be downloaded via the mobile app. • Partner logo and acknowledgement on Congress website, together with profile and web link. • Partner logo in the Congress program book. • Mobile app inclusions (capabilities, content and framework) to be advised by the Congress organisers.
Wi-fi Sponsor **AUD4,000** *Exclusive* SOLD	**Official Wi-fi Partner for the Congress** • Sponsor logo on the wi-fi portal page with welcome message • Data will be shared with the sponsor where delegates have opted in for their information to be shared with their parties when subscribing for the wi-fi service
Barista zone **AUD4,000** *Limited number of opportunities available* SOLD	**Two barista zones will be located within the exhibition serving coffee and tea throughout the Congress during exhibition open times. This option is for one barista zone** • Logo on Barista Zone signage • Opportunity to provide caps, aprons, cups and napkins for use in the barista zone (partner to supply at own cost – fresh aprons to be provided for each day) • Opportunity to place one (1) 2m high x 1m wide, free standing banner at the barista zone (supplied by the partner).
Charging Bar **AUD5,000** *Exclusive*	**Opportunity to brand the Congress Charging Bar**
Entry Flags **AUD1,500** *Limited number of opportunities available* SOLD	**Opportunity to provide flags for the walkway to the Congress**

Additional partnership entitlements

BRAND EXPOSURE

ABGC Diary

AUD6,000

Exclusive

SOLD

Opportunity to exclusively provide a branded 17-18 Financial Year diary for delegates. Costs are to be incurred by the partner.

Satchel

AUD12,000

Exclusive

SOLD

Have your logo on the official Congress satchel which will be provided to each delegate upon registration.

Congress Program Book

AUD7,000

Exclusive

Have your logo on the front cover of the official Congress Program Book which will be provided to each delegate upon registration (subject to printing deadlines). Size and placement of logo will be at the discretion of the organising committee.

Along with the logo, the program book partner can provide a full-page advertisement for the Congress program book.

Name Badge and Lanyard

AUD7,000

Exclusive

A name badge and lanyard will be provided to each delegate upon registration. Delegates will need to wear their name badge and lanyard to gain access into sessions and the exhibition.

- Logo on Name Badge (size and placement of logo will be at the discretion of the Congress organisers)
- Logo on Lanyard (size and placement of logo will be at the discretion of the Congress organisers)
- Logo in Congress Program Book (subject to printing deadlines)
- Logo on Congress Website.

Science Cafe Partnership

AUD4,000

Exclusive

SOLD

Research and Development projects are a key focus of the Congress. The science cafe highlights some of the industry's most significant projects that will be held throughout the event.

- Logo on all poster boards
- Logo in Congress Program Book (subject to printing deadlines)
- Logo on Congress Website

Exhibition location and features

The exhibition will be a major component of the Congress and will feature the most up to date information and products available. The Congress program has been designed to maximise the opportunity for delegates to visit the exhibition. Refreshment breaks will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, Congress partners and exhibitors.

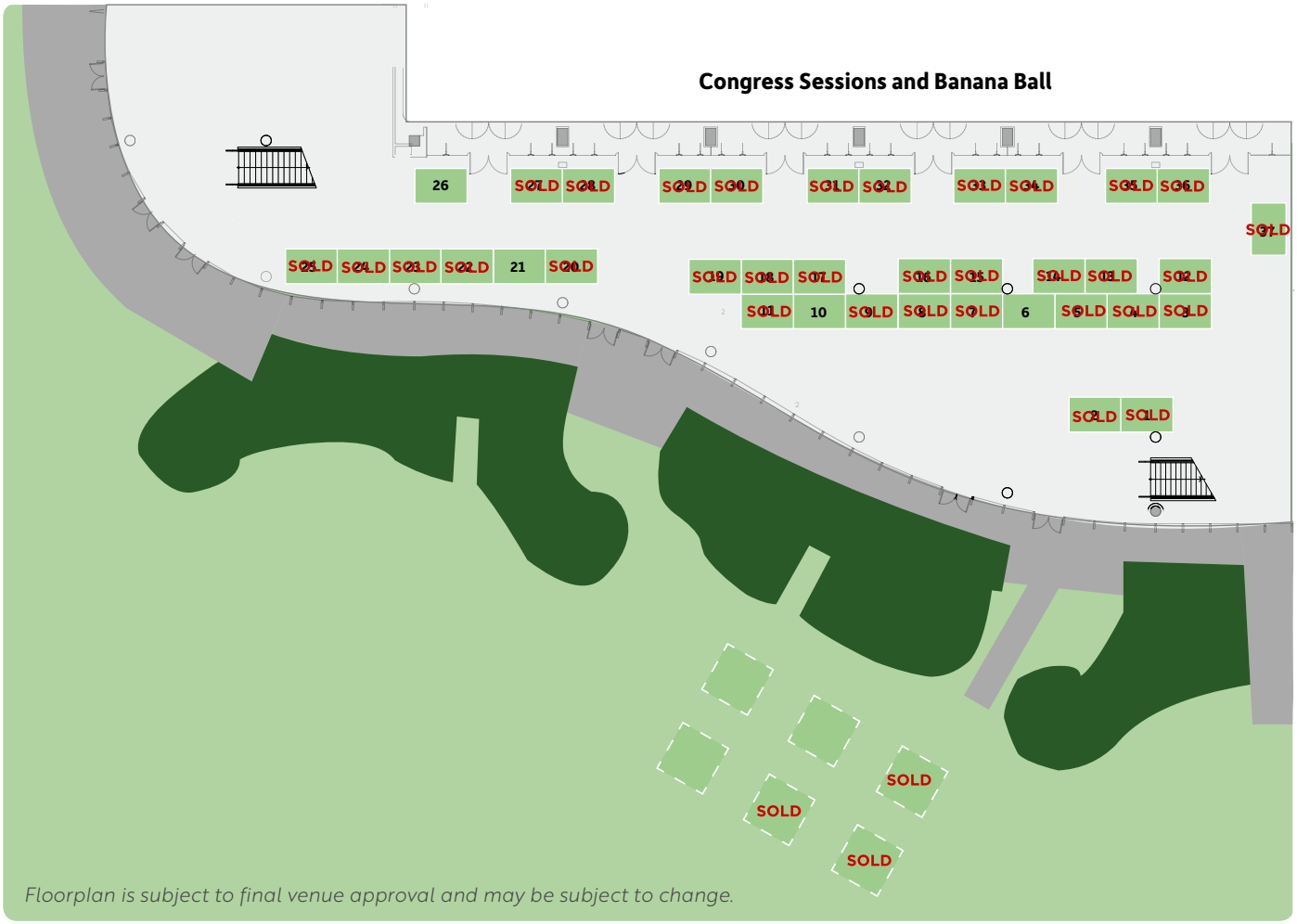
Exhibition Booth Rate

EXHIBITION BOOTH TYPES AND RATE	
Shell scheme booth (2m x 3m = 6m²)	AUD3,500 per booth
Outdoor exhibition (3m x 3m = 9m²)	AUD2,000 per booth

Exhibition inclusions

EXHIBITION INCLUSIONS		2m x 3m shell scheme booth
Promotion	• Listing on industry exhibition page of website and app • Logo and 50 word company profile and contact details included in the app (i.e. contact name, number, email and website). • Includes unique QR-code and app-based lead retrieval technology in purchase price	✓
Staff onsite	• 2 x exhibitor registrations per 6m² (transferable)—includes: admission to the industry exhibition, Congress welcome reception and all day catering. **Additional exhibition passes: AUD575 per exhibitor**	✓
Walls	• 2.5m high matte anodised aluminium frame with white laminated infill walls (1 x back and 2 x side walls for middle booths; 1 x back and 1 x side wall for corner booths)	✓
Fascia panel	• Exhibitor company name on fascia panel (as indicated on the application form)	✓
Lights	• 2 x 120w spots mounted on light track inside fascia	✓
Power	• 1 x single power point with a maximum of 4amps	✓
Additional equipment	Available for hire from exhibition supplier at exhibitor's own expense	✗

Exhibition floor plan



Floorplan is subject to final venue approval and may be subject to change.

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For all sponsor and exhibition enquiries contact:

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