



b

EVENT SPONSORSHIP PROSPECTUS 2024-25

February 2024

CONNECT – SUPPORT – IMPROVE

Join with us in 2024 to engage with customers,
seize the opportunities, and grow the Australian
fodder industry.

AFIA 
Australian Fodder Industry Association

Table of Contents

Why partner with AFIA?.....	3
Event sponsorship packages.....	5
Sponsorship booking form	7
Next steps	8

Why partner with AFIA?

The Australian Fodder Industry Association (AFIA) is the **peak body** for the Australian fodder industry. We **connect the entire supply chain** – from seed to feed.

The Australian fodder industry underpins many Australian agriculture sectors – dairy, livestock, horticulture and intensives industries – in addition to having a strong focus on growing its export market.

In 2021, AFIA celebrated its 25-year anniversary. Since its establishment in 1996, AFIA has supported the **growth of the fodder sector** through:

- Hosting events to support connections, learning and information sharing.
- Engagement in research and development (R&D) priorities.
- The generation and analysis of industry data.
- Industry advocacy to ensure a positive operating environment both locally and globally.

This year, from 23-25 July, AFIA will host the 25th National Fodder Conference – a significant milestone for the organisation, the fodder industry, and the Australian agriculture sector.

Partnering with AFIA provides **access and a direct conversation** to fodder producers, contractors, supply chain participants, end-users, and industry and government decision makers.

We look forward to you joining us and working together over the year ahead.

Connect – Support – Improve. Together we will grow our industry.



2024 National Fodder Conference

AFIA will host the 25th National Fodder Conference from **Tuesday 23 to Thursday 25 July** at the Pacific Bay Resort in Coffs Harbour in New South Wales.



NATIONAL FODDER CONFERENCE

The National Fodder Conference is the premier event which brings the fodder industry and its customers together to focus on the challenges and opportunities before the industry.

The event provides delegates with the opportunity to learn about the latest tools, machinery and technology, in addition to the industry's research and development priorities and investments. It provides a dedicated platform to engage in discussions, share ideas, create solutions and expand your network and knowledge.

Fodder = Opportunities	
↓ Risk	↑ Protection
📊 Quality	+ Varieties
↩ Decline	🔍 Industry trends
✓ Happy customers. ✓ Happy fodder supply chain.	

The 2024 event is a significant milestone as the industry marks the 25th annual conference. The theme for 2024 is **Fodder = Opportunities**. The event will cover a range of topics to examine reducing risk, improving productivity and profitability, and building industry resilience and success.

PRE-CONFERENCE TOUR

The 2024 National Fodder Conference will be preceded by a two-day Pre-Conference Tour – from **Saturday 20 July to Monday 22 July**.

This event, limited to a busload of AFIA Members and their guests, sees participants spend two-and-a-half days visiting agriculture and tourist operations in the Tweed Region, to gain insight into and learn from other sectors, some of which are fodder customers. It provides the opportunity for a sponsor to engage one-on-one with AFIA delegates, primarily significant fodder producers, to understand their different production systems, business needs, challenges, performance and opportunities.

Event sponsorship packages

2024 NATIONAL FODDER CONFERENCE		
Packages	Entitlements	Investment (ex GST)
Premium exhibitor package	<ul style="list-style-type: none"> One trade booth (3m x 2m) including light, power and signage (company name). One machinery site. Complimentary registration for three delegates 	3,000 (4,500)
Regular exhibitor package	<ul style="list-style-type: none"> One trade booth (3m x 2m) including light, power and signage (company name). Complimentary registration for two delegates 	1,800 (3,000)
Tailored opportunities		
Pre-conference tour sponsor (one opportunity/tour is limited to one busload of delegates)	<ul style="list-style-type: none"> Branding on pre-conference tour promotion Complimentary tour registration for two delegates Opportunity to engage with delegates one-on-one over the two-and-a-half days. One trade booth (3m x 2m) at the conference 	7,000 (9,000)
Major conference sponsor (one opportunity)	<ul style="list-style-type: none"> Full recognition as major conference sponsor on all conference promotional material A 15-minute speaking opportunity (linked to the conference theme) Participation in a conference panel discussion Double trade booth (6m x 2m) and machinery site Complimentary registration for four delegates 	SOLD
Gala Dinner sponsor (one opportunity)	<ul style="list-style-type: none"> Dinner naming rights and branding A 10-minute speaking opportunity (at the dinner) One extra-large trade booth (4.5m x 2m) Complimentary registration for two delegates 	SOLD
National Fodder Conference GenAG sponsor	<ul style="list-style-type: none"> Sponsor eight GenAg delegates to the National Fodder Conference Host a GenAg breakfast at the National Fodder Conference Facilitate a GenAg panel discussion during the Conference (Note: this could be a 'competitive opportunity' and AFIA would be happy to facilitate the management of the competition. The 8 delegates would also receive a complimentary AFIA membership for the remainder of the membership year). 	10,000
Welcome/cocktail Function sponsor (one opportunity)	<ul style="list-style-type: none"> Welcome function branding A five-minute speaking opportunity (at the welcome function) One regular exhibitor package (as above) 	8,000

Conference collateral sponsor (one opportunity)	<ul style="list-style-type: none"> Company logo on delegate name tags, notepads and pens 	5,000 (6,500)
Coffee cart (one opportunity)	<ul style="list-style-type: none"> Complimentary registration for one delegate Recognition as the coffee cart sponsors, on arrival and prior to conference breaks 	5,000 (6,500)
Product launch (two opportunities)	<ul style="list-style-type: none"> A 10-minute presentation to launch a new product 	2,500 (3,700)

Prices shown in brackets are applicable to entities which are not AFIA Preferred Partners or gold, silver or bronze sponsors.

Sponsorship booking form

YOUR DETAILS	
Name and title	
Organisation	
Mobile	
Email	

2024 EVENT OPPORTUNITIES		
Package	Investment (\$) NON (gold, silver, bronze) SPONSOR	Indicate preference (✓)
NATIONAL FODDER CONFERENCE		
Pre-Conference Tour (21-23 July)		
Pre-conference tour sponsor	9,000	
Conference Exhibitors (23-25 July)		
Premium Exhibitor Package	4,500	
Regular Exhibitor Package	3,000	
Conference tailored opportunities		
Major Conference sponsor	N/A	SOLD
Gala Dinner sponsor	N/A	SOLD
Conference GenAG sponsor	N/A	
Welcome/Cocktail Function sponsor	N/A	
Coffee cart sponsor	6,500	
Conference collateral	6,500	
Product launch	3,700	

Next steps

Please return the completed form to Jayne Gleed, Events Manager, via email at events@afia.org.au by **Friday 22 March 2024**.

For further details about the sponsorship opportunities outlined in this prospectus, or AFIA's gold, silver and bronze sponsorship packages, please contact Paula Fitzgerald, CEO at paula@afia.org.au or 0418 160 943.

We look forward to collaborating with you over the 2024-25 year.



The Australian Fodder Industry Association (AFIA) is the independent, national peak body for Australia's fodder industry.

Since its establishment in 1996, our network of members, sponsors, supporters and engaged participants has worked for over 25 years to help the fodder industry grow.

Contact AFIA

Email: info@afia.org.au
Postal: PO Box 527 Ascot Vale VIC 3032
Website: www.afia.org.au
Social media: [#ausfodder](https://twitter.com/ausfodder)

