29th International Horticultural Congress 2014
17-22 August 2014
Brisbane Convention Centre | Brisbane Queensland | Australia

Sponsorship & Exhibition Opportunities

Organisers
Thank you for your interest in the 29th International Horticultural Congress 2014 (IHC2014). This prospectus will provide you with an outline of our vision and goals and how sponsoring our congress will benefit your organisation.

**The Host**

The organisation of IHC2014 is a joint initiative of the Australian Society of Horticultural Science (AuSHS), the New Zealand Institute of Agricultural and Horticultural Science (NZIAHS) and Pacific Island countries. Our role is to facilitate the congregation of the world’s leading horticultural scientists in Australia. This will provide them with the opportunity to interact with industry groups and focus their attention on solving problems in Australian, New Zealand & Pacific Island industries as well as stimulating innovation linked to productivity and profitability.

The International Horticultural Congress (IHC) is held every four years. The last time it was held in the Southern Hemisphere was in 1978 in Sydney. It is expected that in excess of 2,500 international delegates will attend the 2014 congress in Brisbane.

**Program and Topics**

The Congress theme of Horticulture – sustaining lives, livelihoods and landscapes is very relevant for Australasia and the rest of the world and covers many of the important issues of the day.

The scientific programme will be the focus of the congress which will cover an extensive range of symposia, seminars and workshops. The overall aim is to:

- Provide a unique opportunity to showcase the diverse horticultural industries of the Australia, New Zealand and Pacific Islands region, and the science that underpins them, to the world.
- Provide international opportunities for our horticulture industries and access to new technologies and innovation in horticulture. They stand to gain from the significant economic, social and environmental benefits that can be delivered through the development and application of horticultural technology.
- Help Australia, New Zealand and the Pacific Islands as leaders in world class, innovative science and technology supporting their horticultural industries and stimulate international collaboration and alliances.
- Cover topics of specific interest to Australasia which will showcase our horticultural science as well as provide new ideas and technology which will be relevant to our industries.
- Improve the perception of horticultural science by the general public through publicity of the congress and the Australasian horticulture research activities showcased at the congress.

The Congress will offer a combination of scientific presentations, poster sessions, workshops as well as trade displays.

**Who will attend?**

The IHC2014 will be of relevance to a wide range of stakeholders across the value chain. The Congress is expected to attract in excess of 2,500 delegates from Australia, New Zealand and about 100 other countries:

- Researchers
- Industry consultants
- Nursery industry
- Service providers
- Academics
- Growers
- Agribusiness
Sponsorship provides the opportunity to reach a large number of national and international delegates primarily within the horticulture research community. A wide range of delegates also attend including horticultural producers and enthusiasts, value chain participants, agribusinesses, lifestyles and amenity horticultural businesses, university staff and post-graduate students and community groups.

Benefits of sponsorship include:

- Showcase your products or your science & innovations to delegates at the biggest single horticultural science event to be held within the next four years
- Be associated with this prestigious event through your company being advertised alongside the Congress information, including (for relevant sponsors) your company logo and link being on the Congress website and program
- IHC2014 offers sponsors and delegates a unique opportunity to interact with leading experts and gain insights into the latest national and international developments in emerging science and technology underpinning the creation of innovative horticulture.
- A presence at the Congress provides the opportunity to access a wide potential client base both directly and indirectly to inform them about your products and services.
- Your organisation will benefit significantly from exposure to a highly interested and influential audience in a learning environment.
- Aligning your company with a strong educational experience demonstrating your commitment to personal skill and learning development at an international level
- Those who sponsor a session or keynote speaker, could, at their own expense, organize for the speaker to spend time at their organization before or after the congress, to make the most of their investment.

Please note that while our sponsors will be given priority of placement within the exhibition, early commitment will ensure that your company can secure a prominent location on the exhibition floor plan. The Sponsorship and Exhibition Manager will be delighted to discuss the benefits of upgrading your exhibit to maximise your exhibition presence.

About our foundation sponsors

We take this opportunity to thank our foundation sponsors Horticulture Australia Ltd and the Queensland Government, whose investment has enabled this Congress to take place.

Horticulture Australia Limited (HAL) is a not-for-profit, industry-owned company. It works in partnership with Australia’s horticulture industries to invest in research, development and marketing programs that provide benefit to industry and the wider community.

The Department of Agriculture, Fisheries and Forestry (DAFF) brings together specialist knowledge, networks and RD&F services to work with significant businesses and industry sectors. In this way it will help deliver an economy and way of life to benefit all Queenslanders.
Sponsors can either select to be a level sponsor and receive acknowledgements, benefits and entitlements according to their level of sponsorship contribution, or can select from the individual sponsorship and exhibition opportunities on the following pages.

Prices are inclusive of 10% Australian goods and services tax.

Platinum Sponsorship

(3 opportunities) $110,000

- Exclusivity within your field of activity
- Logo on Congress Programme (subject to production deadlines)
- Logo on Congress Book of Abstracts (subject to production deadlines)
- Logo on Congress website home page
- Logo on Congress website sponsors page
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between Plenary Sessions speakers
- Logo on Sponsor acknowledgement slide at the Congress Dinner
- Full page advertisement in the Congress Programme (subject to production deadlines)
- Opportunity to place one company provided free standing pull up banner in registration area (2m high and 1m wide)
- Opportunity to place one company provided free standing pull up banner at entrance to main session room (2m high and 1m wide)
- Complimentary 6m x 3m exhibition booth at the Congress
- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
- Ten complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner
- Four complimentary exhibition registrations to the Congress including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception

Part B: Plus your choice of one of the three options below

Platinum Option 1 – Name Badge and Lanyard (Exclusive Opportunity)

Every registered delegate will receive an official Congress name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions.

- Logo on Name Badge (size and placement of logo will be at the discretion of the Congress Organising Committee)
- Logo on Lanyard (size and placement of logo will be at the discretion of the Congress Organising Committee)

Platinum Option 2 – Congress Programme Book (Exclusive Opportunity)

The Congress Programme book will be distributed on-site to all participants and will be a regularly used reference source during and long after the event. It will contain the final program and Congress and exhibition related information:

- Logo on front cover of the Congress Programme book (subject to production deadlines)
- Full page advertisement in Congress Programme (subject to production deadlines)

Please note: other sponsor advertisements will appear in this document.

Platinum Option 3 – Congress Satchel (Exclusive Opportunity)

Every registered delegate will receive an official Conference satchel upon registration. The satchel is of a high quality to encourage use by delegates well after the Congress has finished.

- Logo on Congress Satchel along with Conference Logo (size and placement of logo will be at the discretion of the Congress Organising Committee)
Opportunities

Gold Sponsorship

(5 opportunities) $55,000

• Logo on Congress Programme (subject to production deadlines)
• Logo on Congress Book of Abstracts (subject to production deadlines)
• Logo on Congress website home page
• Logo on Congress website sponsors page
• Logo on Sponsor signage at venue
• Logo on Sponsor acknowledgement slide between plenary sessions
• Logo on Sponsor acknowledgement slide at the Congress Dinner

• Full page advertisement in the Congress Programme (subject to production deadlines)
• Opportunity to place one company provided free standing pull up banner in registration area (2m high and 1m wide)
• Complimentary 3m x 3m exhibition booth at the Congress
• One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
• Six complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner
• Two complimentary exhibitor registrations to the Congress including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception

Part A: Sponsorship of your chosen Concurrent Session

Sponsorship of your chosen Concurrent Symposium (Selection of Symposia will be given in order of sponsorship application)
• Logo in Congress Programme next to sponsored Concurrent Symposium (subject to production deadlines)
• Logo on session slide of sponsored Concurrent Symposium
• Logo at entrance to sponsored Concurrent Symposium

Part B: Plus your choice of one of three options below

Gold Option 1 – Bottled Water (Exclusive Opportunity)
Each registered delegate will receive one bottle of standard spring water per day of the Congress. Your logo will be included in one colour on the label of the bottle
• Logo on Bottled Water label

Gold Option 2 – Pocket Programme (Exclusive Opportunity)
Every registered delegate will be provided with an official Congress Pocket Program upon registration. The Congress Pocket Program will be a much used reference for session information.
• Logo on front cover of Congress Pocket Program (subject to production deadlines)

Gold Option 3 – Notepad and Pen (Exclusive Opportunity)
Every registered delegate will receive a notepad and pen in their delegate satchel, to be used during and after the Congress has concluded.
• Logo on Note Pad (size and placement of logo will be at the discretion of the Congress Organising Committee)
• Logo on Pen (size and placement of logo will be at the discretion of the Congress Organising Committee)

Gold Option 4 – Sensory Garden (Exclusive Opportunity)
A sensory garden will be built on Level 1 of the Brisbane Conference & Exhibition Centre. The garden will provide a quiet place for people to rest and relax away from the main session areas.
• Exclusive naming rights to the sensory garden
• Opportunity to provide one company provided free standing pull up banner (1m wide x 2m high)
• Company logo on the conference website

Gold Option 5 – Water Bottle (Exclusive opportunity)
Each registered delegate will receive one water bottle in the Congress Satchel. Your logo will be included in one colour on the water bottle.
• Logo on Water Bottle
• Logo in Congress Programme (subject to production deadlines)
• Logo on Congress website sponsors page
• One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
Silver Sponsorship
$27,500

- Logo on Congress Programme (subject to production deadlines)
- Logo on Congress Book of Abstracts (subject to production deadlines)
- Logo on Congress website home page
- Logo on Congress website sponsors page
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between sessions
- Half page advertisement in the Congress Programme (subject to production deadlines)
- Opportunity to place one company provided free standing pull up banner in registration area (2m high and 1m wide)
- Complimentary 3m x 3m exhibition booth at the Congress
- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
- Four complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner
- Two exhibitor registrations to the Congress including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception

Bronze Sponsorship
$11,000

- Logo on Congress Programme (subject to production deadlines)
- Logo on Congress Book of Abstracts (subject to production deadlines)
- Logo on Congress website home page
- Logo on Congress website sponsors page
- Logo on Sponsor signage at venue
- Logo on Sponsor acknowledgement slide between sessions
- Quarter page advertisement in the Congress Programme (subject to production deadlines)
- Opportunity to place one company provided free standing pull up banner in registration area (2m high and 1m wide)
- Complimentary 3m x 3m exhibition booth at the Congress
- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
- Two complimentary sponsor registrations (full delegate) to the Congress including morning and afternoon teas, lunches, access to the exhibition, access to delegate sessions, tickets to the Welcome Reception and tickets to the Congress Dinner
- Two complimentary exhibition registrations to the Congress including morning and afternoon teas, lunches, access to the exhibition, and tickets to the Welcome Reception
Educational

• Digital Poster Area (Exclusive Opportunity) $22,000
The Digital Poster Area will be held within the Exhibition. Allocated times throughout the program will be made for presentations of posters.
• Naming rights to the Digital Poster Area
• Logo on Congress Programme (subject to production deadlines)
• Logo on Congress website sponsors page

• Breakfast Session $3,300
You will have the opportunity to hold a promotional demonstration or workshop before the Congress Programme begins.
• Naming rights to your Breakfast Session
• Logo on signage at entrance to session
• Logo in Congress Programme (subject to production deadlines)
• Logo on Congress website sponsors page
• Use of Congress audiovisual within your allocated room

Please note: Any food or beverage costs, speaker costs or any additional audiovisual will be at the expense of the sponsoring company.

• Keynote speakers – Plenary Sessions (Multiple Opportunities) $15,000
Invited keynote speakers will attract a high delegate attendance to their sessions.
• Logo in Congress Programme next to sponsored keynote speaker (subject to production deadlines)
• Logo against keynote speakers name on the Congress website
• Logo on session slide of sponsored keynote speaker

• Plenary Sessions (Multiple opportunities) $7,700
These sessions will feature key speakers which will attract a high delegate attendance.
• Logo in Congress Program next to sponsored session (subject to printing deadlines)
• Logo on session slide of sponsored session
• Opportunity to provide one company provided free standing pull up banner (1m wide x 2m high)
• Logo on Congress Website

• Symposium Sessions (Multiple opportunities) $5,500
You will have the opportunity to sponsor a day within a symposium.
• Logo in Congress Program next to sponsored session (subject to printing deadlines)
• Logo on session slide of sponsored session
• Opportunity to provide one company provided free standing pull up banner (1m wide x 2m high)
• Logo on Congress Website

• Workshop Sponsor (Multiple opportunities) $3,300
• Logo in Congress Program next to sponsored session (subject to printing deadlines)
• Logo on session slide of sponsored session
• Opportunity to provide one company provided free standing pull up banner (1m wide x 2m high)
• Logo on Congress Website

Please note: Any food or beverage costs, speaker costs or any additional audiovisual will be at the expense of the sponsoring company.
Delegate Services

**Portable Device Charging Station**
*(Exclusive Opportunity) $5,500*

Charging Station will be located within the exhibition where delegates can charge their laptops, iPads, and mobile phones.

- Naming rights to the Charging Station
- Logo on signage at the Charging Station
- Opportunity to place one company provided free standing pull up banner next to the Charging Station (2m high and 1m wide)
- Logo on Congress website sponsors page
- Logo on Congress Programme (subject to Production deadlines)

**Barista Sponsor**
*(2 Available) $7,700*

Two barista machines will be located within the exhibition area and will be operational during exhibition open hours.

- One Congress supplied sponsor’s sign produced for the barista station front (subject to Production deadlines)
- Opportunity to provide sponsor’s cap, apron, cups and napkins for use on barista station or by baristas (sponsor to supply at own cost – require fresh aprons each day)
- Logo on Congress website sponsors page
- Logo on Sponsor signage at venue
- Logo on Congress Programme (subject to Production deadlines)
- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)
- Opportunity to place two company provided free standing pull up banners in your barista area (2m high and 1m wide)
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress website sponsors page
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress Programme (subject to Production deadlines)

**Travel Coffee Mug**
*(Exclusive Opportunity) $11,000*

Each registered delegate will receive one travel coffee mug in their Congress Satchel. Your logo will be included in one colour on the travel mug

- Logo on travel mug
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress website sponsors page
- One insert to be placed into the delegate satchels (size and content to be approved by the Congress Organising Committee)

**Message Board**
*(Exclusive Opportunity) $2,200*

A message board will be located near the registration desk for delegates to leave a message for other attendees.

- Logo as fascia on Message Board
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress website sponsors page
- Logo on Congress Programme (subject to Production deadlines)

**Congress Website**
*(Exclusive Opportunity) $11,000*

A comprehensive website has been created to promote the Congress. The website will contain all information on the Congress including the scientific program, exhibition, social functions, committee information, delegate registrations, as well as general information.

- Recognition in a banner strip on the website with a hyperlink to your website
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress website home page
- Logo on Congress website sponsors page

**Electronic Newsletter (E-Zine)**
*(Exclusive Opportunity) $8,800*

This newsletter will be used to electronically communicate with thousands of existing and potential delegates in the lead-up to the Congress. It will be distributed frequently to thousands of delegates in the database, and will contain information designed to be both informative and entertaining.

- Banner advertisement on each E-Zine, this is a hyperlink to the sponsors website (width of banner is at the discretion of the Congress Organising Committee)
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress website sponsors page

**Speaker Gifts**
*(Exclusive Opportunity) $6,500*

Each speaker will receive a thank you gift pre-selected by the committee at the commencement of the Congress.

- Verbal acknowledgement when gifts are presented to speaker’s
- Logo on Congress Programme (subject to Production deadlines)
- Logo on Congress website sponsors page

**Internet Café**
*(Exclusive Opportunity) $22,000*

Located in the exhibition area the networking hub of the Congress, the internet café will be used regularly by speakers, delegates and exhibitors and will be open during exhibition hours.

- Naming rights to the Internet Café
• Logo on signage at Internet Cafe
• Logo on screensaver and link to company's website on internet homepage
• Opportunity to place two company provided free standing pull up banner in the internet cafe area (2m high and 1m wide)
• Logo on Congress website sponsors page
• Logo on Congress Programme (subject to Production deadlines)

Catering

**Arrival Tea/Coffee**  (Exclusive per Day) $3,300
• Logo on Arrival Tea and Coffee signage
• Logo on Congress Programme (subject to Production deadlines)
• Logo on Congress website sponsors page
• Opportunity to place one company provided free standing pull up banner in the arrival tea/coffee area (2m high and 1m wide)

**Morning Tea**  (Exclusive per Day) $5,500
• Logo on Morning Tea signage
• Logo on Congress Programme (subject to Production deadlines)
• Logo on Congress website sponsors page
• Opportunity to place one company provided free standing pull up banner in the morning tea area (2m high and 1m wide)

**Afternoon Tea**  (Exclusive per Day) $5,500
• Logo on Afternoon Tea signage
• Logo on Congress Programme (subject to Production deadlines)
• Logo on Congress website sponsors page
• Opportunity to place one company provided free standing pull up banner in the afternoon tea area (2m high and 1m wide)

**Lunch**  (Exclusive per Day) $12,200
• Logo on Lunch signage
• Logo on Congress Programme (subject to Production deadlines)
• Logo on Congress website sponsors page
• Opportunity to place two company provided free standing pull up banner in the lunch area (2m high and 1m wide)

Social Functions

**Musical Entertainment for Welcome Reception**  (Exclusive Opportunity) $4,400
• Logo on all sponsor signage at venue
• Logo on Congress Programme (subject to Production deadlines)
• Logo included on Welcome Reception signage
• Logo on Congress website sponsors page
• Opportunity to place a company provided pull up banner near your sponsored entertainment

**Conference Dinner**  (Exclusive Opportunity) $22,000
The social highlight of the Congress, a spectacular evening where delegates will be wined, dined and entertained.
• Logo on all sponsor signage at venue
• Logo on Congress Programme (subject to Production deadlines)
• Logo on Congress Dinner tickets
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, the welcome reception and the internet café will be located within the exhibition area. The exhibition is set to be the primary networking arena for delegates, sponsors and exhibitors.

Prices are inclusive of 10% Australian goods and services tax.

- **Exhibition Booth** $5,500
  - Nine square metres of exhibition space
  - Carpeted floor
  - Back and side walls
  - Company name on fascia over each open side
  - Two spotlights
  - One standard power outlet
  - Two exhibitor registrations
  - Opportunity to place a company provided pull up banner to one side of the stage area

- **Custom Stand/Space only** $550 including GST per square metre
  - This is designed for companies that will have a custom stand built.
  - This rate can only be purchased by companies who will have over 27sqm of space.
  - Two exhibitor registrations per 9sqm of space
  - Distribution of promotional items from your stand to delegates

- **Delegate Satchel / Promotional Inserts** $1,100 each
  - Opportunity to include a promotional insert in the delegate satchel (maximum 1 x A4 double sided flyer)

- **Advertisement in Congress Program Book**
  - Advertisements will be offered in the Congress Program Book – finished art work is to be supplied by the Sponsor, by the requested date
    - Full Page $770
    - Half Page $440

- **Entertainment for the Conference Dinner** (Exclusive Opportunity) $16,500
  - Logo on all sponsor signage at venue
  - Logo on Congress Programme (subject to Production deadlines)
  - Logo included on Congress Dinner signage
  - Logo on Congress website sponsors page
  - Opportunity to place a company provided pull up banner to one side of the stage area
  - Two exhibitor registrations per 9sqm of space
  - Distribution of promotional items from your stand to delegates

- **Delegate Satchel / Promotional Inserts** $1,100 each
  - Logo included on Congress Dinner signage
  - Logo on Congress website sponsors page
  - Opportunity to place a company provided pull up banner at the entrance to the dinner venue

- **Exhibition Floor Plan**
  - While the floor plan included with this prospectus was correct at the time of printing, the Sponsorship and Exhibition Manager retains the right of alteration should it be deemed necessary. These changes may occur without notice.
General Information

- Exhibitor personnel passes include morning and afternoon refreshment, a Congress Satchel, copy of the Congress Program and access to the exhibition. Lunch is not included with the exhibition package but will be available for purchase during the registration process.
- Additional exhibitor registrations can be purchased and will have the same entitlements as above.
- Priority of placement within the exhibition will be offered to sponsors first and then sold in accordance with the date of application receipt.
- An exhibition manual containing information on move in and out times will be distributed to exhibitors and sponsors.

Conditions of Payment

10% of your total owing amount will be due upon confirmation of your sponsorship and exhibition. Of the balance owing 20% will be due on the 17 August 2012, 30% will be due on the 17 August 2013 and the remaining 40% will be due 6 months prior to the event commencing on the 17 February 2014. Applications made after February 2014 will be required to pay 100% of total owing upon confirmation. Failure to pay outstanding invoices by due dates may result in your sponsorship item or exhibition stand being released again for sale.

Sponsorship Applications and Conditions

Sponsorship applications must be received on the Official Application Contract Forms. A tax invoice will be issued upon receipt of this application form. The Sponsorship Application Form is located at the back of this prospectus.

- Full payment must be made within thirty days from date of invoice
- Sponsorship will not be assigned without a signed application and full payment upon receipt of invoice
- The Organisers reserve the right at their total discretion to decline any application
- All payments must be made in Australian Dollars. See payment details on application form
- Payment can be made via cheque, bank transfer and credit card
- If the full payment is not received, the Congress Office has the right to review the Sponsorship commitment and withdraw the application

Sponsorship Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with a Sponsor, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the reason given for the cancellation is, in the opinion of the Organiser, well founded
- That the Sponsor agrees that the Organisers shall retain 10% of the contract price if the cancellation is accepted more than six months before the Congress, 50% of the contract price if the cancellation is accepted between six and two months prior to the Congress and 100% of the contract price of the cancellation is accepted within two months of the Congress
- Cancellation will not be considered if the Organisers deem that sponsorship entitlements have already been provided prior to the submission of cancellation

Further Information

For further information please contact:
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