



AUSTRALIAN FEEDLOT INDUSTRY PREMIER TECHNICAL EVENT

SmartBeef

Smarter. Richer Beef

11-12 OCTOBER 2023 | TAMWORTH, NSW

SMARTBEEF.COM.AU

SPONSORSHIP PROSPECTUS

Proudly hosted by
Australian Lot Feeders' Association

ALFA

THE AUSTRALIAN LOT FEEDING SECTOR'S PREMIER TECHNICAL EVENT

OVERVIEW



Premium sponsorship positions to choose from with bespoke packages available upon request



400 delegates from lot feeders, backgrounders, researchers, students and suppliers



The pinnacle of the national lot feeding sector's social calendar



1,000 + subscriber base



7K + social followers



Networking opportunities aplenty with multiple social events

SmartBeef

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OVERVIEW

ELDERS KILLARA FEEDLOT
QUIRINDI & TAMWORTH

11-12 OCTOBER 2023

WEDNESDAY 20 OCTOBER – DAY 1

- ▶ Event Registration
- ▶ SmartBeef23 Industry Dinner
- ▶ Beef-Factor Talent Quest
- ▶ Award Presentations

THURSDAY 12 OCTOBER – DAY 2

- ▶ Buses out to Feedlot
- ▶ Full day event program on site at Elders Killara Feedlot
- ▶ Feedlot Tour and R&D technologies demonstration
- ▶ Sundown campdraft farewell event
- ▶ Buses return to Tamworth
- ▶ Official SmartBeef23 after-party
- ▶ Event Close

* program subject to change without notice.

Time to grab the hat and boots....



This year, we have gone back to basics and holding SmartBeef23 largely on feedlot, with a Industry Dinner to be held in the Country Music Capital of Tamworth, NSW.

So make sure you pack your boots, and your glam, and join us this October for a SmartBeef not to be missed.

SmartBeef23 is all about creating a smarter, richer beef industry for all and we invite you to partner with us on delivering an engaging program for delegates that provides tangible take home ideas and a space to create valuable connections.

Whilst there won't be an exhibition space at SmartBeef23 there will be more focused partnership opportunities that will provide our sponsors premium exposure to the lot feeding sector, with numbers expected to exceed previous SmartBeef conferences.

We look forward to working with you to deliver this engaging event on behalf of industry.

See you there with boots on!



ALFA Events Committee Chair

Paul Vogt

SmartBeef

Smarter, Richer Beef



SPONSORSHIP PACKAGES

Click on the packages below to go directly to their benefits.

GOLD SUPPORTER

1. SmartBeef23 Industry Dinner
2. Sundown Campdraft Farewell Event

SILVER SUPPORTER

1. Lanyards
2. Delegate Satchels
3. Coffee Cart
4. Event Handbook
5. Event Morning Tea
6. Event Coaches
7. After-Party Naming Rights

BESPOKE PACKAGES

Available on request

SATCHEL INSERTS

EVENT HANDBOOK ADVERTISING

SPONSOR A STUDENT

MACHINERY PARTNER

ALL SPONSORSHIP ENQUIRIES TO:

Bradley Hayden | Event Coordinator, Countrywide Conference & Event Management

T: 0412 461 392 E: bradley@ccem.com.au

GOLD SUPPORTERS

2 x POSITIONS ONLY

Value \$18,000 inc GST

1. SMARTBEEF23 INDUSTRY DINNER

The SmartBeef23 Dinner will be the first chance for whole of industry to get together again in a social setting in over 12 months. The dinner hosts the awarding of the prestigious Australian Young Lot Feeder of the Year Award and will be held in Tamworth at the TRECC. Capitalise on this opportunity to be the first partner out of the blocks to have your brand front and centre at this highly anticipated event.

INCLUDED IN THE PACKAGE:

- ▶ Naming rights to the Industry Dinner
- ▶ 3 x complimentary full delegate registrations
- ▶ 5-minute welcome address at Industry Dinner
- ▶ Opportunity to influence the styling and entertainment direction of the Industry Dinner
- ▶ The opportunity to display branding and signage at Industry Dinner (where appropriate)
- ▶ Your organisation's logo and link on the SmartBeef event website
- ▶ Your organisation's logo and recognition in the SmartBeef event handbook
- ▶ 1 x full page colour advert in the event handbook
- ▶ Option to include 1 x item in the conference delegate satchels
- ▶ Acknowledgement in event communication and marketing campaign
- ▶ Other benefits upon request and negotiation
- ▶ First right of refusal offered for SmartBeef 2025 Industry Dinner

[APPLY HERE](#)



GOLD SUPPORTER

Value \$18,000 inc GST

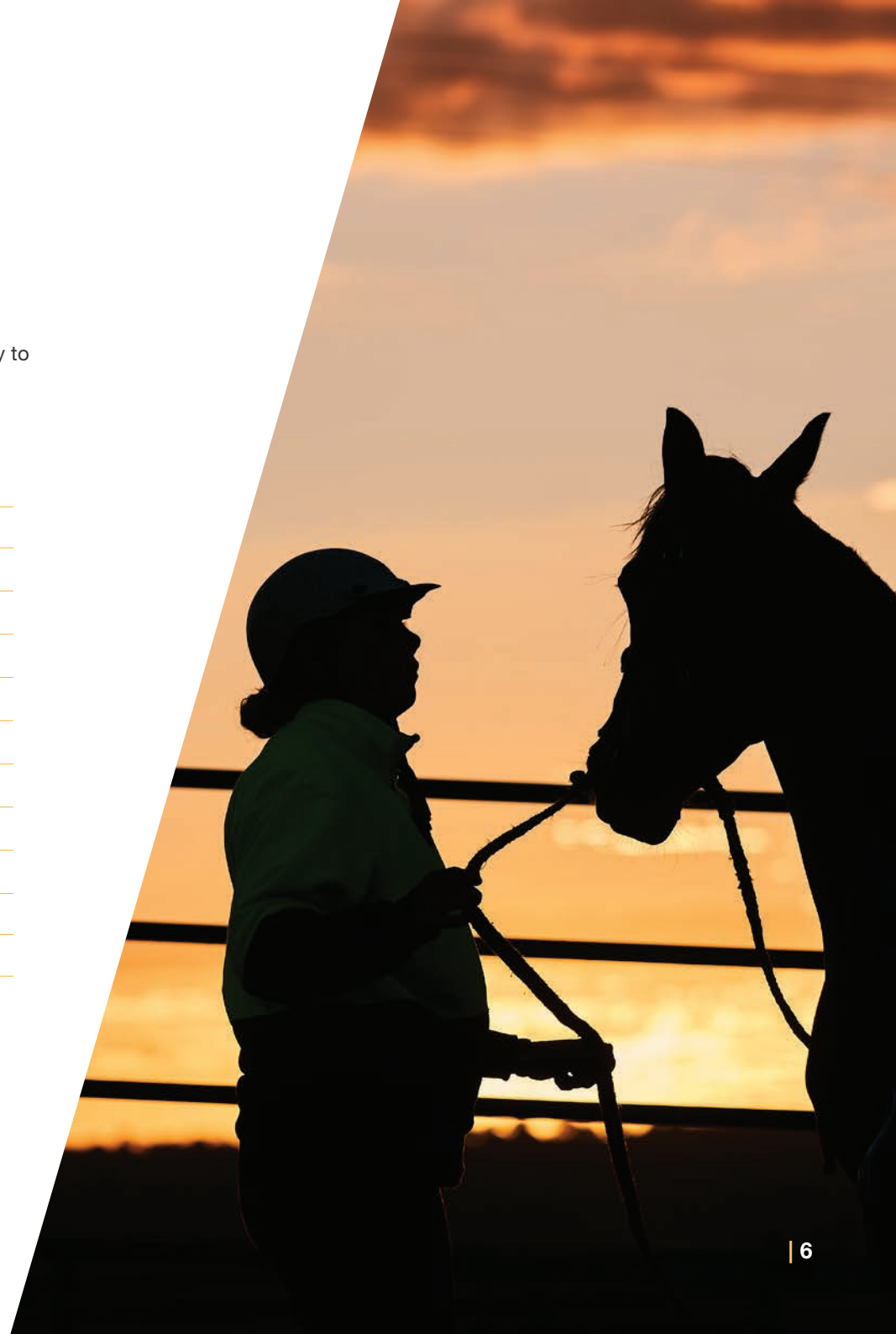
2. SUNDOWN CAMPDRAFT FAREWELL EVENT

Have a little fun with this one, the ‘wind up’ after a day on the feedlot that will be a great opportunity for everyone to kick on in a casual environment over a BBQ style dinner with a beverage! Being held at the Elders Killara Feedlot campdraft arena, this is a great opportunity to leave that valuable lasting impression on delegates.

INCLUDED IN THE PACKAGE:

- ▶ Naming rights to the farewell function
- ▶ 3 x complimentary full delegate registrations
- ▶ Opportunity for a 5-minute welcome address at the function
- ▶ Opportunity to display branding at function
- ▶ Opportunity to provide branded merchandise to delegates at the function (at own cost)
- ▶ Opportunity to apply branding to waitstaff uniforms (at own cost)
- ▶ Your organisation’s logo and link on the SmartBeef 2023 event website
- ▶ Your organisation’s logo and recognition in the SmartBeef 2023 event handbook
- ▶ 1 x full page colour advert in the event handbook
- ▶ Option to include 1 item in the event delegate satchels
- ▶ Acknowledgement in event communication and marketing campaign
- ▶ Other benefits upon request and negotiation
- ▶ First right of refusal offered for SmartBeef 2025

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

1. LANYARDS

A great opportunity to have your branding in front of every delegate. With up to 400 delegates, each provided with a lanyard for access to the event, your brand is in front position.

INCLUDED IN THE PACKAGE:

- ▶ Company logo included on 400+ event lanyards
- ▶ 1 x complimentary full delegate registration
- ▶ Your organisation's logo and link on the SmartBeef event website
- ▶ Your organisation's logo and recognition in the SmartBeef event handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 x item in the conference delegate satchels
- ▶ Acknowledgement in event communication and marketing campaign

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

2. DELEGATE SACHELS

Have your brand in the hand of every delegate with this opportunity to brand the conference satchel. The satchels are often utilised well beyond the conference, adding an extra lasting impression for your brand.

INCLUDED IN THE PACKAGE:

- ▶ Company logo included on 400+ event satchels
- ▶ Option to have influence on design and style of satchel
- ▶ 1 x complimentary full delegate registration
- ▶ Your organisation's logo and link on the SmartBeef event website
- ▶ Your organisation's logo and recognition in the SmartBeef event handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 x item in the conference delegate satchels
- ▶ Acknowledgement in event communication and marketing campaign

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

3. COFFEE CART

Support the lifeline of many delegates, the coffee cart! Get the delegates buzzing with this classic opportunity to have your brand fuelling delegates' much needed caffeine fix.

INCLUDED IN THE PACKAGE:

- ▶ Naming rights to the event coffee cart
- ▶ Opportunity to display branding at the coffee cart
- ▶ Option to provide branded coffee cups and/or reusable keep cups (at own expense)
- ▶ Note - package includes the service of 250 cups per day. Additional coffee service will be at the discretion and expense of the sponsor based on \$4 per cup served.
- ▶ 1 x complimentary full delegate registration
- ▶ Your organisation's logo and link on the SmartBeef event website
- ▶ Your organisation's logo and recognition in the SmartBeef event handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 x item in the conference delegate satchels
- ▶ Acknowledgement in event communication and marketing campaign

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

4. EVENT HANDBOOK

Be front and centre with this opportunity to brand the conference handbook, a valuable tool for every delegate that will be referenced for years to come.

INCLUDED IN THE PACKAGE:

- ▶ Prominent branding positions within the conference handbook
- ▶ Your preference of a full page colour advert in the conference handbook (Inside front cover or back cover)
- ▶ 1 x complimentary full delegate registration
- ▶ Your organisation's logo and link on the SmartBeef conference website
- ▶ Your organisation's logo and recognition in the SmartBeef conference handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 x item in the conference delegate satchels
- ▶ Acknowledgement in conference communication and marketing campaign

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

5. EVENT MORNING TEA

Jump aboard this opportunity to fuel delegates upon first arrival at the feedlot, with the conference breakfast/morning tea position.

INCLUDED IN THE PACKAGE:

- ▶ Naming rights to the conference morning tea
- ▶ Opportunity to display branding on the catering packaging and/or supply a pack insert
- ▶ Opportunity to display branding at the conference catering station
- ▶ Opportunity to provide branded merchandise to the catering station (at own cost)
- ▶ 1 x complimentary full delegate registration
- ▶ Your organisation's logo and link on the SmartBeef conference website
- ▶ Your organisation's logo and recognition in the SmartBeef conference handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 x item in the conference delegate satchels
- ▶ Acknowledgement in conference communication and marketing campaign

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

6. EVENT COACHES

An important sponsorship position, supporting delegates to arrive at the conference on time and get home safely after a big day of learning and networking. The conference coaches are also a major feature of the Feedlot Tour, giving this position an extra exposure advantage for your brand.

INCLUDED IN THE PACKAGE:

- ▶ Naming rights to conference Coaches
- ▶ Opportunity to display branding on conference Coaches
- ▶ Opportunity to display branding at conference pick up and drop off point
- ▶ Option to provide branded merchandise to delegates on the Coaches (at own expense)
- ▶ 1 x complimentary full delegate registration
- ▶ Your organisation's logo and link on the SmartBeef conference website
- ▶ Your organisation's logo and recognition in the SmartBeef conference handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 x item in the conference delegate satchels

[APPLY HERE](#)



SILVER SUPPORTER

Value \$6,500 inc GST

7. SMARTBEEF23 AFTER-PARTY NAMING RIGHTS

An opportunity to help delegates kick-on once the conference formalities come to a close. Work with the team to organise a fun extended couple of hours back in town where the conversations and networking can continue to flow throughout the night.

INCLUDED IN THE PACKAGE:

- ▶ Naming rights to the organised after party in Tamworth on October 12
- ▶ 1 x complimentary full delegate registrations
- ▶ Opportunity to display branding at function
- ▶ Opportunity to provide branded merchandise to delegates at the function (at own cost)
- ▶ Opportunity to apply branding to waitstaff uniforms (at own cost)
- ▶ Your organisation's logo and link on the SmartBeef 2023 event website
- ▶ Your organisation's logo and recognition in the SmartBeef 2023 conference handbook
- ▶ 1 x half page colour advert in the conference handbook
- ▶ Option to include 1 item in the event delegate satchels
- ▶ Acknowledgement in conference communication and marketing campaign
- ▶ Other benefits upon request and negotiation
- ▶ First right of refusal offered for SmartBeef 2025

[APPLY HERE](#)



BESPOKE PACKAGES

AVAILABLE UPON REQUEST

Have a great idea on how you'd like to get involved with SmartBeef? We are keen for you to float it with us, so click the 'enquire' button below and let's discuss.

POA

[ENQUIRE](#)

SATCHEL INSERTS

Value \$1,320 per item inc GST

Take this opportunity to get into the hands of all delegates via a satchel insert. Why not include a brochure or merchandise or something a little different that will get people talking!

[APPLY HERE](#)

MACHINERY PARTNER

POA

An opportunity to display your equipment at both the Industry Dinner and/or the Campdraft Arena, providing valuable exposure for your brand and equipment. If this sounds like a great fit for your brand, enquire via the button and outline what equipment you would like to display.

[APPLY HERE](#)



EVENT HANDBOOK ADVERTISING

Full Page Ad \$1,500 inc GST | Half Page Ad \$750 inc GST | Qtr Page Ad \$375 inc GST

All colour, placed in the A4 sized printed handbook that will be included in all delegate satchels. Full design specifications will be supplied to those booked.

Need help with design?

ALFA can put you in touch with a designer to assist in developing your advert. Please email events@feedlots.com.au to enquire (at own expense).

[APPLY HERE](#)

SPONSOR A STUDENT

Want to get in front of keen university students and make your mark on their career prospects? We offer you the ability to review student applications to attend SmartBeef on a scholarship, and choose your preferred candidate to sponsor. We will facilitate a meet and greet at the event so you can get to know your student and make a valuable connection.

\$2,000 inc GST

INCLUDED IN THE PACKAGE:

- ▶ Logo in scholarship marketing collateral
- ▶ A complimentary full delegate registration for your chosen student candidate, as well as 2-nights' accommodation in Tamworth.
- ▶ Invitation for 2 representatives to join the facilitated meet and greet event.

[APPLY HERE](#)



TERMS & CONDITIONS

COVID-19

ALFA is committed to hosting the 2023 Event. If Covid-19 restrictions stop the event being conducted at the scheduled dates it may be postponed to a future date. All registration and sponsorship payments will be held over to the new date. Should you not be able to attend the new dates a full refund will be provided.

APPLICATION DETAILS

Payment is not required at the time of application. Once your application has been accepted you will be sent confirmation details and an invoice. By submitting an application, you are deemed to have read and accepted the terms and conditions below.

SPONSOR & EXHIBITOR TERMS AND CONDITIONS

- The details in this document are correct at the time of printing. ALFA does not accept responsibility for any changes that may occur.
- Our sponsorship philosophy is to extend the first right of refusal on key positions to ALFA Platinum Members and those organisations who sponsored the equivalent position or above in 2021.

CANCELLATION POLICY

(once sponsorship is confirmed)

- Due to the considerable administration associated with this event, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled prior to 1 August 2023.
- Cancellations after 1 August 2023, confirmed sponsors will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the SmartBeef Event Manager.

FORCE MAJEURE

Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

SPONSOR BENEFITS

Sponsorship benefits vary. Please confirm at time of booking what your position includes. Advertising space is available for purchase in the conference proceedings booklet and app and can be applied for via the SmartBeef website.

SPONSOR REGISTRATIONS

All company representatives attending and participating in the conference must register. Some packages include sponsor registrations and a completed registration form is required. Additional registrations may be purchased for your staff at the member discounted rate.

DELEGATE LISTS

A delegate contact list will not be provided as part of any sponsorship package.

LOGO PLACEMENT

Placement and size of logos included in the conference material will be at the discretion of ALFA and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

WEB HYPERLINKS

ALFA requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

ACCOMMODATION

ALFA does not manage accommodation for the event, however, has reserved rooms for sponsors and delegates in Tamworth. All sponsors are encouraged to make prompt and direct accommodation bookings in Tamworth or surrounds. A list of accommodation options can be found at smartbeef.com.au and the booking code to release reserved rooms.

SATCHEL INSERTS

For sponsors providing items in the conference satchels, a quantity of 450 items must be delivered to the event by the date specified by the Event Coordinator using the provided delivery label.

PAYMENT TERMS AND CONDITIONS

Once a sponsorship application has been accepted by ALFA the Event Manager will issue you an invoice for the total amount required. Full payment of this invoice is required by the due date to confirm your involvement as a sponsor. No sponsorships are considered firm until payment is received.

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties /visitors on or in the vicinity of an exhibition area. Please ensure a copy of your current Public Liability Insurance is forwarded to the event organisers with your booking form. Participants shall be regarded as carrying their own risk for personal injury or loss of property, including display equipment, during SmartBeef 2023. We strongly recommend that sponsors and exhibitors carry a comprehensive insurance policy. Neither the Australian Lot Feeders' Association or the event organisers are responsible for any claims concerning insurance.

DISCLAIMER

Every effort has been made to ensure that the contents of this sponsorship document are correct. ALFA and the organisers retain the right to make changes where necessary. ALFA and the conference organisers will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of SmartBeef 2023.







SmartBeef

Smarter. Richer Beef

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ALFA

AUSTRALIAN LOT FEEDERS' ASSOCIATION:

 GPO Box 149, Sydney NSW 2001
 (02) 9290 3700
 info@feedlots.com.au
 www.feedlots.com.au
 www.fb.com/AustFeedlots
 @AustFeedlots

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