



A compelling two-day conference featuring outstanding speakers, an extensive trade exhibition, premium Western Australian food – where lamb is the hero – and an opportunity to communicate with all sectors of the lamb value chain.

- For all breeds and all businesses -

AUGUST 5-7

PERTH, WA



SPONSORSHIP OPPORTUNITIES

www.lambex.com.au

MAJOR
PARTNERS



Department of
Primary Industries and
Regional Development



- Welcome to - LambEx 2018



Perth, Western Australia, has been chosen as the city to host Australia's premier lamb industry event, LambEx 2018, on August 5-7, 2018.

Western Australia has a strong and passionate sheep industry and LambEx 2018 will provide local and national producers with the opportunity to promote their work and gain insights into how they can continue to build their businesses.

LambEx attracts delegates, sponsors and exhibitors from across the nation and is a great opportunity to promote Australia's world-class lamb industry. All sectors of the lamb industry have come together to

build on the event's previous success and ensure the Australian sheep and lamb industry continues its proud tradition of showcasing its industry.

I'm excited by the opportunity to lead the organising committee to deliver a fantastic event that showcases our industry.

Bindi Murray
CHAIR, LAMBEX 2018

LambEx 2018 Organising Committee

ORGANISING COMMITTEE	ORGANISATION
Bindi Murray (Chair)	Sheep Alliance
Jackie Kyte	Meat & Livestock Australia
Beth Paganoni	Department of Primary Industries and Regional Development
Graeme Martin	University of WA
Andrew Thompson	Murdoch University
Brad Ipsen	WAMMCO
Wayne Button (with Stephen Keatley as proxy)	Stud Merino Breeders Association of WA
Kathleen Allan	Sheepmeat Council of Australia
Ian Robertson	WAFarmers Livestock
Kelly Pearce	Grower Group Alliance of WA
Ashley Herbert	AAAC
Clayton South	Producer
Holly Ludeman	Harmony Agriculture and Food
Josh Sweeny	Sheepmeat Council of Australia
John Smoker	Muresk Institute
Tim Watts	Sheep Alliance/WA Livestock Research Council
Esther Jones	Sheep Alliance
Rebecca Jeisman	PCO - AgCommunicators
Deanna Lush	PCO - AgCommunicators

Professional Conference Organiser AgCommunicators

Deanna Lush – General Manager 0419 783 436, deanna.lush@agcommunicators.com.au

Rebecca Jeisman – Event Manager, 0438 683 436 or rebecca.jeisman@agcommunicators.com.au

Miranda Kenny – Communication and Promotion, 0439 502 755 or miranda.kenny@agcommunicators.com.au

Be part of the
Excitement!

LambEx ... a short history

LambEx is the sheep industry's flagship event. It is a whole-of-industry conference held biannually, rotating around the major lamb producing states of Australia. It brings together producers, researchers, educators, extension officers, service providers, processors, retailers, wholesalers, food service and exports into a single event.

The conference is a conduit for information exchange and incorporates a two-day program, welcome function and gala dinner, extensive trade exhibition and networking for delegates and sponsors.

Its key aim is to promote the Australian sheep and lamb industry as highly professional and progressive. Delegates go home even prouder of their association with the industry, with new contacts, a mind full of exciting ideas and a preparedness to make changes in their business to advance the industry. It has a strong focus on involving young people, including student bursaries, to encourage them as the industry's future.

The LambEx conference program is high-level and cutting edge, providing new and relevant information

not previously heard at regional field days or industry seminars. It is challenging, not shying away from the big ticket topics or hard issues, including economic, environmental and social information.

Catering is served in the trade exhibit area, and enables delegates to interact with sponsors and exhibitors over morning tea, lunch and afternoon tea.

Previous locations and attendance include:

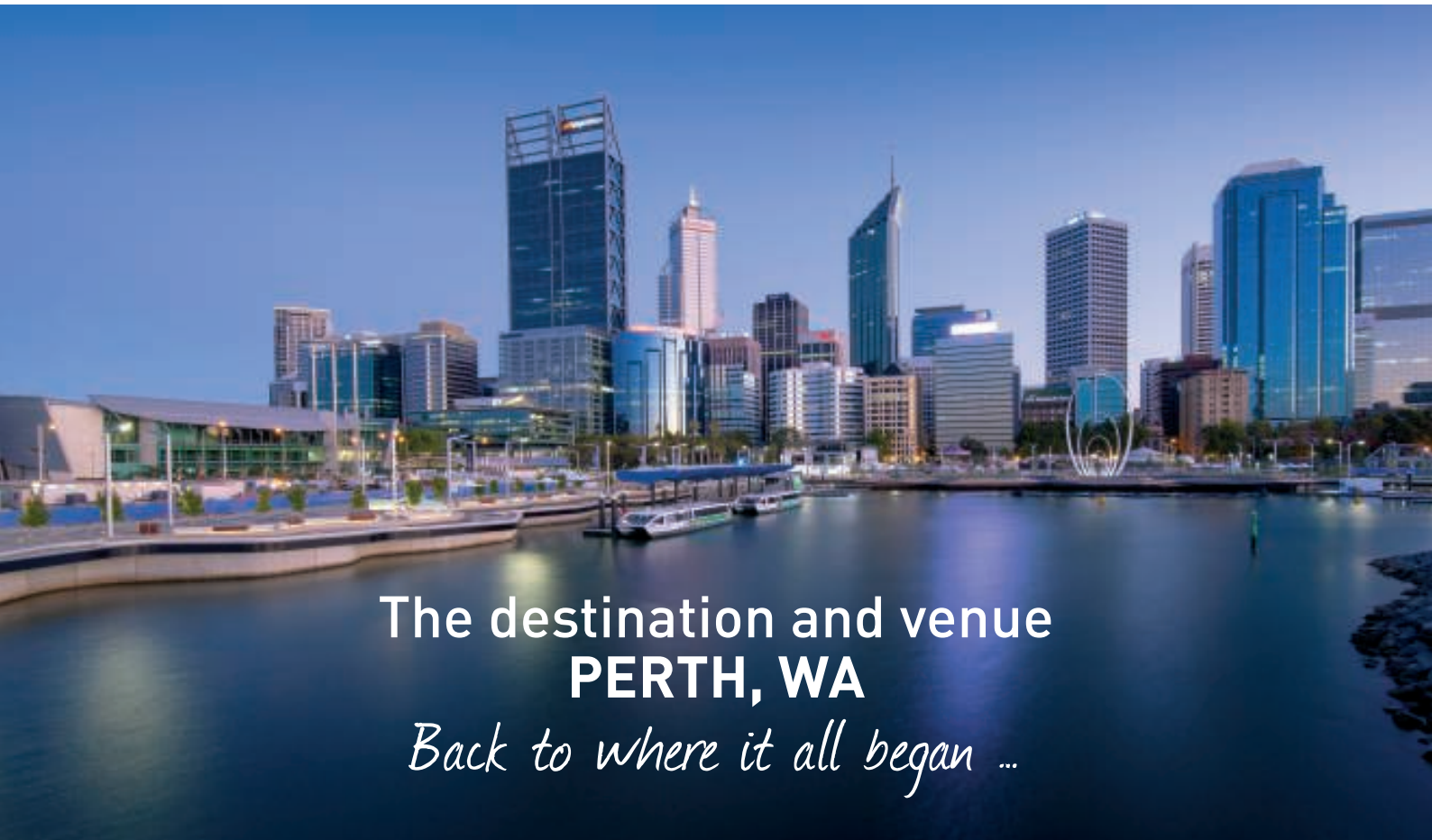
2010: Perth, WA - 550 delegates

2012: Bendigo, Vic - 650 delegates

2014: Adelaide, SA - 950 delegates

2016: Albury, NSW - 1000 delegates





The destination and venue **PERTH, WA** *Back to where it all began ...*

The city of Perth is a hive of activity with many restaurants and bars, beautiful beaches, natural parklands, shopping and cultural spaces and a relaxed outdoor lifestyle with plenty of things to see and do. And best of all, it's all on offer within a short distance of the city centre.

The sheep industry spectacular will be staged at Perth's largest event space, The Perth Convention and Exhibition Centre (PCEC).

The PCEC's location, in the heart of the city of Perth and along the Swan River foreshore, provides delegates with easy access to the city's facilities and conveniences.

The venue is linked by an intricate web of transport options via water, road and rail. Many hotels and apartments, as well as restaurants, bars, cafes, retail outlets and entertainment facilities are all located within walking distance of the PCEC.



THE VENUE

Perth Convention & Exhibition Centre
21 Mounts Bay Rd, Perth WA 6000





Partner with LambEx 2018 ...

As the industry's flagship event, LambEx attracts local, national and international attention. It is the largest opportunity in Australia to expose your organisation to a captive sheep, lamb and wool audience.

ITS OBJECTIVES ARE TO:

- Reinforce the total professionalism of the Australian lamb industry through staging a polished event, high-end in style and content.
- Position the lamb industry as highly professional, proactive in seeking information, and working and communicating throughout the value chain, from grassroots producers through to food service providers.
- Encourage members of the lamb industry to operate best practice businesses that will grow supply while achieving consumer quality expectations, driving the future profitability and sustainability of the industry.
- Leave delegates feeling positive about the future of their industry and its opportunities and motivated to 'go home and do even better'.
- Provide a forum for connectivity and networking between all sectors of and suppliers to the lamb value chain.
- Provide quality industry information in an entertaining format that includes practical, take-home messages that can be immediately applied on-farm, boosted by a strong trade exhibition.

Partnering with LambEx includes contributing to these objectives while promoting your organisation and its services to the LambEx audience and beyond. The event offers sponsors and trade exhibitors a unique platform to engage participants along the value chain – both within Australia and internationally. There are outstanding networking and relationship building opportunities through the conference breaks and social events, in addition to all the pre-event promotion and marketing.

There are a range of sponsorship and exhibition packages for your organisation to consider. We would also be happy to discuss alternate options that will fit with your business' marketing strategy and budget. For more information or for guidance on selecting an offering, please contact professional conference organiser AgCommunicators.



Conference in a nutshell



SUNDAY 5 AUGUST

- 4pm Registration desk opens
- 6pm-8pm LambEx Welcome Function

MONDAY 6 AUGUST

- 7am-8.30am Breakfast seminars
- 8am LambEx Trade Exhibition opens
- 8.45am-5pm LambEx Conference Day 1
- 6.30am-7.30pm Pre-Dinner Drinks
- 7.30pm-11pm The GrandsLamb Dinner

TUESDAY 7 AUGUST

- 7am-8am The Recovery Breakfast
- 8.30am-3.30pm LambEx Conference Day 2

WEDNESDAY 8 AUGUST

- 9am - 5pm Post-Conference Tours

Sponsorship Benefits

CATEGORY	EVENT					SOCIAL						
	MAJOR SPONSOR	GOLD	SILVER	WELCOME FUNCTION	GRANDSLAMB DINNER	LUNCH	DAY 1 BREAKFAST SEMINAR	MORNING TEA	AFTERNOON TEA	DAY 2 RECOVERY BREAKFAST	PRE-DINNER DRINKS	
OFFERING	3	3	2	1	1	2	2-4	2	2	1	1	
All prices ex GST	\$50,000	\$25,000	\$18,000	\$25,000	\$25,000	\$14,000	\$10,000	\$7,000	\$7,000	\$16,000	\$8,000	
LOGO	Announce with logo on conference social channels	y	y	y	y	y				y		
	Logo in program	y	y	y	y	y	y	y	y	y	y	
	Logo on conference website home page	y	y	y	y	y						
	Logo on conference website					y	y	y	y	y	y	
PROMOTION	Naming Rights			y	y	y	y			y	y	
	Branding with own signage			y	y		y			y	y	
	Speaking opp / AV presentation	2 min at start of Session 1			3min	3min/AV	2 min at close of Session 2	y	AV - 1 slide	AV - 1 slide	3 min	
	Name in program			y	y	y	y	y	y	y	y	
	Wait staff to wear company clothing				y caps/ aprons/ shirt	y caps/ aprons/ shirt	y caps/ aprons/ shirt	y caps/ aprons	y caps/ aprons	y caps/ aprons	y caps/ aprons	
	Advert in Proceedings	Full page, Colour, BC, inside BC, Inside FC	Full page, b&w	Half page b&w	Full page, b&w	Full page, b&w	1/4 page, b&w				1/4 page, b&w	
	Exhibit booth or space	6m x 2m	3m x 2m	3m x 2m	3m x 2m	3m x 2m	3m x 2m				3m x 2m	3m x 2m
	Satchel Insert (max A4)	1	1	1	1	1	1	1	1	1	1	1
	Major Partner sponsor tile for self-promotion	y	y	y	y	y						
	Satchel insert Promotional	1										
PARTICIPATION	Position on Organising Committee	y	y									
	Menu design				y	y	y	y		y		
ATTENDANCE	Full conference incl. recovery breakfast/ dinner	7	5	3	5	5	3	3	2	2	3	2
	Welcome Reception				8							
	Breakfast Seminar						8					
	GrandsLamb Dinner	5	4	3		8						
	Recovery Breakfast										20	

Sponsorship Benefits

CATEGORY	PROGRAM					ONSITE		
	DAY 1 AND 2 - SESSION 2	DAY 1 AND 2 - SESSION 3	DAY 1 - SESSION 4	YOUNG GUNS	POST-CONFERENCE TOURS	SACHEL	LANYARD	DIRECTIONAL SIGNAGE
OFFERING	2	2	1	1	2-4	1	1	1
All prices ex GST	\$6,000	\$8,000	\$6,000	\$20,000	\$10,000	\$10,000	\$4,000	\$5,000
LOGO	Announce with logo on conference social channels			y				
	Logo in program			y	y			
	Logo on conference website	y	y	y	y	y		
	Logo on LambEx promotional material					Satchel	Lanyard	Venue Signage
PROMOTION	Naming Rights			y	y	y		
	Branding with own signage	y	y	y				
	Speaking opp / AV presentation	AV - 1 slide	2 min at close of Session 3	AV - 1 slide		2 min		
	Name in program	y	y	y				
	Advert in Proceedings				1/4 page, b&w			
	Exhibit booth or space				3m x 2m		3m x 2m	
	Satchel Insert (max A4)	1	1	1		1	1	
	Satchel insert Promotional						1	
PARTICIPATION	Position on Young Guns Committee			y				
	Post-tour itinerary design					y		
ATTENDANCE	Full conference incl. recovery breakfast/ dinner	2	2	2	2	2	1	1
	Post-Conference Tour					6		

Major Partners benefits

MAJOR SPONSOR

THREE AVAILABLE

\$50,000



As a Major Sponsor, you will partner with LambEx to promote the Australian sheep and lamb industry as highly professional and progressive. Your organisation will be aligned with LambEx 2018 promotional marketing activities as a Major Partner.

LOGO

- Display logo on the conference website home page with reciprocal link
- Display logo in the conference program
- Display of your logo as a Major Partner on email, online and print media.
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Full page colour advert inside the covers of the program (or selection of black and white internal page)
- Complimentary 6m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum A4 size) and one promotional satchel insert
- 'We're a LambEx Major Partner' tile for the company's own promotion

PARTICIPATION

- Invitation for one company representative on the LambEx 2018 Organising Committee

ATTENDANCE

- Seven complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Five additional GRANDSLAMB Dinner tickets

GOLD SPONSOR

THREE AVAILABLE

\$25,000

As an Gold Sponsor, you're invited to collaborate with other Major Partners to provide a platform for information exchange that furthers the Australian sheep and lamb industry. Your organisation will be aligned with LambEx 2018 promotion and marketing activities as a Major Partner.

LOGO

- Display logo on the conference website home page with reciprocal link
- Display logo in the conference program
- Display of your logo as a Major Partner on email, online and print media.
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Full page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert
- 'We're a LambEx Major Partner' tile for the company's own promotion

PARTICIPATION

- Invitation for one company representative on the LambEx 2018 Organising Committee

ATTENDANCE

- Three complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Four additional GRANDSLAMB Dinner tickets

Major Partners benefits, cont...

SILVER SPONSOR

TWO AVAILABLE

\$18,000

As a Silver Sponsor, you can show your support of the Australian sheep and lamb industry and collaborate with other Major Partners to deliver LambEx 2018. Your brand will be aligned with LambEx 2018 promotion and marketing activities as a Major Partner.

LOGO

- Display logo on the conference website home page with reciprocal link
- Display logo in the conference program
- Display of your logo as a Major Partner on email, online and print media.
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Half page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert
- 'We're a LambEx Major Partner' tile for the company's own promotion

ATTENDANCE

- Three complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Three additional GRANDSLAMB Dinner tickets

WELCOME FUNCTION

EXCLUSIVE OPPORTUNITY

\$25,000

As the Welcome Function sponsor, you are literally provided the opportunity to be "part of the excitement" as delegates gather in anticipation to kick off LambEx 2018.

During the planning phase, the conference organiser will work with you to ensure great exposure and a memorable experience for delegates. Your organisation will be aligned with LambEx 2018 promotion and marketing activities as a Major Partner.

LOGO

- Display logo on the conference website home page with reciprocal link
- Display logo in the conference program
- Display of your logo as a Major Partner on email, online and print media.
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Naming rights to the Welcome Function
- Display of company branding for the duration of the Welcome Function. (Company to supply own agreed signage or promotional give aways.)
- 3 minute sponsor's speaking opportunity on the Welcome Function running sheet
- The provision of company clothing/hats/aprons to wait staff for the duration of the Welcome Function
- Full page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert
- 'We're a LambEx Major Partner' tile for the company's own promotion

PARTICIPATION

- Opportunity to contribute to the design of the Welcome Function menu

ATTENDANCE

- Five complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Eight additional Welcome Function tickets (enabling the company to invite VIPs guests)

Major Partners benefits, cont...

GRANDSLAMB DINNER

EXCLUSIVE OPPORTUNITY

\$25,000

As the LambEx 2018 GRANDSLAMB dinner sponsor, you are provided the exclusive opportunity for interactive marketing and promotion throughout the evening. During the planning phase, the conference organiser will work with you to ensure great exposure and a memorable experience for delegates. Your organisation will be aligned with LambEx 2018 promotion and marketing activities as a Major Partner.

LOGO

- Display logo on the conference website home page with reciprocal link
- Display logo in the conference program
- Display of your logo as a Major Partner on email, online and print media.
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Naming rights to the GRANDSLAMB Dinner
- Exclusive display of company branding for the duration of the dinner. (Company to supply own agreed signage or promotional giveaways.)

- 3 minute sponsor's speaking opportunity on the dinner running sheet with access to audio visual equipment
- The provision of company clothing/hats/aprons to wait staff for the duration of the dinner.
- Full page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert
- 'We're a LambEx Major Partner' tile for the company's own promotion

PARTICIPATION

- Opportunity to contribute to the design of the dinner menu

ATTENDANCE

- Five complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Eight additional GRANDSLAMB Dinner tickets (enabling the company to invite VIPs guests)



Social Sponsor benefits

LAMBEX LUNCHESES

TWO AVAILABLE

\$14,000

As a sponsor of one of two LambEx Lunches, you can align your brand with a lamb lunch that satisfies.

LOGO

- Display logo on the conference website with reciprocal link
- Display logo in the conference program
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Naming rights to one of the two conference lunches
- 2 minute sponsor’s speaking opportunity at the close of session 2 (immediately prior to lunch)
- The provision of company clothing/hats/aprons to wait staff for the duration of the lunch
- Quarter page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert

PARTICIPATION

- Opportunity to contribute to the design of the Lunch menu

ATTENDANCE

- Three complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

RECOVERY BREAKFAST

EXCLUSIVE OPPORTUNITY

\$16,000



As the Recovery Breakfast sponsor you’ll provide delegates a much needed kick start to their final day of LambEx 2018 as well as a practical demonstration or application of technology that delegates can apply to their business.

LOGO

- Display logo on the conference website with reciprocal link
- Display logo in the conference program
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Naming rights to one of the Breakfast Seminars
- 3 minute sponsor’s speaking opportunity on the Recovery Breakfast running sheet
- Exclusive display of company branding for the duration of the Recovery Breakfast. (Company to supply own agreed signage or promotional giveaways.)
- The provision of company hats/aprons to wait staff for the duration of the lunch
- Quarter page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert

PARTICIPATION

- Opportunity to contribute to the design of the Recovery Breakfast menu

ATTENDANCE

- Three complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Twenty additional Recovery Breakfast tickets

Social Sponsor benefits, cont...

BREAKFAST SEMINAR

TWO TO FOUR AVAILABLE



\$10,000

As a Breakfast Seminar host you will provide delegates access to an engaging speaker while starting the day with breakfast onsite at LambEx. Use this space to launch a product or app, communicate research findings or engage delegates on how they can value add their business.

LOGO

- Display logo on the conference website with reciprocal link
- Display logo in the conference program

PROMOTION

- Naming rights to one of the Breakfast Seminars
- Exclusive display of company branding for the duration of the Breakfast Seminar. (Company to supply own agreed signage or promotional giveaways.)
- The provision of company hats/aprons to wait staff for the duration of the breakfast.
- Provision of one paper (maximum double sided A4) satchel insert

PARTICIPATION

- Opportunity to contribute to the design of the Breakfast Seminar menu
- Contribute to the design of the sheet to best communicate your message.

ATTENDANCE

- Three complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Eight Breakfast Seminar tickets

MORNING AND AFTERNOON TEA

TWO MORNING TEAS AVAILABLE, ONE AFTERNOON TEA AVAILABLE

\$7,000

Sponsoring a catered break provides you with the opportunity for the LambEx MC to draw the delegate's attention to your company, your product or your presence in the exhibition area. You can put 120 words in the MC's mouth!

LOGO

- Display logo on the conference website with reciprocal link
- Display logo in the conference program

PROMOTION

- One promotional slide to display during the MC's address and break
- Provision of one paper (maximum double sided A4) satchel insert
- The provision of company hats/aprons to wait staff for the duration of the break

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

Social Sponsor benefits, cont...

PRE-DINNER DRINKS

EXCLUSIVE OPPORTUNITY

\$8,000

As the sponsor of the pre-drinks to the LambEx GRANDSLAMB dinner, you will officially get the party started. For the hour immediately prior to the dinner, delegates will gather for a drink and canapés with all the anticipation of the night to come.

LOGO

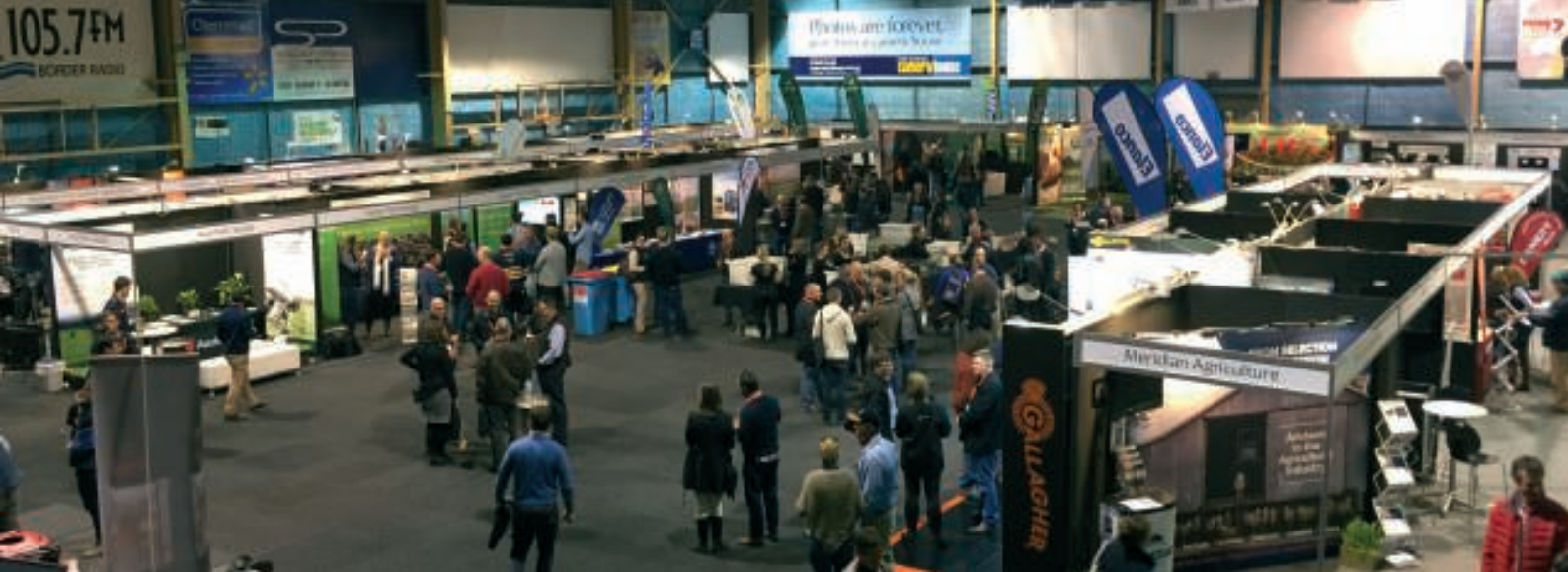
- Display logo on the conference website with reciprocal link
- Display logo in the conference program

PROMOTION

- Naming rights to the pre-dinner drinks
- Exclusive display of company branding for the duration of the pre-dinner drinks. (Company to supply own agreed signage or promotional give aways.)
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner



Program Sponsor benefits

SESSION SPONSOR

THREE AVAILABLE

SESSION TWO ON DAY 1 AND 2
AND SESSION FOUR ON DAY 1

\$6,000

Sponsoring a session demonstrates your support for LambEx to deliver great information from the plenary stage. The LambEx MC can draw this to the delegate's attention with your mission, your product or your presence in the exhibition area. You can put 120 words in the MC's mouth!

LOGO

- Display logo on the conference website with reciprocal link

PROMOTION

- One promotional slide to display during the MC's address at the start of the session.
- Provision of one paper (maximum double sided A4) satchel insert
- Name in the program

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

SESSION SPONSOR [PLUS]

TWO AVAILABLE

SESSION THREE ON DAY 1 AND 2

\$8,000

Sponsoring session three provides you the opportunity to tell the delegates about your support for LambEx to deliver great information from the plenary stage. Use this space to launch a product or app, introduce key staff and invite delegates to visit you in the exhibition.

LOGO

- Display logo on the conference website with reciprocal link

PROMOTION

- One promotional slide to display during the MC's address at the start of the session.
- Provision of one paper (maximum double sided A4) satchel insert
- 2 minute sponsor's speaking opportunity at the close of session 3 (immediately prior to afternoon tea)
- Name in the program

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner



Program Sponsor benefits, cont...

YOUNG GUNS

EXCLUSIVE OPPORTUNITY

\$20,000

As the Young Guns sponsor, you will be investing in the future of the Australian sheep and lamb industry by providing access to professional development for young industry leaders.

LOGO

- Display logo on the conference website with reciprocal link
- Display logo in the conference program
- A tweet/post to announce your sponsorship on the LambEx social platforms

PROMOTION

- Naming rights to Young Guns program
- Quarter page black and white advert in the program
- Complimentary 3m x 2m exhibition space in the main exhibition area
- Provision of one paper (maximum double sided A4) satchel insert

PARTICIPATION

- Position on the Young Guns planning committee

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

POST-CONFERENCE TOURS

TWO TO FOUR AVAILABLE

\$10,000

As the Post-Conference Tour sponsor you'll engage delegates on a one-on-one basis offering practical insights into the WA sheep industry ... leaving a lasting impression before delegates return home.

LOGO

- Display logo on the conference website with reciprocal link
- Display logo in the conference program

PROMOTION

- Naming rights to one of the Post-Conference Tours
- 2 minute sponsor's speaking opportunity on the Post-Conference Tour running sheet
- Provision of one paper (maximum double sided A4) satchel insert

PARTICIPATION

- Opportunity to contribute to the design of the Post-Conference Tour itinerary

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Six Post-Conference Tour tickets

Onsite Sponsor benefits

SATCHEL

EXCLUSIVE OPPORTUNITY

\$10,000



As the Satchel Sponsor, you can provide each delegate with an essential conference item – the reusable bag. For the duration of LambEx, the satchel becomes the delegate's companion – everywhere the delegate goes, so too does that satchel and your logo.

LOGO

- Display logo on the conference website with reciprocal link
- Display logo on the conference satchel (one position, one colour print, co-branded with LambEx 2018 logo)

PROMOTION

- Provision of one paper (maximum double sided A4) satchel insert and one promotional satchel insert
- Complimentary 3m x 2m exhibition space in the main exhibition area

ATTENDANCE

- Two complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

LANYARD

EXCLUSIVE OPPORTUNITY

\$5,000



As the Lanyard sponsor, your logo will be captured in every LambEx delegate photo from the Welcome Function to the final session.

LOGO

- Display logo on the conference lanyard (one colour print, co-branded with LambEx 2018 logo)

ATTENDANCE

- One complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

DIRECTIONAL SIGNAGE

EXCLUSIVE OPPORTUNITY

\$5,000

The LambEx 2018 venue, the PCEC, offers spaces for directional signage to guide delegates to where they need to go. This signage can acknowledge your signage sponsorship and guide delegates to your exhibition space too!

LOGO

- Display logo on the directional signage (full colour print, co-branded with LambEx 2018 logo)

ATTENDANCE

- One complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

Exhibition Opportunities

EXHIBITION BOOTH

\$2,250

- 3m wide x 2m deep exhibition booth includes walling, two spot lights, fascia board with company name and power
- One complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Need more space?
 - Take a double booth: 6m x 2m and receive two complimentary conference passes for \$4,950
 - Or perhaps a triple booth: 9m x 2m and receive three complimentary conference passes for \$7,425

POP UP SOAP BOX DEMONSTRATION

4 AVAILABLE

\$4,100

- 3m wide x 2m deep exhibition space includes raised platform and power
- This space is designated for your company to visually demonstrate a small product
- One complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

COFFEE CART SPONSOR

4 AVAILABLE

\$3,000 plus costs associated with the supply and service of barista coffee

- 5m wide x 4m deep exhibition space for coffee cart and informal seating with the addition of your company signage (company supplied)
- As a Coffee Cart sponsor, you'll provide delegates with a casual space to sit, network and enjoy a good coffee. Coffee Cart sponsors will be invoiced for the sponsorship plus the cost of serving coffees for the duration of the event
- Why not add a Coffee Cart right next to your Exhibition booth and offer 'coffee tickets' for delegates who visit your booth
- One complimentary full conference passes including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

FREESTANDING DISPLAY – LIVESTOCK

\$2,250

- 3m wide x 3m deep exhibition space
- LambEx encourages breed societies, individual studs, producers and companies who would benefit from displaying or including sheep in their exhibition to participate.
- One complimentary full conference pass including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner

A few things to note:

- As the livestock display is under the same roof as the exhibition and catering, all livestock exhibitors will need to help meet the requirements of the Food Act 2008 (WA) and event waste management plan.
- Exhibitors are required to bring their own panels, water troughs and feed to ensure best practice animal comfort. Animal welfare inspections will be conducted at random.

Exhibition Opportunities, cont...

FREESTANDING DISPLAY – EQUIPMENT AND OTHER

\$2,250

- 3m wide x 3m deep exhibition space
- The freestanding display space enables companies to showcase equipment or products to delegates. There will be some height and noise restrictions so please contact us to discuss what you would like to display.
- One complimentary full conference pass including the Welcome Function, Recovery Breakfast and GRANDSLAMB Dinner
- Need more space?
 - Take a double space: 6m x 3m and receive two complimentary conference passes for \$4,950

CONDITIONS OF EXHIBITION

- Companies purchasing an Exhibition Booth, Pop Up soap box or Coffee Cart will be contacted by LambEx Organisers or by a LambEx preferred supplier to facilitate the hire of equipment for your space including tables, chairs, stools, tv screen and coffee cart.
- All exhibitors (any booth or space type) will be required to abide by the guidelines of exhibition set down by the Perth Convention and Exhibition Centre.
- Exhibitors wishing to handle food (cook or provide demonstrations) will be required to meet all health and food safety and handling guidelines and may be required to complete separate forms for approval.
- Bump in will commence on Sunday 5 August and must be completed by 5pm the same day. Bump out commences at 3:30pm Tuesday 7 August and to be completed by 7pm the same day.

LambEx Participation Response Form

Company:

Billing address:

Contact Person:

Email:

Mobile:

INTEREST

We're interested in the following Sponsorship / Exhibition opportunities:

ADVERTISING

If the opportunity you have selected doesn't include advertising in the LambEx Program, would you like to purchase black and white advertising? Please note, all adverts are to be supplied print-ready.

- Yes, Quarter page advert at \$440 Yes, Half page advert at \$660 Yes, Full page advert at \$880
 No thank you.

EXHIBITION

Please describe your exhibit and the activities you plan to conduct: (i.e. corporate service, food/drink demonstration or tasting, equipment display, live sheep etc)

PAYMENT

On receipt of the application form, and following a discussion with you, we will issue an invoice for payment. Payment secures your participation and confirms the opportunity as 'SOLD'.

All sponsors and exhibitors will be contacted in April 2018 to secure details of complimentary delegates and purchase any additional tickets required.

Please return your completed form to tina.brock@agcommunicators.com.au.

For further information please call AgCommunicators on 08 8332 3277

