

# Invitation to take part

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and features

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

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# 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 danny.perry@mci-group.com

# 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.





9/10

+61 2 9213 4015

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%).











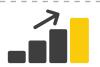
Our industry is **one of Australia's biggest horticultural industries**, making a AUD1.3 billion contribution annually to the national economy. We **generate more than 12,200 full-time equivalent jobs** both directly and indirectly





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

AUD600 MILLION



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







# Audience profile

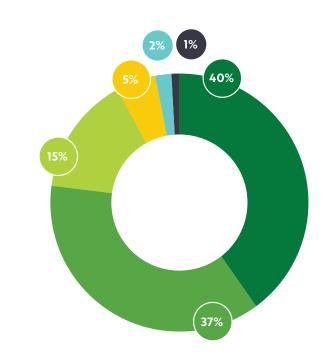


150 from 6 growers plan

60 plantations

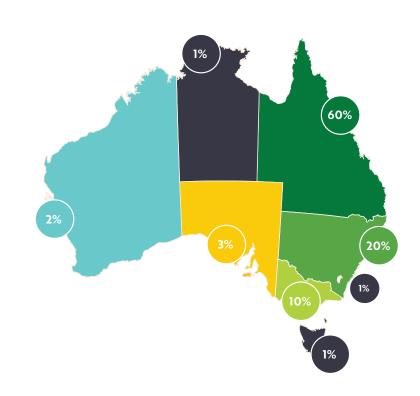
## **Industry Attendance Breakdown**

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 **Thursday Friday** 22 May 2019 23 May 2019 24 May 2019 Opening Ceremony Plenary Sessions Offsite tour Plenary sessions Extended lunch and Extended lunch and Exhibition bump in networking networking Registration Exhibition Exhibition Science café opening Science café Happy Hour at the Banana Industry Ball EVENING **EVENING** EVENING Welcome Reception Tradeshow including Awards of outdoors at Royal Sponsor Night Honour Pines Resort Banana Bar 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
- · 2<sup>nd</sup> 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** Opportunity to organise and host an optional excursion on Wednesday morning. This **Excursion leader** excursion will be included as part of the Congress program. Costs to be incurred by the AUD5,000 partner. Multiple opportunities **Exhibition Theatre** Opportunity to run a 15 minute presentation in the Exhibition Theatre which are held during the breaks **Presentation** AUD3,000 Multiple opportunities A valued tradition of the Congress is networking in the Banana Bar. An exclusive zone for **Banana Bar** Congress attendees, it's one of the event's major hubs - the place to meet and discuss AUD12,000 business in a social atmosphere. Exclusive · 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** Opportunity to take exclusive ownership of the Official Congress Golf Day · Recognition as Golf Day Partner AUD15.000 · Opportunity to exclusively brand golf day (Flags, Esky, Hats etc) Exclusive · Ability to provide giveaways during Golf Day · Additional costs of branding and giveaways to be incurred by partner. **Grower Breakfast** Opportunity to host a 45 minute Growers breakfast · AV will be provided for a 10 minute presentation AUD6.000 · Session to be featured in event program Multiple opportunities · Catering to be at sponsor expense Opportunity to have ownership over sponsor night restaurant events **Restaurant Events** · Exclusive ownership of resort restaurants for night of event AUD5,000 · Costs to be incurred by sponsor Multiple opportunities Video 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 AUD5,000

Multiple opportunities

industry.

# Additional partnership entitlements

#### AUDIENCE ENGAGEMENT &

#### **Welcome Reception**

#### AUD14,000

Exclusive

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
- $\boldsymbol{\cdot}$  Recognition in the official program as the official sponsor of that speaker

## MARKETING EXPOSURE 📢

Half page advertisement in Congress Program Book	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
AUD500 Limited Opportunities	Opportunity to provide content to EDM pre-event

# Additional partnership entitlements

#### BRAND EXPOSURE Q

**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**

#### AUD14 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

#### 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

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 lm wide, free standing banner at the barista zone (supplied by the partner).

#### **Charging Bar**

#### AUD10.000

Exclusive

#### Opportunity to brand the Congress Charging Bar

#### **Entry Flags**

#### AUD1 500

Limited number of opportunities available

#### Opportunity to provide flags for the walkway to the Congress

# Additional partnership entitlements

BRAND EXPOSURE Q			
AUD6,000 Exclusive	Opportunity to exclusively provide a branded 17-18 Financial Year diary for delegates. Costs are to be incurred by the partner.		
AUD12,000 Exclusive	Have your logo on the official Congress satchel which will be provided to each delegate upon registration.		
Congress Program Book  AUD10,000  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.		
AUD12,000  Exclusive	<ul> <li>A name badge and lanyard will be provided to each delegate upon registration.</li> <li>Delegates will need to wear their name badge and lanyard to gain access into sessions and the exhibition.</li> <li>Logo on Name Badge (size and placement of logo will be at the discretion of the Congress organisers)</li> <li>Logo on Lanyard (size and placement of logo will be at the discretion of the Congress organisers)</li> <li>Logo in Congress Program Book (subject to printing deadlines)</li> <li>Logo on Congress Website.</li> </ul>		
Science Cafe Partnership  AUD4,000  Exclusive	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	

## **Exhibition inclusions**

EXF	HIBITION IN	CLUSIONS	2m x 3m shell scheme booth
B	Promotion	<ul> <li>Listing on industry exhibition page of website and app</li> <li>Logo and 50 word company profile and contact details included in the app (i.e. contact name, number, email and website).</li> <li>Includes unique QR-code and app-based lead retrieval technology in purchase price</li> </ul>	✓
	Staff onsite	<ul> <li>2 x exhibitor registrations per 6m² (transferable)—includes: admission to the industry exhibition, Congress welcome reception and all day catering.</li> <li>Additional exhibition passes: AUD575 per exhibitor</li> </ul>	✓
	Walls	<ul> <li>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)</li> </ul>	<b>√</b>
8	Fascia panel	<ul> <li>Exhibitor company name on fascia panel (as indicated on the application form)</li> </ul>	<b>√</b>
- <b>Ö</b> -	Lights	· 2 x 120w spots mounted on light track inside fascia	✓
$\mathcal{G}$	Power	• 1 x single power point with a maximum of 4amps	$\checkmark$
<u></u>	Additional equipment	Available for hire from exhibition supplier at exhibitor's own expense	×

# Exhibition floor plan

