



lambex²⁰¹²

JUNE 28 & 29 BENDIGO VICTORIA

LAMBEX 2012

A unique opportunity to take a proactive role in growing the Australian sheep and lamb industry

June 28/29, Bendigo Showgrounds, Victoria

Exhibition and Sponsorship Prospectus

All inquiries

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“Collaboration is the key to our lamb industry’s future. Operating without intimate understanding of every aspect of our supply chain can threaten our ability to optimise our supply, our product, our profitability and our professionalism. LambEx is a unique forum of collaboration. It brings together producers, processors, wholesalers, exporters, scientists and industry service providers – in a forum of cooperation, motivation and inspiration. Your support of LambEx will play a critical role in achieving true collaboration within this great industry.

– Jason Trompf, Chair, LambEx 2012

LambEx 2012 is managed on behalf of the Australian lamb industry by Esther Price Promotions (EPP)

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Introducing LambEx

LambEx is joint initiative of Australian lamb producers, processors and researchers who are committed to joining industry with government in a manner that will define our future and demonstrate how our total professionalism and unity will deliver a prosperous and vibrant future for Australian lamb. LambEx 2012 has been funded by a cooperative of JBS Australia, Meat and Livestock Australia and the Department of Primary Industries Victoria – who together have an intent to provide for industry, a high-end event comprising a two-day conference program, a significant trade show, a gala lamb dinner and an opportunity to bring producers, processors, exporters, service providers and food service professionals together in the one venue. LambEx will be *the* lamb industry event of 2012, leaving attendees and sponsors in no doubt that they are part of a vibrant and professional agricultural sector.

The convenors of LambEx wish to acknowledge the cooperative spirit of the Best Wool Best Lamb project – that has offered its venue and dates in order to provide for its

We recommend you put June 28 and 29 in your diary to be part of it.

The objectives of LambEx are to:

- Reinforce the total professionalism of the Australian lamb industry, by staging an event that is polished, high-end in style/content and in doing so has the capacity to position the lamb industry as highly professional, proactive, information seekers, working and communicating throughout the value chain, from grass roots through to food service;
- Provide incentive and motivation for members of the lamb industry to grow supply and also to adopt best-practice farm management and marketing in a manner that will help drive the future profitability and sustainability of the industry, leaving delegates feeling positive about their future and its opportunities and motivated to ‘go home and do even better’;
- Provide a forum for connectivity between growers and food service and all those in between; and
- Provide quality industry information in an entertaining format that includes practical, take-home information that can be immediately applied on-farm, boosted by a strong trade exhibition.
- Achieve a crowd of 700 plus from all states and support this with a 40 booth trade show.

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Sponsorship Categories

\$22,000	Naming rights sponsor to the Grands-Lamb Gala dinner
\$11,000	Naming rights sponsor to the Day 1 conference Lamb Luncheon
\$11,000	Naming rights sponsor to the Day 2 conference Lamb Luncheon
\$5500	Satchel Sponsor
\$5500	Breaks Sponsor (4 positions)
\$1650	Trade exhibition booth 3 x 2 (includes 1 complimentary registration)
\$3300	Trade exhibition booth 6 x 2 (includes 2 complimentary registrations)
\$2200	Free-standing display areas (suitable for animal handling and large equipment exhibitors, that do not require a standard booth, but whose area needs to be flexible in order to optimise display). Includes one complimentary registration.

**Prices quoted above are inclusive of GST*

The detail

1. Grands-Lamb Gala Dinner Naming Rights

\$22,000

- Exclusive branding to the dinner
- 4 complimentary passes to the full conference and an additional 4 complimentary passes to the dinner
- The opportunity to provide a speaker to the conference
- The opportunity to 'host' the dinner – by way of a company personality assuming the role of MC, or; for a company personality to deliver the welcome address at the dinner
- Prime complimentary exhibition space in the conference foyer
- Satchel inclusions by negotiation
- Other by negotiation

2. Luncheon Naming Rights

\$11,000

2 positions

- Exclusive branding to the relevant luncheon area
- 3 complimentary passes to the full conference
- The opportunity to deliver a sponsor message immediately prior to lunch
- The provision of company clothing to waitstaff so luncheon can be served by waitstaff wearing company hats/tshirts/aprons
- Prime free standing exhibition space in the conference foyer (please note this is not a booth, which must be purchased separately if required)

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The logo for LambEx 2012 features the word "lambex" in a white, lowercase, sans-serif font. The "2012" is positioned above the "ex" in a smaller, white, uppercase font. The entire logo is set against a solid orange background. Below the logo, a white graphic of grass blades extends across the width of the page.

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- One satchel inclusion

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3. Satchel Sponsor \$5500

- Exclusive branding to conference satchel
- 2 complimentary passes to the full conference
- Prime free standing exhibition space in the conference foyer (please note this is not a booth, which must be purchased separately if required)
- Up to four satchel inclusions

4. Breaks Sponsor

\$5500 – four positions

- Exclusive branding to the relevant conference afternoon tea or morning tea break
- 2 complimentary passes to the full conference
- The opportunity to deliver a sponsor message immediately prior to the relevant break
- The provision of company clothing to waitstaff so break refreshments can be served by waitstaff wearing company hats/tshirts/aprons
- Prime free standing exhibition space in the conference foyer (please note this is not a booth, which must be purchased separately if required)
- One satchel inclusion

5. 3 x 2 Indoor Exhibition Booth

\$1650

- 3 x 2 booth including fascia board with company sign, 2 spot lights and power
- 1 complimentary pass to the full conference

6. 6 x 2 Indoor Exhibition Booth

\$3300

- 6 x 2 booth including fascia board with company sign, 2 spot lights and power
- 2 complimentary passes to the full conference

7. Free standing exhibition area

\$2200

- Flexible space suit to fit equipment/livestock/machinery – not including signage or spot lighting
- 2 complimentary passes to the full conference, plus complimentary power and forklift assistance with unloading/loading

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SPONSORSHIP APPLICATION RESPONSE FORM

Please complete and return by email to esther@estherprice.com.au or by fax to 08 9525 5008

Company:

Contact Person:

Billing Address:

Email:

Phone:

Mobile:

1. Sponsorship Position Requested

- Grands-Lamb Dinner Naming rights \$22,000
- Day 1 Lunch Naming rights \$11,000
- Day 2 Lunch Naming rights \$11,000
- Satchel Sponsor - \$5500
- Breaks sponsor - \$5500
- Indoor Exhibit – 3 x 2 \$1650, includes power, spot lights and signage
- Indoor Exhibit – 6 x 2 \$3300, includes power, spot lights and signage
- Flexible free-standing space - \$2200 - does not include lights, signage

Please provide detail of which opportunity you seek within your category:

2. Trade Booth Requests

Please note, trade booths are not included in some sponsorship positions. Any sponsor requiring a trade booth should purchase this in addition.

3. Free standing exhibits - please insert here any special requirements:

Is power required?

Do you need any special assistance unloading? If so please detail

4. Payment Structure

Please insert the total to be invoiced (sponsorship plus trade booth if applicable)

\$ _____ On receipt of this application form, a tax invoice will be generated by Esther Price Promotions on behalf of LambEx 2012 and the position will be considered formalised.

5. Complimentary Delegates

All sponsors and exhibitors will be contacted in March 2012 to secure details of complimentary delegates and to purchase any additional tickets required. Additional conference tickets can be purchased by visiting www.lambex.com.au

Thankyou! We look forward to working with you

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