



**Australasian Pig Science Association (Inc)**

**12th Biennial Conference**

**The Sebel Cairns, Queensland, Australia**

**22–25 November 2009**



***CORPORATE  
PROSPECTUS  
APSA Conference 2009  
The Sebel Cairns Hotel***



**For further information, please contact:**

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## CORPORATE PROSPECTUS

### Australasian Pig Science Association Conference 2009

#### ***About The Organisers***

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The purpose of the Australasian Pig Science Association (Inc.) is to provide a forum for excellence in science related to all aspects of the pig industry. The idea for a conference on scientific aspects of pig production arose from informal discussions by scientists in Australia in the mid-1980's who expressed enthusiasm for an association that would draw together the many facets of pig research and production.

Since that time the conference has developed to a point where it now has a world-wide reputation as a forum for exchange of important issues relating to the pig industry. The meetings have a blend of basic and applied research covering every aspect, from nutrition to health, genetics to the environment and management. The meeting is attended by a good mix of scientists, consultants, industry support personnel and producers. We promote interaction between people from different disciplines and from different countries, so APSA ultimately benefits all aspects of the pig industry, particularly in Australia and New Zealand.

APSA recognises that much of the value of a conference is the opportunity to meet new people in the industry or to renew old acquaintances. The conference is therefore held in a relaxed atmosphere with ample opportunity to socialise with other attendees.

#### ***The Opportunity***

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More than 300 participants are expected to attend the 2009 Conference in Cairns

Only a small number of businesses and organisations will be invited to partner with us in our endeavor to provide a quality conference program and a wonderful experience. Sponsorship opportunities offered include the Principal, Gold (of either the conference dinner or barbeque), Silver and Bronze packages. This will enhance the sponsor's impact and allow your business a clear avenue to be advertised.



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The event schedule will commence on Sunday 22<sup>nd</sup> November 2009 and incorporate two dinner events and several other social functions.

### ***Delegate Profile***

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Being a sponsor of the **APSA** conference will provide your business with a unique opportunity to link directly to a broad scope of international and national delegates. The **APSA** delegates will be within a unique demographic of the scientists, pig industry consultants, nutritionists, veterinarians and innovative pig producers, therefore providing sponsors with a key target marketing opportunity. While the majority of delegates come from Australia and New Zealand, almost one quarter now come from other International destinations such as the Asia-Pacific region, Europe and North America. This provides an excellent opportunity to not only learn what is happening in other parts of the international pig industry, but as a sponsor it also provides opportunities to promote your business interests more widely.

Some sponsorship levels also include a number of complimentary conference registrations which will allow sponsors to be able to promote their business in a close and friendly environment.

### ***Marketing***

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**APSA** provides sponsor organisations with a unique opportunity to access a highly targeted and influential audience, throughout the event and conference activities. The marketing campaign will include the following:

- All sponsor logos on conference website pre and post conference.
- APSA brochure (includes sponsor logos) emailed to potential delegates.
- Extensive email campaign



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## Your invitation to participate in the Australasian Pig Science Association Conference 2009

On behalf of the Australasian Pig Science Association (APSA), we would like to take this opportunity to invite you to participate by way of sponsorship for the upcoming APSA Conference 2009. APSA members consist of people from all aspects of pig research, management, production and processing. APSA members are represented throughout Australia and New Zealand, as well as Europe, North America and the Asia-Pacific region.

The APSA Conference is open to anyone with an interest in pig science and production, regardless of where they are from or their particular field of interest.

For the 2009 conference, our Key Sessions will focus on:

- Role of the immune system in PCVD
- Nutrigenomics
- Extrinsic factors affecting consumer purchasing decisions
- Commercialisation of products
- Managing the consequences of increased litter size
- Outcomes from the Pork Co-operative Research Centre
- Pre Conference Industry Workshop
- The Dunkin Memorial Lecture - a highlight of APSA, will debate a topic that affects all pork producers

If you have any further questions regarding the conference please do not hesitate to contact myself 0458 634 554 or Kate Murphy on + 61 7 3871 1155 or email

[kate@yrd.com.au](mailto:kate@yrd.com.au). For regular conference and sponsor updates visit

<http://www.apsa.asn.au/conference/index.asp>

We look forward to working with you to achieve another successful event!

Yours sincerely

Neil Gannon  
Chairman  
APSA Committee



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Please note: all prices are inclusive of 10% GST

| Sponsorship Benefits   | Principal<br>\$25,000                | Gold Dinner<br>\$5,500              | Gold BBQ<br>\$4,400              | Silver<br>\$3,500                    | Bronze<br>\$1,650                  |
|--|--------------------------------------|-------------------------------------|----------------------------------|--------------------------------------|------------------------------------|
| Acknowledgement as the APSA Conference 2009 Major Sponsor  | ✓                                    |                                     |                                  |                                      |                                    |
| Company name and logo predominately featured on the Conference Brochure, material mass media and internal media channels | ✓                                    |                                     |                                  |                                      |                                    |
| Company logo on all delegate and speaker nametags  | ✓                                    |                                     |                                  |                                      |                                    |
| Company logo on all directional signage throughout the conference  | ✓                                    |                                     |                                  |                                      |                                    |
| Company name, logo and 400 word profile on official post-conference website.   | ✓                                    |                                     |                                  |                                      |                                    |
| Joint naming rights with APSA to the Welcome cocktails   | ✓                                    |                                     |                                  |                                      |                                    |
| 5 minute presentation (speaker to be supplied by your company)   | ✓<br>(at Welcome)                    | ✓<br>(at Dinner)                    | ✓<br>(at BBQ)                    |                                      |                                    |
| Company logo on conference website   | ✓                                    | ✓                                   | ✓                                | ✓                                    | ✓                                  |
| Exclusive naming rights to your company's chosen sponsorship package. (printed in Conference program)                    | ✓                                    | ✓                                   | ✓                                | ✓                                    | ✓                                  |
| One A4 black and white advertisement included in the conference proceedings  | ✓                                    | ✓                                   | ✓                                | ✓                                    |                                    |
| At the Conference, your banner will be on prominent display (to be supplied by sponsor)                                  | ✓                                    | ✓                                   | ✓                                | ✓                                    | ✓                                  |
| The inclusion of "Proudly sponsored by (your company)" on the Conference advertisements                                  | ✓                                    |                                     |                                  |                                      |                                    |
| The inclusion of "Proudly sponsored by (your company)" in the Conference Proceedings. (On pages specified)               | ✓                                    | ✓                                   | ✓                                | ✓                                    | ✓                                  |
| During the conference, a PowerPoint slide will be shown acknowledging your company as a Sponsor                          | ✓                                    | ✓                                   | ✓                                | ✓                                    |                                    |
| The inclusion of your company brochure or selected literature in the Conference Satchels (to be supplied by sponsor)     | ✓                                    | ✓                                   | ✓                                | ✓                                    | ✓                                  |
| Verbal acknowledgement during the Conference.  | ✓ ✓<br>Acknowledged as Major sponsor | ✓<br>Acknowledged as Dinner sponsor | ✓<br>Acknowledged as BBQ sponsor | ✓<br>Acknowledged as session sponsor | ✓<br>Acknowledged as Break sponsor |
| Complimentary full registration to Conference (including attendance at the conference dinner and BBQ)                    | ✓ ✓ ✓ ✓<br>4 Tickets                 | ✓<br>1 Ticket                       | ✓<br>1 Ticket                    | ✓<br>1 Ticket                        |                                    |

- **All promotional aides are to be supplied by participating partners.**  
Organisations wishing to discuss alternate sponsorship opportunities should contact:  
**Kate Murphy Ph: + 61 7 3871 1155 or email: kate@yrd.com.au**



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### **Gold Conference Dinner Package**

**\$5,500.00** (inc GST)

- Exclusive sponsorship and naming rights to the Conference Dinner (Monday 23rd November)
- Theming rights to conference dinner (to be supplied by sponsor)
- Up to 5 minute presentation at the Dinner (speaker to be supplied by sponsor)
- Corporate banner to be displayed in Conference Dinner room (to be supplied by sponsor)
- One A-4 page black & white advertisement in Conference Proceedings (artwork to be supplied by sponsor)
- Verbal acknowledgement of support during the introduction to dinner.
- The inclusion of 'proudly sponsored by (your company)' in the conference proceedings
- One (1) complimentary conference registration which includes attendance at all social functions.
- Opportunity to insert one (1) item of company promotional material in all delegates conference satchel (to be supplied by sponsor) (Acceptable promotional material for distribution include: brochures, pens, flyers, small booklets or pamphlets, mouse pads, key rings, corporate promotional items etc.)

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### **Gold Conference Barbeque Package**

**\$4,400.00** (inc GST)

- Exclusive sponsorship and naming rights to the Barbeque (Tuesday 24th November)
- Up to 5 minute presentation at the BBQ (speaker to be supplied by sponsor)
- Corporate banner to be displayed at Barbeque (to be supplied by sponsor)
- One A-4 page black & white advertisement in Conference Proceedings (artwork to be supplied by sponsor)
- Verbal acknowledgement of support during the introduction to the BBQ
- The inclusion of 'proudly sponsored by (your company)' in the conference proceedings
- One (1) complimentary conference registration
- Opportunity to insert one (1) item of company promotional material in all delegates conference satchel (to be supplied by sponsor) (Acceptable promotional material for include: brochures, pens, pads, key rings, corporate promotional items etc.)



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### Silver Session Sponsor

**\$3,500.00** (inc GST)

- Display of company banner or similar promotional material on the presentation stage for the duration of the session
- Display of power point slide acknowledging your company as a sponsor at the beginning of the session
- Handouts of company literature to be placed on seats of conference room
- One A-4 page black & white advertisement in Conference Proceedings (artwork to be supplied by sponsor)
- Verbal acknowledgement of support during sponsored session
- The inclusion of 'proudly sponsored by (your company)' in the conference proceedings
- One (1) complimentary conference registrations
- Opportunity to insert one (1) item of company promotional material in all delegates conference satchel (to be supplied by sponsor). (Acceptable promotional material for distribution include: brochures, pens, flyers, small booklets or pamphlets, mouse pads, key rings, corporate promotional items etc.)

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### Bronze Sponsorship Package

**\$1,650.00** (inc GST)

- Morning Tea, Lunch or Afternoon Tea Sponsorship
- Display of company banner or similar promotional material for the duration of the catering break
- Display of company logo on power point slide acknowledging your company as a catering sponsor at the beginning of the break.
- Verbal acknowledgement of support prior to sponsored catering break.
- Opportunity to insert one (1) item of company promotional material in all delegates conference satchel (to be supplied by sponsor) (Acceptable promotional material for distribution include: brochures, pens, flyers, small booklets or pamphlets, mouse pads, key rings, corporate promotional items etc.)



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#### SPONSORSHIP APPLICATION / CONTRACT FORM 2009

PLEASE FAX THIS TWO PAGE DOCUMENT TO: 61 7 3871 1232

ABN: 72 821 465 989

COMPANY NAME: \_\_\_\_\_ ABN: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

POSITION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FACSIMILE: \_\_\_\_\_

MOBILE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Note: some of these details may be used in the delegate's program – please ensure information is accurate

Please email your logo to: [apsa@yrd.com.au](mailto:apsa@yrd.com.au) Yes  No

To ensure your participation at the 2009 Conference please choose from the options listed below and complete the payment details and return as soon as possible to confirm your application for sponsorship.

#### SPONSORSHIP DETAILS

(GST inclusive)

Please tick the package(s) your company would like to sponsor (refer to the above for details):  
(please tick)

- |                          |                     |          |
|--------------------------|---------------------|----------|
| <input type="checkbox"/> | Principal Sponsor   | \$25,000 |
| <input type="checkbox"/> | Gold Dinner Sponsor | \$5,500  |
| <input type="checkbox"/> | Gold BBQ Sponsor    | \$4,400  |
| <input type="checkbox"/> | Silver Sponsor      | \$3,500  |
| <input type="checkbox"/> | Bronze Sponsor      | \$1,650  |

#### PLEASE NOTE:

- Tax Invoice will be issued on receipt of Contract Form Total (including GST)



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**PLEASE RETAIN A COPY OF THE SPONSORSHIP APPLICATION AND CONTRACT FORM FOR YOUR RECORDS**

We accept the Sponsorship package(s) allocated and have accepted and read the Terms and Conditions of the contract (below) and will pay the total sum of: \$\_\_\_\_\_ (including GST) as the Sponsorship fee in accordance with 14 day payment terms from the date of this application.

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Authorised Signature: \_\_\_\_\_

#### PAYMENT DETAILS

Please note: due to APSA covering the credit card surcharges on behalf of the sponsor, it is preferable that payment be made via direct EFT or cheque.

EFT – Our company have decided to EFT \$\_\_\_\_\_ direct into the bank details below, a remittance will also be forwarded to [apsa@yrd.com.au](mailto:apsa@yrd.com.au)

**Bank:** National Australia Bank

**Branch:** Murray St Gawler SA

**Account Name:** Australasian Pig Science Association (Inc)

**BSB:** 085 599

**Account Number:** 6608 2001 2

**Cheque payable to:** Australasian Pig Science Association **and return to: APSA Conference Managers; YRD (Aust) Pty Ltd, PO BOX 717, INDOOROPILLY, QLD 4068**

Mastercard

Visa

**Card Number:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_ **Expiry Date:** \_\_\_\_ / \_\_\_\_

**Cardholders Name:** \_\_\_\_\_ **Total Amount:** \_\_\_\_\_

**Cardholders Signature:** \_\_\_\_\_

#### TERMS AND CONDITIONS

1. Application for participation and acceptance

- a) A binding contract comes into existence in accordance with the Application and these Terms and Conditions upon the Organiser's acceptance of the Application.
- b) The positioning of the sponsor's banner is at the discretion of the APSA committee.
- c) Upon acceptance of an Application, the Sponsor will be granted a non-exclusive license with no right to grant sub-licenses.
- d) Sponsors must, in the Organiser's opinion, fall within the scope of the Conference. No other exhibits or products are to be displayed without the prior written consent of the Organiser.

2. Terms of payment

- a) The Sponsor must pay the fee on the due date set out in the Application.
- b) The Sponsor's agreement will be terminated if the Sponsor defaults in the payment of the fee by the dates specified in the Application. The Sponsor will not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

3. Withdrawals

a) The Sponsor will not withdraw, cancel, alter or reduce in any way their Application. However, the Organiser may, in its sole discretion, grant partial refunds to Sponsors who give the Organiser written notice of their intention to withdraw from the Exhibition, as follows:

Months' written notice before start of Sponsor Refund

- i) More than 6 months – 70%
- ii) More than 4 months – 20%
- iii) 3 month or less – 0%

**Please note: refund conditions are void if the company has been included as a sponsor on any Conference marketing / printing material.**

4. Insurance and indemnity

a) Sponsor will obtain public liability insurance, to the reasonable satisfaction of the Organiser for the period from the date of this agreement until all of the sponsorship material has been properly removed to the satisfaction of the Organiser. The Sponsor will, on demand, provide to the Organiser evidence of the Sponsor's insurance coverage. The Sponsor will not be allowed to exhibit any sponsorship materials without proof of insurance.