



GROWING THE NEXTGEN

OF FOOD AND FIBRE EDUCATION



PIEFA CONFERENCE 2023
REALM HOTEL, CANBERRA

1st and 2nd May, 2023

SPONSORSHIP
PROSPECTUS

Primary Industries Education
Foundation Australia

www.primezone.edu.au
primezone
The place for all your food and fibre resources

www.piefa.edu.au

AN INVITATION

After a four-year hiatus, the Primary Industries Education Foundation Australia (PIEFA) is so pleased to once again host a world-class event in Canberra, that will bring together national and international leaders in Food and Fibre Education, in May 2023.

PIEFA is a not-for-profit company established in collaboration with the Australian Government to enhance learning about primary industries in Australian schools. We aim to achieve this with a range of classroom resources, eLearning courses, and agriculture career pathway opportunities that are targeted to Australia's youth. With the support of our corporate partners and members, PIEFA is the national leader in food and fibre education.

The PIEFA Conference 2023 will explore innovative approaches to primary industries education from the perspectives of teachers and academics, industry representatives, State and Federal policy makers and researchers. This unique combination makes PIEFA Conference 2023 a must-attend event on the primary industries and educational calendar.

The two-day 2023 Conference will be held at The Realm in Canberra on 1st and 2nd May 2023, and we will be exploring the theme **Growing the NextGen of Food and Fibre Education**. The Conference will showcase industry leading keynote speakers, panel and Q&A sessions, workshops, lightning presentations, an exhibition area and networking events – with each element designed to inspire and empower delegates.

PIEFA Conference 2023 provides opportunities for sponsors to leverage their brand, service or product, with unprecedented and direct access to key decision makers and influencers. This prospectus contains a range of ways you can support the PIEFA Conference in 2023, with each opportunity enabling corporate partners and delegates to **connect** in a positive, in-person setting and **discover** the latest **innovations** in the education, industry and government sectors. Please take the time to consider one of our packages, or feel free to contact me to discuss one tailored to your needs

I hope you can join us in 2023 for what will be an exciting conference, packed with the latest in food and fibre education!

LUCIANO MESITI

CEO | PRIMARY INDUSTRIES EDUCATION
FOUNDATION AUSTRALIA (PIEFA)

WHY SPONSOR OR EXHIBIT AT PIEFA CONFERENCE 2023

- **BRAND EXPOSURE:** Your logo promoted on digital and/or print materials
- **INDUSTRY CONNECTIONS:** Meet fellow food and fibre education supporters
- **EXHIBIT:** Eligibility to exhibit at the PIEFA Conference 2023 or the social events
- **NETWORK:** Meet our members and delegates at Conference and social events
- **EDUCATION:** Attend our Conference presentations and workshops and gain insight into the industry

SPONSORSHIP PACKAGES

All prices exclude GST



PLATINUM SPONSOR

One only – \$15,000

- Acknowledgement as the major sponsor in all conference materials, electronic displays and conference website
- One trade table in the conference exhibition space
- Premium seating at conference dinner at 'VIP Table' including four delegates of your choice
- Four full conference registrations, including social functions
- Full page advertisement in conference brochure (inside front page or back cover)
- Signage prominently displayed in the main conference venue and first position either side of stage (maximum two banners)
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference
- Opportunity to present at two workshops and two lightning presentations



GOLD SPONSOR

\$10,000

- Acknowledgement as gold sponsor in all conference materials, electronic displays and conference website
- One trade table in the conference exhibition space
- Premium seating at conference dinner at 'VIP Table', including two delegates of your choice
- Three full conference registrations, including social functions
- Full page advertisement in conference brochure (inside front page or back cover-platinum sponsor to have first choice)
- Signage prominently displayed in the main conference venue and either side of stage (maximum two banners)
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference
- Opportunity to present at one workshop and one lightning presentation



SILVER SPONSOR

\$8,000

- Acknowledgement as silver sponsor in all conference materials, electronic displays and conference website
- One trade table in the conference exhibition space
- Premium seating at conference dinner at 'VIP Table', including one delegate of your choice
- Two free registrations, including social functions
- Full page advertisement in conference brochure
- Signage prominently displayed in the main conference venue and either side of stage (maximum two banners)
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference
- Opportunity to present at either one workshop or one lightning presentation

SPONSORSHIP PACKAGES

All prices exclude GST

D

CONFERENCE DINNER SPONSOR

One only – \$7,500

- Exclusive sponsorship of the conference dinner, with naming rights and strong branding where possible e.g. material on tables
- Sponsors own signage prominently displayed at Conference Dinner, including electronic displays where available
- Opportunity to welcome delegates to the Conference Dinner (3 minutes max)
- One trade table in the conference exhibition space
- One full conference registration and two Conference Dinner tickets
- Acknowledgement as the Conference Dinner sponsor in all conference materials, including program and conference website
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference

B

BRONZE SPONSOR

\$6,000

- Acknowledgement as bronze sponsor in all conference material and electronic displays
- One trade table in the conference exhibition space
- Two full conference registrations, including social functions
- Half page advertisement in conference brochure
- Signage prominently displayed in the main conference venue and side of stage (maximum one banner)
- Opportunity to present at either one workshop or one lightning presentation

C

COFFEE CART SPONSOR

One only – \$5,500

- Exclusive sponsorship and naming rights as coffee cart sponsor, including logo recognition and strong branding
- Signage prominently displayed at coffee cart on both days of the conference
- One full conference registration, including two tickets to Conference Dinner
- Opportunity for baristas to be dressed in branded shirts and/or caps (supplied by sponsor)
- Opportunity for logo placement on environmentally friendly coffee cups (supplied by sponsor)
- Acknowledgement as Coffee Cart sponsor in all conference materials, including program and conference website

“The conference program was particularly well organised with a variety of keynotes and workshops of appropriate length and variety – a huge thank you to all who provided such a diverse and engaging program.”

SPONSORSHIP PACKAGES

All prices exclude GST



WELCOME RECEPTION SPONSOR

One only – \$5,000

- Exclusive sponsorship of the conference welcome reception, with naming rights and strong branding where possible e.g. material on tables and drinks trays
- Sponsors own signage prominently displayed at Welcome Reception, including electronic displays where available
- Opportunity to welcome delegates to the Welcome Reception (three minutes maximum)
- One trade table in the conference exhibition space
- One full conference registration and two Welcome Reception tickets
- Acknowledgement as the Welcome Reception sponsor in all conference materials, including program and conference website
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference



LANYARD SPONSOR

One only – \$3,000

- Exclusive sponsorship of conference name badge/ lanyard, including logo recognition on each delegate lanyard, co-branded alongside PIEFA logo
- Acknowledgement as the Lanyard sponsor in all conference materials, including program and conference website
- Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference



DAY REFRESHMENT SPONSOR

Two only
– \$2,000 each/per day

- Exclusive sponsorship and naming rights of one days refreshment breaks during the conference.
- Prominent signage positioned at refreshments area indicating sponsorship of this component of the conference
- Acknowledgement as Day Refreshment sponsor in all conference materials, including program and conference website



TRADE TABLE

\$1,500

- One 1.2m exhibition space, including display table and chair
- Includes exhibition space on both days of the conference
- One full conference registration, including Welcome Reception

“Loved the keynote speakers, great topics and brilliant speakers.”

- Acknowledgement in all conference materials, including program and conference website

SPONSORSHIP PACKAGES COMPARISON

BENEFITS	PLATINUM \$15,000	GOLD \$10,000	SILVER \$8,000	BRONZE \$6,000	TRADE TABLE \$1,500
Acknowledgement as relevant sponsor level in all conference materials, including program and conference website	✓	✓	✓	✓	✓
One trade table in the conference exhibition space	✓	✓	✓	✓	✓
Free full conference registrations, including social functions	4	3	2	2	1 Welcome Reception only
Advertisement in conference brochure	✓ Full page – inside front or back cover/ 1st choice	✓ Full page – inside front or back cover/ 2nd choice	✓ Full page	✓ Half page	
Signage prominently displayed in the main conference venue and either side of stage	✓ First position/ maximum two banners	✓ Maximum two banners	✓ Maximum two banners	✓ Maximum one banner	
Opportunity to present at specified number of workshops and/or lightning sessions	✓ Two workshops and two lightning presentations	✓ One workshop and one lightning presentation	✓ One workshop and one lightning presentation	✓ One workshop OR one lightning presentation	
Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislations immediately after the conference	✓	✓	✓		
Premium seating at conference dinner at 'VIP Table', including specified number of delegates of your choice	4 Delegates of your choice	2 Delegates of your choice	1 Delegates of your choice		

“More than 90% of delegates from our 2018 Conference reported that attending the Conference would improve their teaching practice.”

SPONSORSHIP PACKAGES COMPARISON

BENEFITS	CONFERENCE DINNER \$7,500	WELCOME RECEPTION \$5,000	DAY REFRESHMENT 2 X \$2,000	LANYARD \$3,000	COFFEE CART \$5,500
Delegate list-supplied in accordance with Australian Privacy and Anti-Spam Legislation immediately after the conference	✓	✓		✓	
Exclusive sponsorship of the specified, with naming rights and strong branding where possible e.g. material on tables	✓ Conference Dinner (Monday)	✓ Welcome Reception (Sunday)			✓
Sponsors own signage prominently displayed at specified, including electronic displays, when available	✓ Conference Dinner (Monday)	✓ Welcome Reception (Sunday)			✓
Opportunity to welcome delegates to the specified (3 minutes max)	✓ Conference Dinner (Monday)	✓ Welcome Reception (Sunday)			
One trade table in the conference exhibition space					
One full conference registration and two tickets to specified social event	✓ Conference Dinner	✓ Welcome Reception			✓ Conference Dinner
Logo recognition on display screens at relevant social events	✓	✓			
Recognition in all promotional material as specified	✓	✓	✓	✓	✓
Exclusive sponsorship and naming rights of one day's refreshment breaks during the conference			✓		
Exclusive sponsorship of distinctive conference name badge/lanyard, including logo recognition on each delegate name badge, co-branded alongside PIEFA				✓	
Prominent signage positioned at refreshments area indicating sponsorship of this component of the conference			✓		
Opportunity for baristas to wear branded t-shirt/cap and logo on coffee cups (supplied by sponsor)					✓

SPONSORSHIP AND DISPLAY TABLE APPLICATION FORM

Primary Industries Education Foundation Australia Limited ABN 15 133 151 229

I/WE WISH TO BECOME A SPONSOR IN THE FOLLOWING CATEGORY:

- Platinum Sponsor \$15,000
- Gold Sponsor \$10,000
- Silver Sponsor \$8,000
- Conference Dinner \$7,500
- Bronze Sponsor \$6,000
- Coffee Cart Sponsor \$5,500
- Welcome Reception \$5,000
- Lanyards \$3,000
- Day Refreshment \$2,000
- Trade Table \$1,500

(All prices exclude GST)

The sponsorship fee is payable on acceptance of the application.

Sponsorships will be allocated strictly in accordance with the date of receipt of application and payment.

SPONSOR DETAILS:

Name of Company: _____

Address: _____

City: _____

State: _____ Postcode: _____

Contact person: _____

Email: _____

Office number: _____ Mobile number: _____

Signature: _____ Date: _____

PAYMENT DETAILS:

Mastercard Visa Amex Amount \$ _____

Credit card number: _____

Expiry date: _____ / _____

Name on card: _____

OR: Electronic bank transfer:

Bank: Westpac Banking Corporation

BSB: 032 529

Account: 24 5602

Account Name: Primary Industries
Education Foundation Australia

PLEASE COMPLETE AND RETURN FORM TO:

PIEFA
PO Box 114
North Richmond
NSW 2754

Telephone: 0437 829 312
Email: conference@piefa.edu.au