



AUSTRALIAN  
DAIRY  
CONFERENCE

An aerial photograph of the Gold Coast, Queensland, Australia, showing a dense urban skyline of high-rise buildings along a long, sandy beach that meets the ocean. The sky is a mix of soft blues and oranges, suggesting a sunrise or sunset. The water is a clear, light blue-green.

# Sponsorship & Exhibition Package

12-14 February  
**Gold Coast** 2025

[www.australiandairyconference.com.au](http://www.australiandairyconference.com.au)



AUSTRALIAN  
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CONFERENCE

WHY ADC?

**For farmers by farmers.**

Australia's premier dairy event

**1200+**  
ADC  
community

Farmers  
to CEOs  
& global  
innovators

Global  
reputation  
for  
excellence

**1,900**  
ADC  
subscribers

Last 5  
events  
sold out

Social  
**3.2 K**  
followers  
13.5 reach  
46k impressions

Our delegates regularly say they love the networking opportunities and the positivity of ADC!



## Life is a beach in 2025 at ADC!

2025 sees Australia's premier dairy event head north to the sun, surf and sand of the iconic Gold Coast – or GC as the cool kids say!

Expect a different vibe as we head into new territory and take farmers well off-farm and into the tourist mecca, as a great opportunity to combine knowledge, innovation and networking with a critical time out and vacation!

The success of ADC continues to roll forth with momentum and we are expecting another strong contingent as we take the national dairy platform to the Gold Coast.

Fun, engagement and frivolity will be the underlying theme of ADC 2025 GC so we hope you can join the crew in what promises to be one of our most memorable showcases yet!!

**Rose Philipzen**  
ADC President



Program at a Glance

## **Gold Coast Convention & Exhibition Centre 12-14 February 2025**

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### **Tuesday 11 - Wednesday 12**

Pre Conference Tour

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### **Wednesday 12 February**

Exhibitor set up  
Young Farmers Networking Function  
Welcome Function

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### **Thursday 13 February**

Conference Day 1  
ADC Gala Dinner

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### **Friday 14 February**

Conference Day 2  
Happy Hour Drinks

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Prices listed in the ADC Sponsorship Prospectus 2025 are GST inclusive.

**apply here**

### **All sponsorship enquiries to:**

Bradley Hayden  
Event Manager

T: **0412 461 392**

E: **[conference@australiandairyconference.com.au](mailto:conference@australiandairyconference.com.au)**

**12-14 February  
Gold Coast 2025**



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# Sponsorship at a glance...

Sponsorship & Exhibiton	Level	Investment	Comp Delegates	Tour Ticket	Opportunity to present	Branding	Booth	Pre event promo
Young Dairy Innovators Award	Gold	\$16,500	3		Present Award		✓	✓
Session Sponsor	Gold	\$13,200	3		Short session intro		✓	✓
Lunch Sponsor	Gold	\$13,200	3		5 min prior to lunch	Lunch wait staff	✓	✓
Coffee Station Sponsor	Silver	\$8,800	2			Barista staff	✓	✓
Pre Conference Tour sponsor	Silver	\$8,800	2	1			✓	✓
Hat / Cap Sponsor	Silver	\$8,800	2			Hat / Cap	✓	✓
Recharge Lounge	Silver	\$8,800	2				✓	✓
Satchel sponsor	Silver	\$8,800	2			Satchel	✓	✓
Lanyard Sponsor	Silver	\$8,800	2			Lanyard	✓	✓
Cheese Booth	Silver	\$8,800	2				✓	✓
Milkshake Bar	Bronze	\$6,600	2				✓	✓
Break Sponsors	Bronze	\$6,600	2		2 min recorded video	Break wait staff	✓	✓
Hydration Station	Bronze	\$6,600	2				✓	✓
Happy Hour Drinks	Bronze	\$6,600	2		short address at function		✓	✓
Young Farmers Networking	Bronze	\$6,600	2		short address at function		✓	✓
App Sponsor	Bronze	\$6,600	2			App	✓	✓
Stage Sponsor	Bronze	\$6,600	2		On stage demonstration			✓
First Timers Ticket Package	Bronze	\$6,600	2					✓
Indoor Display Equipment	Indoor Exhibitors	\$6,600	2				Open Space	
Indoor Exhibitors	Indoor Exhibitors	\$4,400	2				✓	

\* All prices inclusive of GST



# Gold Sponsorship Opportunities

## OPTION 1 : Gold Sponsor **Young Dairy Innovators Award** **Value \$16,500**

The Australian Dairy Conference has again appointed respected dairy scientist, and ADC Board member, Richard Rawnsley to head up the process of working with dairy scientists to deliver the **Young Dairy Innovators Award**.

This esteemed and high profile Award provides funding for five young dairy innovators to attend the Conference, attend a full day speaker workshop with Esther Price and a travel bursary to assist with accommodation and travel costs. The winning prize is a travel award to the value of \$3,000 to attend a dairy conference of the winner's choice. The winner will be announced at the ADC Industry Gala Dinner.

### **In this package we offer:**

- Naming rights to the Award
- The opportunity to present the Award to the winner during the ADC Industry Gala Dinner
- The opportunity to use that occasion to showcase a short company message
- The opportunity to participate in the pre-event promotion and, if desired, judging
- Significant media promotion and coverage through the application process and announcement of winner
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 3 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Extensive recognition as an ADC Gold Partner in all event literature
- Other benefits by individual request and negotiation

## OPTION 2 : Gold Sponsor

### Session Sponsor - Value \$13,200

ADC offers a program of varied topic sessions which from time to time may be sponsored whilst still retaining ADC's independent status.

#### The opportunity may include:

- Naming rights to a session with the opportunity for a short introduction prior to the session to the plenary audience, in consultation with the Programming Committee
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 3 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Extensive recognition as an ADC Gold Partner in all event literature
- Other benefits by individual request and negotiation
- Please note that any additional equipment or AV costs outside of the standard room requirements will be on charged to your organisation.

## OPTION 3 : Gold Sponsor

### Lunch - Value \$13,200 each – Two available

Thursday & Friday Lunches. The opportunity to showcase your dairy food produce through the lunch menu.

#### In this package we offer:

- Naming rights to the nominated lunch with the opportunity to introduce the lunch to the plenary audience with a 5 minute presentation.
- The opportunity to showcase your dairy food produce and incorporate into the menu if applicable.
- If you wish, supply lunch waitstaff with your branded clothing (eg apron, cap) – so that everyone serving lunch represents your brand
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 3 inclusive delegate registrations
- Be recognised in all pre-event promotion

NOTE – Menu inclusion must be done in liaison with the conference manager and venue management and any produce will be supplied at sponsor's cost.



# Silver Sponsorship Opportunities

## OPTION 4 : Silver Sponsor **Coffee Cart - Value \$8,800 each** **Two available**

Opportunity to sponsor a coffee cart with a dedicated barista serving 'real' coffee within the trade display all day Thursday & Friday. This is a high traffic location and you can promote your organisation through this area, with the coffee cart incorporated into your trade stand (a total of 5x2 metres will be arranged).

- Opportunity for barista's to be dressed in your branded shirts/aprons and/or caps (sponsor to supply)
- Logo on environmentally friendly coffee cups (either quality reusable cups that delegates would keep or recyclable throw away cups) supplied by the sponsor
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation) adjoined to 2 metre area for coffee cart
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



## OPTION 5 : Silver Sponsor

### **Tour - Value \$8,800 each – Two available**

The ADC farm tour will visit some innovative and interesting farms in South East Queensland or Northern NSW. This position is ideal for companies wishing to engage and enjoy quality interaction time with delegates on tour. This sponsorship provides a profile position and are best suited to companies that enjoy some spotlight and time on the microphone and who are prepared to add-value with content for delegates on buses.

#### **In addition to this, benefits include:**

- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 inclusive delegate registrations plus one conference tour registration
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation.

## OPTION 6 : Silver Sponsor

### **Conference Cap - Value \$8,800**

This investment will allow for your company logo to be placed alongside the ADC logo on a hat to be provided to ALL delegates and available for use on the conference tour.

#### **In this package we offer:**

- Your company logo co- branded with the ADC logo on a wide brim hat or cap to be provided for use on the tour and available to all conference delegates.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation.

## OPTION 7 : Silver Sponsor

### **Delegate Lounge - Value \$8,800**

Conference days offer the opportunity to meet with industry colleagues and what better space to meet up than in the Delegate Lounge. This will offer delegates a space to sit and connect or offer a spot for a casual meeting. The lounge will be strategically positioned in a high traffic area offering high visibility.

- Receive a larger than usual display booth in a prominent location within the conference trade display area to incorporate the speaker lounge. Preferential site selection will be offered prior to general allocation.
- The design of the lounge and all elements within it shall be done in conjunction with the Event Manager and will require full approval.
- Seating will be a key part of creating a successful lounge area and will be a condition of this space at the cost of the sponsor. We can assist you with details to the venue hire equipment to help you make this space look inviting.
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



## OPTION 8 : Silver Sponsor

### **Conference Satchel - Value \$8,800**

Perfect for organisations that want to provide branding that will last long after conference.

- Exclusive branding on a quality conference satchel or like product.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

## OPTION 9 : Silver Sponsor

### **Conference Lanyard - Value \$8,800**

**NEW**

This investment will allow for your logo to appear exclusively alongside the ADC logo on the delegate neck lanyard which will be worn by every delegate throughout the entire conference and functions.

- Your company logo co- branded with the ADC logo on the delegate lanyard provided to every delegate.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation.

## OPTION 10 : Silver Sponsor

### **The Cheese Booth - Value \$8,800**

Our delegates love dairy so draw them to your booth with a cheese tasting opportunity.

- The Cheese Booth Package will offer a selection of Australian sourced cheeses and tasting platters all provided by small business Ripe Cheese and owner Hakim Halam. Hakim was part of ADC 2024 and the cheese tastings were a hit!
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation







# Bronze Sponsorship Opportunities

## OPTION 11: Bronze Sponsor **Conference Milk Bar - Value \$6,600**

Our delegates keep asking for dairy! Your organisation may choose to flavour it up with a Conference Milk Bar supplying your company's flavoured milk or providing milk shakes made to order.

- If you choose the Conference Milk Bar you will have the opportunity to showcase your dairy product or provide branded recyclable milkshake cups.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

Note – any costs associated with the supply of milk / milkshakes provided to delegates are at the expense of the sponsor and in agreement with the Conference venue.

## OPTION 12 : Bronze Sponsor

### **Morning or Afternoon Tea Breaks Three Available - Value \$6,600**

Morning and Afternoon Tea available on Conference Day 1  
Morning Tea available on Conference Day 2

#### **In this package we offer:**

- A 2 minute pre-recorded promotional video to run prior to the sponsored break (video to be provided by the sponsor)
- The opportunity to showcase your dairy food produce and incorporate it into the menu if applicable.
- If you wish, supply morning / afternoon waitstaff with your branded clothing (eg apron, cap) – so that everyone serving breaks represents your brand
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation



## OPTION 13: Bronze Sponsor

### **Hydration Station - Value \$6,600**

Busy delegates need hydrating. The Hydration Station will allow you to incorporate the delegate water refill stations into your trade stand area and your organisation is offered the opportunity to provide branded water bottles to use throughout the conference.

- Opportunity to provide delegates with branded reusable water bottles (sponsor to supply at own cost. No disposable bottles please).
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

## OPTION 14: Bronze Sponsor

### **Happy Hour Drinks Session - Value \$6,600**

Conference and GC vibes continue! The perfect forum and opportunity for delegates to unwind and share a drink post Confernece.

- Opportunity for a 3-minute address at the function.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

## OPTION 15: Bronze Sponsor **Young Farmers Networking Function** **- Value \$6,600**

This function is aimed at getting all of the 'young farmers' together prior to the commencement of the conference and getting them in the mood for a great event. We'll have some industry 'moovers and shakers' there to get them inspired and give them some tips for networking over the coming two days.

- Opportunity for a 3-minute address at the function.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 x inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation

## OPTION 16 : Bronze Sponsor **Delegate App - Value \$6,600**



Exclusive branding with ADC on our conference App, the go to guide for all conference delegates with all the information they will be looking for throughout the event.

- Your company logo co- branded with the ADC logo on the conference App available to every delegate.
- Receive one 3x2m trade display booth in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- 2 inclusive delegate registrations
- Be recognised in all pre-event promotion
- Other benefits by individual request and negotiation.





## OPTION 17: Bronze Sponsor

### **Demonstration Stage - Value \$6,600 – Two available**

**NEW**

You will have the opportunity to make a presentation to the crowd during a nominated 30 minute time slot on the demonstration stage in the trade exhibition hall. Content will need to be approved by ADC committee who will be looking to see something new and innovative on the stage. Please make sure to tell us your idea in the sponsorship application.

- Speaker and stage allocation for 30 minutes on the single stage in the trade exhibition hall
- 2 x inclusive delegate registrations
- Other benefits by individual request and negotiation

## OPTION 18: Bronze Sponsor

### **Sponsor a Fresh Herd - Value \$6,600**

**NEW**

Invest in the people at the forefront of the dairy industry. Your opportunity to identify 5 farmers who stand out in the industry and who have not previously attended to experience the benefits and atmosphere of ADC. This is about opportunity, growth and development within the industry and a 'Fresh Herd' mentality.

- 5 full conference registrations for first time farmers
- 2 full conference registrations for your organisation
- The opportunity to dress the farmers in t-shirts branded with your logo
- Be recognised in all pre-event promotion
- Extensive recognition as an ADC Bronze Partner in all event literature
- Other benefits by individual request and negotiation



# Trade Exhibition Opportunities

## Trade Exhibition Opportunities Value \$4,400

For those seeking to gain exposure by way of a trade exhibition booth, we are encouraging your participation as an exhibitor with booths that will be strategically positioned with consideration to both crowd flow and catering during conference and the ADC Gala Industry Dinner pre drinks.

### This investment provides:

- One 3x2m trade display booth in the conference trade display area
- 2 x inclusive delegate registrations including functions.
- Includes trestle table, two chairs & power access. Other inclusions at exhibitors cost.

## Equipment Display - Value \$6,600

**NEW**

Farmers love seeing new equipment. Bring in your equipment to display to the ADC crowd with 5 x 5m of clear space.

### This investment provides:

- Clear space in the trade exhibition hall
- 2 x inclusive delegate registrations

## Terms and Conditions

The details in this document are correct at the time of printing. ADC does not accept responsibility for any changes that may occur.

### **Cancellation Policy (once sponsorship is confirmed)**

- Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled prior to 1 December 2024.
- Cancellations after 1 December 2024, confirmed sponsors will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the ADC Conference Manager.

**Force Majeure** - Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

**Sponsor Registrations** - All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased for your staff at a special discounted sponsor rate. These registrations give you full access to all of the conference activities including the welcome function and industry dinner.

**Display Booths** - All display booths are 3 metres wide by 2 metres deep made with PVC white laminate built within an aluminium frame. Promotional material can ONLY be attached using blu tac, wall shelves (weight limits apply) or slat walls. All booths come with fascia name board (sponsor to confirm name requirements - limited to 30 characters) and one by 4 amp (1000W max) power point placed within each booth on the lower back wall.

**Sponsor Speaker Positions** - Speaker fees and travel costs associated with any sponsored positions will not be covered by ADC and the speaker conference registration is deemed as one of the inclusive registrations provided in the sponsorship package.

**Booth allocations** - A map of the trade hall will be provided a month prior to conference to allow sponsors to select three preferences for their desired booth location. Allocations of preferences will be made firstly based on sponsorship investment, then by date of sponsorship confirmation. Confirmation of sponsorship is made once payment is received. Placement within the conference trade display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise.

**Delegate lists** - A delegate contact list will not be provided as part of any sponsorship package however a nametag scanning facility will be available on site for sponsors/exhibitors to 'scan' delegates resulting in delegate contact details going straight to the nominated sponsor/exhibitor. It is the responsibility of the exhibitor to attract delegates to their stand for the purpose of scanning nametags for contact details. In the process, all delegates must be made aware that the scanning process will result in the delegates contact details being made available to you.

**Logo Placement** - Placement and size of logos included in the conference material will be at the discretion of ADC and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue. Logo placement in marketing material will be contingent on the time of your commitment and payment.

**Web Hyperlinks** - ADC requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided

**Exhibitor Insurance** - It is a requirement that all exhibitors have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of AUD \$20,000,000 or above. This refers to damage or injury caused to third parties /visitors on or in the vicinity of an exhibition area. The organisers will not accept any responsibility for loss or damage to any equipment or goods brought to the venue or exhibition site by exhibitors."





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**For further details and to apply for a  
sponsorship option:**

Bradley Hayden – Conference Manager  
M – 0412 461 392

E – [conference@australiandairyconference.com.au](mailto:conference@australiandairyconference.com.au)

**apply here**

**Thank you**

We look forward to partnering with you at the Australian Dairy Conference.



[www.australiandairyconference.com.au](http://www.australiandairyconference.com.au)