



**Proudly presented by the  
Australian Lot Feeders' Association  
at  
Royal Pines Resort  
Gold Coast, QLD**

**October 5-7, 2010**

# **Exhibition Package**

Sponsorship & Exhibition Enquiries to  
Esther Price Promotions Pty Ltd

Tel 1800 177 636; 08 9525 9222  
Fax 1800 831 663; 08 9525 5008



Email [donna@estherprice.com.au](mailto:donna@estherprice.com.au)

## **BeefEx 2010**

The Australian Lot Feeders Association is delighted to host BeefEx 2010 – to take place at Royal Pines Resort, Gold Coast from October 5-7.

With BeefEx, ALFA delivers a forum of genuine innovation; relevant and inspired programming and an unprecedented opportunity for industry networking.

Our vision for BeefEx 2010 is that:

- We aspire to attract up to 600 delegates
- We will cater for partners by incorporating relevant and information/entertaining segments concurrently to the main BeefEx program
- Programming will be structured to consider both large and small feedlots and both corporate and family owned
- We will provide quality entertainment to ensure “wow” factors and memorable moments – probably even more important during a period of challenging economics for lot feeders
- We will program with consideration to exhibitors and sponsors

The two-day program will comprise an excellent range of speakers both from within industry and outside, that will deliver an agenda inspired by current issues and challenges that is designed to inform and motivate “better” feedlot management in today’s environment.

Once again, with the assistance of our Corporate Members and BeefEx supporters and through our media Partner Rural Press, particular focus will be placed on bringing in the “new faces” including many of the smaller, family owned operations who may not have attended in the past, but whom in many cases got their first “look” at ALFA events via BeefWorks, which we conduct in the non-BeefEx years (2005, 2007, 2009)

BeefEx will once again be managed by Esther Price Promotions – a company that has developed an excellent relationship with our exhibitors and sponsors and who is well positioned to ensure your investment in BeefEx generates an appropriate return.

**Gina Lincoln**  
Chair, Events Committee  
Australian Lot Feeders Association



## **BEEFEX 2010 AT A GLANCE FOR EXHIBITORS**

### **Tuesday, October 5**

- Exhibition Setup from 10am
- QSS Golf Tournament from 9am
- Exhibition must be completed by 5pm
- Performance Feeds Welcome Drinks 6pm

### **Wednesday, October 6**

- Conference Day 1 and Elanco Gala Dinner

### **Thursday October 7**

- Conference Day 2 and ProBeef Finale Dinner

### **Exhibition Pull-Down**

- Indoor Exhibition pull down can commence at 4pm on October 7 and must be completed by 6pm
- Outdoor Exhibition pull down can commence from 6am October 8

### **IAP Innovations Award**

All BeefEx exhibitors will be entitled to enter the IAP Innovations Award. Once exhibitions are closed, all companies will receive the IAP Innovation Award entry forms.

### **Proceedings**

All sponsors and exhibitors are entitled to advertise in the BeefEx Proceedings. You will need to make your booking at the time of lodging this form (see section F).

### **Final program and delegate registration process**

Delegate registrations will be open once the program is finalised. The final program and the delegate registration process will be available on-line at [www.beefex.com.au](http://www.beefex.com.au)

## **NAVIGATING YOUR WAY THROUGH THIS DOCUMENT**

- Pages 4-5 Covers exhibition logistics and opportunities
- Pages 6-10 – ***Are the most important. You need to complete and return all five pages***
- Page 11 – terms and conditions
- The site plan is provided in a separate attachment



## Exhibition Opportunities

The BeefEx 2010 exhibition will be modelled on the booth layout style of the 2008 event. Based on our current level of demand we anticipate there are more companies wanting indoor sites than there are sites available.

Sites will be sold strictly on a first-come first served basis. The process is:

1. Complete and fax your application to EPP
2. Immediately your application has been received we will contact you to acknowledge and discuss your booth or site placement.
3. An invoice will be raised and sent to you, with payment required by May 30, 2010.
4. The space will be considered "available" if payment is not received by that date.

### **Indoor Booths:**

#### **\$3300 and includes**

- One complimentary full registration to BeefEx
- 3 x 1.2m booth with lighting, fascia board and power

*Please refer to the separate PDF site plan for positions*

### **Outdoor Site:**

#### **\$1650 per company and Includes**

- One complimentary full registration to BeefEx
- Single phase power
- An area to be negotiated by as required in order to optimise the display of your equipment

### **Optional extras for outdoor exhibitors:**

- 3 x 3 marquee (suited to those who perhaps have missed out on an indoor booth and require protection/shade from the elements. **Price \$400**)
- Up-lighting to ensure your equipment is fully lit during the evenings (and thus clearly visible from most of the Royal Pines accommodation). We certainly recommend that the companies with large equipment go to this expense as several evening functions will be held around the equipment. **Price \$200 per up-light**

*\*Outdoor exhibitors are responsible for their own signage as fascia boards are only applicable to indoor booths. There will be the opportunity to have custom made signage developed via our recommended hire company, Moreton Hire. A brochure providing all hire/equipment options will be forwarded in June.*



## EXHIBITOR REQUIREMENTS and INFORMATION

- Please complete this exhibition form and return it to us asap. Immediately we have received your form we will call you and discuss your booth allocation.
- Upon receipt of this form and confirmation of your booth, we will put the local events hire company in touch with you to discuss your booth/site requirements (trestles, tables, chairs, AV equipment, display cases etc).
- Indoor booths are 3 metres wide by 1.2 metres deep and include a velcro compatible shell-scheme and fascia board with company name.
- Out-door sites are within reason, able to be flexible in terms of size. No site-sharing is available, so the fee of \$1650 is *per company*, regardless of space utilised.
- 3 x 3 marquees are available for hire for any company missing out on an indoor booth and wanting to take advantage of the outdoor area.
- The IAP Innovation Award is only open to companies that have purchased a booth (or have a complimentary booth via their sponsorship).
- Forklifts are available for hire and will be on-charged to the exhibitor
- Information provided via the exhibitor's response slip on page 6 will be included in the exhibitor's information catalogue.
- Any other company members attending conference must purchase additional registrations (see attached form).
- ALFA is managing the accommodation requirements of all sponsors, exhibitors and delegates. In order to secure accommodation you will need to complete the accommodation section in this prospectus.

**WHAT NEXT:** You may need to complete up to five forms following:

1. Booth/Site application
2. Golf registration
3. Proceedings advertisement purchase
4. Accommodation application
5. Additional delegate purchases



## EXHIBITION APPLICATION FORM

Please complete all pages and return by fax to Esther Price Promotions 08 9525 5008. On receipt of these forms your invoice will be generated and your requests confirmed

### Part A

The person whose name and contact details that appear here will be the sole recipient of all BeefEx information and will be responsible for its distribution to other company representatives attending

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Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

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Postal Address: \_\_\_\_\_

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

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Email: \_\_\_\_\_

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### PART B EXHIBITION BOOTH REQUIREMENTS

**Indoor Booth** Company name for Facia Board: \_\_\_\_\_

\$3300  
Indoor booth space is 3m x 1.2m

**Outdoor Site\***  
Outdoor Display  
 \$1650  
Outdoor site space is according to the requirement of the sponsor

**Additional Extras:**  
 3 x 3 marquee \$400  
 Large Spotlights for outdoor equipment \$200 per light

*\*Outdoor exhibitors are responsible for their own signage as facia boards are only applicable to indoor booths. There will be the opportunity to have custom made signage developed via our recommended hire company, Moreton Hire. A brochure providing all hire/equipment options will be forwarded in June.*

**\*Outdoor Exhibitors: What assistance/equipment will you require for unloading?**  
*Please note, costs incurred will be passed on to the exhibitor*

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**Total, Part B** \$ \_\_\_\_\_

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# Part C Company Representative Information

## Complimentary Registration

Please detail here the name of the person who will receive the complimentary registration that accompanies your booth purchase. There is no need to complete the contact details if it is the same as the person in Part A

Contact Name:

Any special dietary requirements we need to know about for catering?

Postal Address: (Complete if different to the name given in Part A)

Same:  Different

Postal Address:

Phone:

Fax:

Mobile:

Email:

Your complimentary registration entitles you to access to the following functions. Please confirm which of these events you will be attending:

- [ ] Performance Feeds Welcome drinks – October 5
- [ ] Elanco Gala Dinner – October 6
- [ ] ProBeef Farewell Dinner – October 7

## Additional Delegates Registration price ready reckoner

If you wish to bring additional staff to BeefEx you can register them and arrange their accommodation via this exhibition application. In order to do that you need to complete Part D over the page.

<b>Full Delegate Registration Associate Member</b>	\$935.00
<b>Full Delegate Registration Non Member</b>	\$1045.00
<b>Social Package Delegate</b>	\$550.00
<b>Elanco Dinner</b>	\$150.00
<b>Probeef Dinner</b>	\$150.00

A full Delegate Registration for an Associate Member or a Non Member entitles you to:

- Welcome Function (October 5)
- Conference Day 1 plus Elanco Gala Dinner (October 6)
- Conference Day 2 plus ProBeef Dinner (October 7)
- Conference proceedings

The Social Package - \$550

- Welcome Function (October 5)
- Elanco Gala Dinner (October 6)
- Partners Seminar (October 7)
- ProBeef Dinner (October 7)



## Part D Purchase of additional registrations for company representatives

Please complete the full details here of your additional registrations required, by referring to this Delegate Registration Ready Reckoner on the previous page

1. Is your company a financial Associate Member of ALFA? Yes/No
2. Please complete the names of your company representatives as they should appear on the name badge. **We will assume the address for these representatives is as per Part A. Please advise if different.**

	Full Delegate	OR	Full Social	Elanco Dinner	ProBeef Dinner
Additional Delegate 1:	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional Delegate 2:	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional Delegate 3:	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional Delegate 4:	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Additional Delegate 5:	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Price Summary - Members

No. full delegate registrations, **ALFA Associate Member** x \$935 =

### Price Summary – Non Members

No. full delegate registration, **Non ALFA member** x \$1045 =

### Social Packages

Number of Full Social packages @ \$550 x \$550 =

Elanco Dinner x \$150 =

ProBeef Dinner x \$150 =

**Special Dietary Requirements:** Please detail here should any of your representatives have special dietary requirements we need to consider:

Name:	Requirement

**Total, Part D** \$



## Part E – BeefEx Golf

This takes place at 10am on Tuesday October 5. No bookings can be taken on the day so we require your firm booking by way of green fee, at the time of lodging this registration. However, your green fee is 100% refundable up to 14 days prior to the event, after which no refunds on Golf can be given.

x golfers @ \$85/Head for green fees

*Note: Club hire and equipment is extra and payable on the day*

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Golfer 1 Name:	Handicap	Left/Right
Golfer 2 Name:	Handicap	Left/Right

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<b>Total, Part E</b>	<b>\$</b>
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## Part F – Advertisement purchases for exhibitors

Advertising space will be sold in the BeefEx Proceedings. Adverts must be supplied as artwork ready, and sized as either a full page (A4) or a half page (A5)

[ ] Full page advertisement @ \$550 inc gst

[ ] Half page advertisement @ 330 inc gst

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<b>Total Part F</b>	<b>\$</b>
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## PART G – Accommodation

If you wish to stay on-site at Royal Pines, then we will manage your accommodation booking for you. We also need to know the names of those requiring Accommodation (this is changeable). Accommodation rates are \$200 per room (irrespective of single or twin). In order to reserve your room, we need you to provide the entire payment for all rooms booked. Total refunds on rooms booked by exhibitors will be available up to August 27, 2010. The balance of your room expenses (bar, meals etc) will need to be paid directly to Royal Pines Resort on your departure.

**Please note: Rooms at Royal Pines fill quickly and preference will be given to bookings that are for three nights.**

Names per room	Twin or Double	Mon 4	Tues 5	Wed 6	Thurs 7	Total Accom (No. Rooms x \$200).
	Write TW or D	\$200 <i>Please tick if you require</i>	\$200 <i>Please tick if you require</i>	\$200 <i>Please tick if you require</i>	\$200 <i>Please tick if you require</i>	
<b>TOTAL ACCOMMODATION (gst inc amount)</b>					\$	

### PAYMENT SUMMARY:

Part B	Exhibition Requirements	\$ _____
Part C	Check you have told us who is coming on the complimentary ticket	
Part D	Additional Registrations	\$ _____
Part E	Golf	\$ _____
Part F	Advertisement requirements	\$ _____
Part G	Accommodation	\$ _____
<b>Subtotals</b>	<b>B, D, E, F &amp; G</b>	<b>\$ _____</b>
<b>Total to be invoiced by ALFA</b>		<b>\$ _____</b>

### PAYMENTS

Immediately on completion/receipt of this form, the Australian Lot Feeders Association will issue you an invoice for the amount totalled. Full payment of this invoice is required by May



28, 2010 to confirm your involvement as an exhibitor. No sponsorships or exhibitions are considered firm until payment is received.

## **TERMS AND CONDITIONS**

### **Insurance**

Participants shall be regarded as carrying their own risk for personal injury or loss of property, including display equipment, during the BeefEx Conference. We strongly recommend that sponsors and exhibitors carry a comprehensive insurance policy. Neither the Australian Lot Feeders Association or the conference organisers are responsible for any claims concerning insurance.

### **Disclaimer**

Every effort is made to ensure that the contents of this sponsorship document are correct. ALFA and the organisers retain the right to make changes where necessary. ALFA and the Conference Organisers will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of BeefEx

### **Cancellation/Refunds**

A full refund on room accommodation payments is available to any sponsor or exhibitor wishing to cancel accommodation room requirements up to and including August 27.

In the event of any exhibitor wishing to cancel purchased booth space, a refund less a \$150 administration fee, will be available up to and including August 27. Refunds on cancellations received after this time will only be provided if the booth space can be re-sold.

**The completed form (PAGES 6-10 INCLUSIVE) must be returned by fax or email to  
Event Coordinators Esther Price Promotions:**

Fax 1800 831 663 or [donna@estherprice.com.au](mailto:donna@estherprice.com.au)