



SPONSORSHIP & EXHIBITION PROSPECTUS

22-24 SEPTEMBER 2026

Gold Coast Conference and Exhibition Centre



BEEFEX.COM.AU 

BeefEx 2026 Sponsorship and Exhibition enquiries:

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Overview



Celebrating the Australian grain fed beef industry



Put your business

front and centre to Australia's grain fed beef industry with a range of sponsorship options

800+
delegates



incorporating feedlot owners, operators, industry stakeholders and agribusiness, brand owners, supply chain participants and processors



100+ exhibition spaces

including grand indoor options for large machinery



1.5k subscriber base

delivering exposure for your business



7k+
social following



Industry networking opportunities

attracting the brightest and finest of Australia's grain fed beef industry



Program

22-24 September 2026
Gold Coast Conference and Exhibition Centre

TUESDAY 22 SEPTEMBER

- Exhibitor bump in
- BeefEx Future Feeders and welcome receptions
- Exhibition opens (as part of the welcome function)

WEDNESDAY 23 SEPTEMBER

- Exhibition continues
- Conference day one
- Industry Award Presentations
- BeefEx Gala Dinner

THURSDAY 24 SEPTEMBER

- Exhibition continues
- Conference day two
- Industry Award Presentations
- BeefEx Farewell Sundowner

Program subject to change without notice



Foreword



At ALFA, we're committed to making BeefEx 2026 our best show yet. And by "best," we mean better not just for delegates, but for sponsors and exhibitors too. Big call, I know - but when you look at the track record of this event on the grainfed beef calendar, we're up to the challenge.

BeefEx is where we proudly showcase excellence in our industry - our people, our businesses, and our product.

You'll notice we've made two big changes for 2026, both in direct response to your feedback. First, we've shifted the dates forward to September to avoid the jam-packed October calendar. Second, we're heading back to the Gold Coast for the first time in 12 years— taking over the entire Gold Coast Exhibition Centre.

Why? Because we want to deliver an even bigger exhibition, especially for those of you in machinery and equipment. You need the space, and we've made sure you'll have it.

BeefEx is one of those rare events where one person from a business just isn't enough—there's too much to see, learn and take in. That's why, for our exhibitors

and sponsors, we've introduced a small but powerful change: every 3x2 stand now comes with two complimentary full delegate tickets instead of one. Because we get it - like your customers, you need your team on the ground too.

If you thought BeefEx 2024 was big, just wait until you see what we've got planned. But most importantly, know this: we're thinking about you. Your support is what underpins this event, and we're doing everything we can to make sure it delivers the best return on your sponsorship and exhibition investment yet.

See you in September.

Paul Vogt
Chair, BeefEx 2026

Sponsorship Packages



Click on the packages below to go directly to their benefits:

1 Gala Dinner	11 Sundowner Happy Hour
2 Welcome Function	12 Charging Hub Sponsor
3 Delegate Lounge	13 Delegate Satchels
4 Keynote Speaker	14 Morning & Afternoon Tea Break
5 Technology Partner	15 Wellness Activities
6 Lanyard Sponsor	16 Conference Handbook
7 Future Feeders Networking Function	17 Bespoke Package
8 Coffee Cart	18 Satchel Insert
9 Hydration Station	19 Handbook Adverts
10 Conference Lunch Naming Rights	20 Trade Exhibition

Position offer policy:

ALFA offers sponsorship positions through a first rights of refusal promise, that ensures the previous event sponsor of the equivalent position is given the first right to accept. This offer is then extended to ALFA's Platinum Members.

If the position is vacant or new, it will be offered to those who have expressed interest via the application form via a first in, best-dressed fashion.

Satchel item inclusion policy:

We are proud to have a BeefEx conference sustainability policy. While some sponsors are entitled to provide an item for our Delegate Satchel as an inclusion, we ask that your provided item/s are not paper (ie no brochures); and preferably something that our delegates are likely to keep or re-use.

Sponsorship benefits at a glance

Package	Rate	Address to delegates	Handbook Advert	Trade Booth	Satchel insert	Priority Booth Selection	Complimentary Registrations	Super screen	Other
<u>Gala Dinner</u>	POA	✓ At function	Full page	6 x 2 booth included	✓	✓	8	✓ At function	Plus 4 comp dinner tix
<u>Welcome Function</u>	\$27,500	✓ At function	Full page	3 x 2 booth included	✓	✓	6	✓ At function	Includes entertainment package and can provide branded caps and aprons for waitstaff
<u>Delegate Lounge</u>	\$19,800		Half page	6 x 6 custom booth plus furniture	✓		4		
<u>Keynote Speaker</u>	POA	✓ At session	Half page	3 x 2 booth included	✓	✓	4	On screen for session	
<u>Technology Partner</u>	\$17,600		Half page	3 x 2 booth included	✓	✓	4	✓ At session	Includes Conference App, wifi and way finding branding
<u>Lanyard Sponsor</u>	\$17,600		Half page	3 x 2 booth included	✓	✓	3	✓	Branding on lanyard
<u>Future Feeders Function</u>	\$10,450	✓ At function	Half page	Qualifies for a discount booth			2		
<u>Coffee Cart</u>	\$10,450		Half page	Qualifies for a discount booth			2		Can include branding on cart and cups
<u>Hydration Station</u>	\$10,450		Half page	Qualifies for a discount booth			2		Can provide branding on hydration stations and water bottles
<u>Conference Lunch</u>	\$10,450	✓ At function	Half page	Qualifies for a discount booth			2	During sponsored lunch	Can provide branded caps and aprons for waitstaff
<u>Sundowner Happy Hour</u>	\$10,450	✓ Just prior to function	Half page	Qualifies for a discount booth			2	During sponsor speech	Can provide collateral at Function and branded clothing for wait staff
<u>Charging Hub Sponsor</u>	\$10,450		Half page	Qualifies for a discount booth			2		We provide charging table/seats etc furniture; can be integrated into your booth
<u>Delegate Satchels</u>	\$10,450		Half page	Qualifies for a discount booth	✓		2		Branding on satchel
<u>Breaks sponsor</u>	\$7,700	✓ At function	Half page	Qualifies for a discount booth			2	During sponsored break	Can provide branded caps and aprons for waitstaff
<u>Wellness Activity</u>	\$7,700	✓ At function	Half page	Qualifies for a discount booth			2		Can provide branded collateral for the activity
<u>Conference Handbook</u>	\$7,700		Full page	Qualifies for a discount booth			2		
<u>Satchel inclusion</u>	\$3,300				✓				
<u>Handbook adverts</u>	\$2,200 \$1,650 \$825		Full Half Quarter				0		
<u>3 x 2 Trade booth</u>	\$4,950						2		Inc shell, facia, logo and power
<u>6 x 2 Trade booth</u>	\$9,500						4		Inc shell, facia, logo & power
<u>9 x 2 trade booth</u>	\$13,900						6		Inc shell, facia, logo & power
<u>5 x 5 clear space for machinery</u>	\$6,050						2		Can book multiple sites for larger machinery

Gala Dinner Sponsor

Price on Application



SOLD

The spectacular gala event for the Australian grain fed beef industry

The BeefEx 2026 Gala Dinner is the highlight of the BeefEx social calendar and an opportunity to come together and celebrate the Australian grain fed beef industry. The dinner includes the presentation of the prestigious Australian Feedlot of the Year

and the Young Lot Feeder of the Year Award, a lively charity auction featuring the infamous 'BeefEx Bell' and memorable entertainment.

There is ample potential for branding and styling to be applied by the exclusive sponsor for this dinner.

Included in the package:

- Naming rights to the Gala Dinner
- The rights to open the dinner with a welcome address
- The right to a 10 minute presentation on the plenary stage. (Content and time slot to be agreed by both parties)
- 8 x complimentary full delegate registrations and 4 x additional complimentary tickets to Gala Dinner
- 1 x double exhibition booth (6m x 2m) includes shell, power, lighting and signage
- Preferential site selection offered prior to general allocation
- Influence the styling and entertainment direction of the Gala Dinner
- Customise the giant superscreen that will optimise your brand throughout the space
- Enjoy the benefits of a dedicated Electronic Direct Marketing (EDM) distribution focused on the sponsored event
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your electronic brochures and/or URL links
- 1 x full page colour advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- Option to include branded gift for delegates at Gala Dinner (at sponsors expense)
- First right of refusal offered for BeefEx 2028 Gala Dinner



BeefEx

Welcome Function

\$27,500

(inc GST)



Included in the package:

- Naming rights to the Welcome Function
- Exclusive branding rights to the exhibition hall mega stage and the opportunity to provide a welcome address
- A \$5k entertainment package included to underpin pizzazz to the evening (however the sponsor is encouraged to add further funds to this in order to take the show to 'next level'!)
- 6 x complimentary registrations
- 1 exhibition booth (3m x 2m) includes shell, power, lighting and signage
- Preferential site selection offered prior to general allocation
- Opportunity to brand wait staff in your company colours and branding
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x full page colour advertisement in the BeefEx Conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- Option to include branded gift for delegates at Welcome Function (at sponsors expense)
- First right of refusal offered for BeefEx 2028 Welcome Function

Set the scene for delegates as we welcome them back to BeefEx

A valuable opportunity to be the first to welcome delegates to BeefEx 2026 and set the scene ahead of a jam-packed couple of days of speakers and functions in this up-scaled welcome function that we know attracts virtually every delegate!

The function will take place around the spectacular exhibition hall centre stage.



Delegate Lounges

\$19,800

(inc GST)

ONE
REMAINING

The perfect spot to brand time out and networking opportunities

Take advantage of being the host of one of two go-to spots for delegates to network, chill out and do business whilst at the conference. We offer a revamped approach to the delegate lounge – as we provide the furnished and branded space – all you need to do is move in and host it! This means there is no added booth or furnishing costs for you.

Image used for illustration purposes only.

Included in the package:

- Naming rights to one of two delegate lounges contained within the mega trade hall – which in essence, becomes your display booth
- 6 x 6 metre of customed space – including lounge and café furniture, pot plants and facias branded with your company colours and logo - valued at over \$7,000.
- 4 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- First right of refusal offered for BeefEx 2028 Delegate Lounge

Keynote Speaker Sponsor

Price on Application and
directly linked to the cost of
the speaker



Align yourself with the top BeefEx keynotes who are sure to impress

We have a valuable opportunity to bring a big name to BeefEx26 and your company can be the reason that delegates leave talking about BeefEx for years to come, given you become responsible for bringing the headline act of day one or day two of the Conference Program.

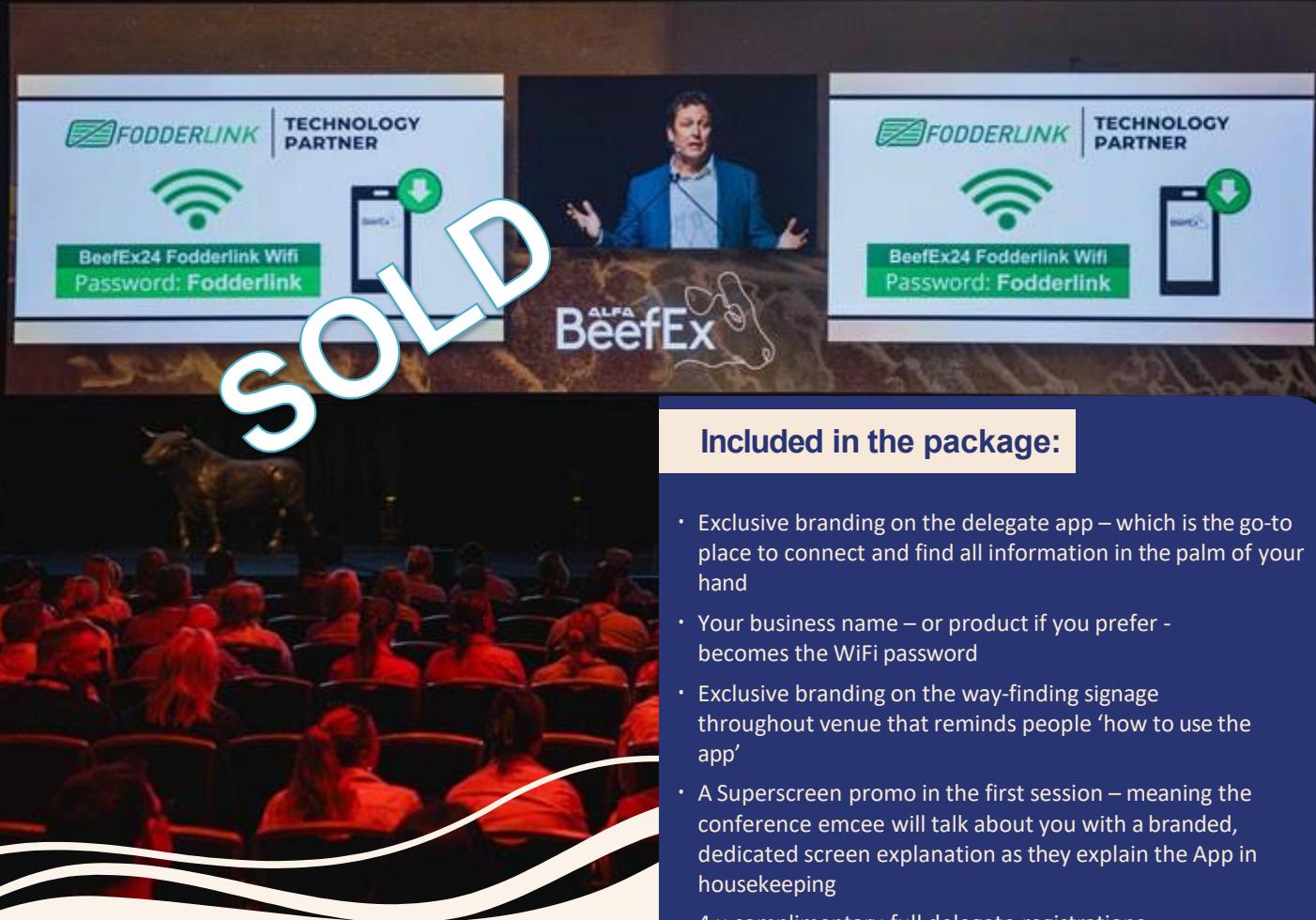
Included in the package:

- Opportunity to engage and interact with the sponsored speaker (conditions will vary according to the speaker)
- Naming rights to the keynote speaker (day one or day two)
- 4 x complimentary full delegate registrations
- 1 x single exhibition booth (3m x 2m) includes shell, power, lighting and signage
- Preferential site selection offered prior to general allocation
- Your logo/brand associated with all publicity in relation to the speaker, including on the super-screen during your speaker's session
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advertisement in the BeefEx Conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- First right of refusal offered for BeefEx 2028 Keynote Speaker Sponsorship

Technology Partner

\$17,600

(inc GST)



Where you become responsible for effortlessly connecting our delegates

Connect with every delegate with this highly valuable opportunity to sponsor the conference BeefEx delegate app and the WiFi, enabling all delegates to get on with their important business, networking, and socialising whilst on site, with your brand front and centre.

Included in the package:

- Exclusive branding on the delegate app – which is the go-to place to connect and find all information in the palm of your hand
- Your business name – or product if you prefer – becomes the WiFi password
- Exclusive branding on the way-finding signage throughout venue that reminds people 'how to use the app'
- A Superscreen promo in the first session – meaning the conference emcee will talk about you with a branded, dedicated screen explanation as they explain the App in housekeeping
- 4 x complimentary full delegate registrations
- Preferential site selection offered prior to general allocation
- 1 x single exhibition booth (3m x 2m) includes shell, power, lighting and signage
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- Opportunity to provide three 'scrolling banners' which feature across the bottom of the app whenever it is in use
- 1 x half page colour advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- First right of refusal offered to become the BeefEx 2026 the technology partner position

Lanyard Sponsor

\$17,600

(inc GST)

SOLD



Have perfect brand positioning on every delegate at BeefEx26

A great opportunity to have your branding in front of every delegate. With a target of 900 delegates, each requiring a lanyard for access to all functions and the Conference room, your brand is in front position – and appears literally in every BeefEx photograph! But there's some additional sweeteners too!

Included in the package:

- Company logo included on Conference lanyards
- 3 x complimentary full delegate registrations
- 1 x exhibition booth (3m x 2m) includes shell, power, lighting and signage
- Preferential site selection offered prior to general allocation
- A dedicated 60 second video advertisement played on the exhibition super- screen 3 times/day each day during the breaks (supplied by the sponsor)
- An MC scripted 30-second plug during the opening session backed by a dedicated slide on the main conference screen
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- First right of refusal offered for BeefEx 2028 Lanyard Sponsorship

Future Feeders

Networking Function Sponsor

\$10,450

(inc GST)



Leave an impression with our next generation

ALFA's Future Feeders initiative is creating a big wave as the organisation supports and nurtures our next generation of grainfed beef industry personnel, from pen riders to feedlot managers. This tight knit community of high energy and highly driven next generation staff are committed to learning, engaging and growing. They thrive when coming together in an environment that is custom made for them. This is your opportunity to host them, inform them and inspire them, at a purpose built function immediately prior to the conference official welcome event.

Included in the package:

- Naming and branding rights to the Future Feeders event
- The opportunity to present to the delegates during the function
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Future Feeders Function sponsor

Booth Purchase: Note, a booth is not included in

this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage

Coffee Cart Sponsor

\$10,450

(inc GST)

SOLD



Give delegates a kick-start with your branded coffee infusion

Support the lifeline of many delegates, the coffee cart! Get the delegates buzzing with this classic opportunity to have your brand fuelling delegates' much needed caffeine fix. Two coffee cart locations to choose from.

Included in the package:

- Branding rights to a BeefEx 2026 Coffee Cart
- Opportunity to display your signage at the Coffee Cart - which can include your company-branded clothing for the barista and free-standing signage on the cart
- The cart will either be located directly adjacent to your booth - or fully integrated with your booth. Note that your booth must be purchased by you separately, and you can determine if you want the cart in your customised display, or simply adjacent to it.
- We pay for the cost of the coffee – no matter how many are poured!
- 2 x complimentary full delegate registrations
- Option to provide branded coffee cups and/or reusable keep cups (at own expense)
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Coffee Cart Sponsorship

Booth Purchase: Note, a booth is not included in

this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage

Hydration Station Sponsor

\$10,450

(inc GST)



Included in the package:

- Branded naming rights to the hydration stations spread throughout the exhibition
- One of these stations will either be located directly adjacent to your booth – or fully integrated with your booth if you so choose. Note that your booth must be purchased by you separately, and you can determine if you want the station in your customised display, or simply adjacent to it. If integrated, we recommend you customise your display for extra space.
- 2 x complimentary full delegate registrations
- Opportunity to provide a branded water bottle to all delegates. Note that the bottle must be provided at sponsor's expense and disposable bottles are not accepted.
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Hydration Station Sponsorship

Keep delegates hydrated with branded refreshments

Have your brand in the hand of every delegate as they rehydrate throughout the Conference with this new and exclusive opportunity to supply the conference reusable water bottles and hydration stations dotted throughout the venue.

Booth Purchase: Note, a booth is not included in

this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage



BeefEx Lunch Sponsor

\$10,450

(inc GST)

SOLD

Brand dedicated lunch breaks with grainfed beef-inspired menus and exhibition hall stage time

Nourish delegates with a mouth-watering lunch on day one or two of the Conference. A great opportunity to have your brand in front of delegates alongside the irresistible food service that will feature grain fed beef master pieces. A revamped approach to this package includes some high impact extras.

Included in the package:

- Naming rights to a Conference lunch and associated screen time in the exhibition hall
- A holding slide on the super screen and reference from the conference emcee to announce the activities to the plenary audience prior to going to the lunch break that you are responsible for
- 15 minutes of presentation time on the main exhibition stage during the lunch break. *Note we may also use this stage at other times during the lunch but you will own it for 15 minutes!*
- Opportunity to display branding and signage at sponsored conference lunch
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Lunch sponsorship

Booth Purchase: Note, a booth is not included in this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage



BeefEx Sundowner Happy Hour

\$10,450

(inc GST)



Keep delegates hydrated with branded refreshments

This is a new initiative for BeefEx 2026 – recognising that the majority of our delegates are time-poor! So, this time we offer the opportunity to host a high-energy networking Happy Hour (well, 1.5 hours actually) – immediately following the conclusion of the plenary program. Its when delegates are all still buzzing from the big two days and ready to unpack their new ideas and reinforce the contacts they've made.

Included in the package:

- Naming rights to the Happy Hour Sundowner on the final afternoon of BeefEx
- A 5-minute presentation and in effect the event's 'last words' on the main conference stage – for you to introduce the happy hour while everyone is paying full attention! This means you literally 'send the delegates to drinks on us'.
- Opportunity to display branding and signage at the Happy Hour as well as provide branded items (at cost) at the function. This could include branded items for wait staff, coasters, stubbie holders etc.
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links 1 x half page colour advert in the conference handbook
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Sundowner Happy Hour

Booth Purchase: Note, a booth is not included in

this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage



Charging Hub Sponsor

\$10,450

(inc GST)



ONE
REMAINING

Put your brand where delegates need it most!

This is a new initiative for BeefEx 2026 – that simply recognises the reality – which is that delegates are busy people and they sometimes just need to get their laptop out! Our special charging hubs are tailor-made for the multi-tasking delegate – who just needs 10 minutes to send an email and be fully plugged in! We are offering two separate charging hub locations and packages.

Included in the package:

- Your branding on each of the 6 x bar-height re-charge desktops in the hub
- Your branded charging hub will either be located directly adjacent to your booth - or fully integrated with your booth if you so choose. *Note that your booth must be purchased by you separately, and you can determine if you want the station in your customised display, or simply adjacent to it. If integrated, we recommend you customise your display for extra space.*
- Note, we provide the furniture for the charging hub – both the bar-height tables, stools and pot plants
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include

electronic brochures and/or URL links 1 x half page colour advert in the conference handbook

- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Charging Hubs

Booth Purchase: Note, a booth is not included in this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage



BeefEx Satchel Sponsor

\$10,450

(inc GST)



A lasting keepsake of BeefEx long after Conference end

Have your brand in the hand of every delegate with this opportunity to brand the conference satchel. The satchels are often utilised well beyond the conference, adding an extra lasting impression for your brand.

Included in the package:

- Company logo included on the official conference satchels
- Option to have influence on design and style of satchel (final design to be approved by ALFA)
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- First right of refusal offered for BeefEx 2028 Delegate Satchel Sponsorship

Booth Purchase: Note, a booth is not included in this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage

ONE
REMAINING

A new opportunity for a direct message via the trade hall mega stage

We have revamped our morning and afternoon tea sponsors to take advantage of the new mega stage and screen set up in the exhibition show floor. This means, our morning and afternoon tea sponsors can get dedicated stage time during the breaks.

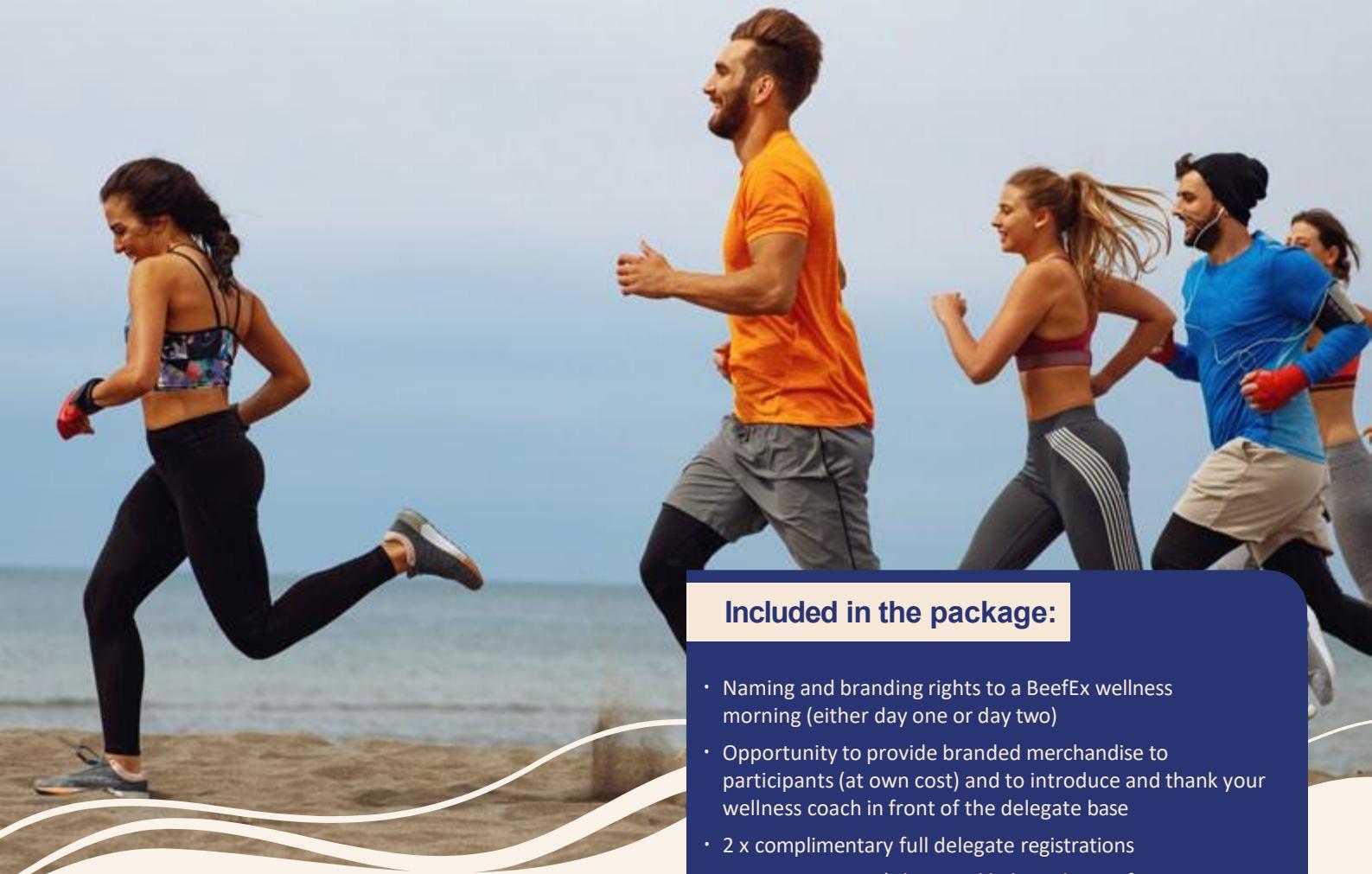
Included in the package:

- Naming rights to one of two morning teas or one afternoon tea
- A holding slide on the super screen and reference from the conference emcee to announce the activities to the plenary audience prior to going to the break that you are responsible for
- 10 minutes of presentation time on the main exhibition stage during the break. *Note we may also use this stage at other times during the break but you will own it for 10 minutes!*
- Opportunity to display branding and signage at your allocated conference break – which could include branded clothing for wait staff, branded serviettes, signage throughout the buffets
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links 1 x half page colour advert in the conference handbook
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Breaks sponsorship

Booth Purchase: Note, a booth is not included in this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage





Connect with the health conscious BeefEx attendees

At BeefEx 2026 we take full advantage of our Gold Coast surrounds to offer wellness activities each BeefEx morning. Choose which morning you want to support and then we will customise a wellness activity that best suits your brand.

This could be a swim, surf, run or yoga – just to name a few! Either way – it's great for your social profile and a fantastic thing to support.

Included in the package:

- Naming and branding rights to a BeefEx wellness morning (either day one or day two)
- Opportunity to provide branded merchandise to participants (at own cost) and to introduce and thank your wellness coach in front of the delegate base
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx 2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- 1 x half page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2028 Wellness sponsor

Booth Purchase: Note, a booth is not included in this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage



BeefEx Handbook Sponsor

\$7,700

(inc GST)



The primary delegate roadmap to BeefEx26

Be front and centre with this opportunity to brand the Conference Handbook, a valuable tool for every delegate that will be referenced for years to come.

Included in the package:

- Prominent branding positions within the Conference Handbook and the conference pocket program
- 1 x full page colour advert in the Conference Handbook (you choose from inside front cover or back cover)
- 2 x complimentary full delegate registrations
- Your organisation's logo and link on the BeefEx 2026 Conference website
- Your organisation's logo and recognition in BeefEx2026 collateral and advertising materials
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- First right of refusal offered for BeefEx 2028 Conference Handbook Sponsorship

Booth Purchase: Note, a booth is not included in this package. As a sponsor, we offer you a special discounted rate for a BeefEx booth:

- 3 x 2 sponsor's booth: \$3,950 (inc GST) - inclusion: shell, power, lighting and signage
- 6 x 2 sponsor's booth: \$7,900 (inc GST) - inclusion: shell, power, lighting and signage
- 9 x 2 sponsor's booth: \$11,850 (inc GST) - inclusion: shell, power, lighting and signage





HAVE AN IDEA, LET'S TALK!

ALFA is always open to discussing ideas for bespoke packages that will meet your needs and benefit delegates. Included in our melting pot of ideas that might suit the discerning sponsor include:

A BeefEx jerky bar:

If you make a great jerky – then we want you with us! Think about a way that you can sell product, give away product and just generally add to the atmosphere of BeefEx while getting your brand out there.

A BeefEx butcher's bar:

We like nothing more than our prime grainfed product on display and available for purchase. If this appeals – then we want to hear from you!

Contact program curator Esther Price on esther@bluesee.com.au or [Tel: 0418 931 938](tel:0418931938) – to see what we can cook up!



There are limited opportunities for prime satchel positioning

You can get your brand in the hand of every delegate. To do this, book a satchel insert sponsorship and your options are limitless; you could choose to place marketing collateral, merchandise or a gift to make that lasting impression on the 800 plus delegates.

Eligibility: a satchel insert as a purchase is only available to those purchasing a sponsorship category that doesn't include a complimentary insert; or those purchasing a trade exhibition booth. The provided item must comply with our satchel inclusion policy (see page 5).

Included in the package:

Opportunity to include 1 x satchel insert per delegate (at sponsors expense and must meet conference organiser's specified weight and size limits).

Not sure what to include? Here's a few ideas to consider:

- Hand sanitiser
- Disinfectant wipes
- Desk toys
- Discount vouchers
- Note books
- Pens
- USBs
- Ear phones
- Lip balm/sunscreen
- Individual snacks
- Keyrings
- Caps/foldable hats
- Wireless phone charger

BeefEx Handbook Advertiser

\$825 - \$2,200
(inc GST)

Daniel Brookes
Lecturer - Melbourne Vet School
Daniel is a lecturer in Small Ruminant Health and Production Animal Medicine at Melbourne Veterinary School and is a veterinary consultant with the Mackinnon Project, servicing Beef Cattle and Sheep clients throughout south-Eastern Australia.

Originally coming to P... of the legendary folk-rock band his Vietnam veterans' anthem 'We Are the World' in 1985, John Schumann continues to occupy an important place on the Australian cultural landscape.

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ISA

Make your key messages long lasting by taking an advert in the BeefEx handbook.

Choose from either a full page, half page or quarter page advertisement, positioned around the all-important BeefEx program and listing of speakers and exhibitors.

Full page	\$2,200 (inc GST)
Half page	\$1,650 (inc GST)
Quarter page	\$825 (inc GST)

Eligibility: an advertisement as a purchase is only available to those purchasing a sponsorship category that doesn't include a complimentary advert; or those purchasing a trade exhibition booth. Advertisement specifications will be provided once the booking has been accepted.



The BeefEx trade exhibition hall is the ultimate gathering point for the BeefEx delegate. And, it's just got bigger and oh so much better!

At BeefEx 2026 we take full advantage of our new venue and we ensure our entire exhibition, no matter how big – is under cover in the one massive area.

Known to be a high energy and busy space, we encourage exhibitors to think creatively about how they might fill their space. We also encourage you to consider a combination of booth sizes. While 3 x 2 is a standard booth – there's lots more you can do with more space!





Consider either a 6 x 2 or even a 9 x 2 footprint to ensure you stand out, or perhaps one of the custom made 6 x 6 spaces* (similar to the delegate lounges). The more space you invest in, the more complimentary benefits you receive.

TRADE BOOTH

3 x 2	\$4,950 (inc GST)
6 x 2	\$9,500 (inc GST)
9 x 2	\$13,900 (inc GST)

Each 3 x 2 space includes a shell scheme, lighting and signage and with a substantially larger exhibition floor than previous years BeefEx 2026 is set to be bigger and better than ever before.

With every 3 x 2 space purchased, the following is included:

- 2 x complimentary full conference registrations (we only offered one per booth last year)
- Shell scheme, power, lighting and signage
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links

Got big gear and want to show it off?

Then you don't need a shell scheme – but you **DO** need to be right in the middle of it all. Easy access to loading docks and the opportunity to showcase your gear, no matter how big, tall, heavy, difficult! We have got your covered.

Blank spaces start at 5 x 5 at a cost of \$6,050 (inc GST) and comes with two complimentary tickets

*Custom booths can be designed by contacting our preferred exhibition supplier.

Before booking, please consider the following:

- We ask that you keep a flexible approach to the space available, and we commit to design the area to meet your company needs. Space will be sold on requirement and charged per single booth space.
- We aim to create an exhibition area that looks incredible and will work with our equipment suppliers to create an optimal layout. Final floor plans are subject to layout approval, please discuss your full needs upon application.
- We require highly coordinated bump-in of gear, due to the logistics of vehicle access and coordination of expo build. You will be notified of your bump-in time range, and please note that there will be no early access or scope to adjust times. Note that failure to comply or be present when requested may compromise your positioning and ability to exhibit.
- We recommend you hire lighting from our exhibition suppliers to put spotlights on your gear for optimum impact and prepare free-standing signage (or banners you can drape on your gear).



Terms & Conditions

APPLICATION DETAILS

Payment is not required with the application. Once your application has been accepted you will be sent confirmation details and an invoice. By submitting an application, you are deemed to have read and accepted the terms and conditions below.

SPONSOR & EXHIBITOR TERMS AND CONDITIONS

The details in this document are correct at the time of printing. ALFA does not accept responsibility for any changes that may occur. Our sponsorship philosophy is to extend the first right of refusal on key positions to ALFA Platinum Members and those organisations who sponsored the equivalent position or above in BeefEx 2024. Sponsorship packages do not include exhibition space unless specifically listed. Sponsors wishing to purchase exhibition space will need to do so as part of the application process.

CANCELLATION POLICY

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 more than 60 days out from the event. For cancellations within 60 days of the event, 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 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 Conference is cancelled due to force majeure ALFA will refund to the sponsor all monies paid by the sponsor to ALFA prior to the termination date less any expenses that ALFA has reasonably incurred in relation to this agreement. Such reasonable expenses may include, but are not limited to, event planning costs, equipment hire, cost of goods, and set up costs.

SPONSOR BENEFITS

Sponsorship and exhibition benefits vary. Please confirm at time of booking what your position includes.

SPONSOR REGISTRATIONS

All company representatives attending and participating in the Conference must register. Some packages include sponsor registrations, and a completed registration form is required. Additional registrations may be purchased for your staff at the member discounted rate.

TRADE BOOTHS

All trade 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 x 4 amp (1000W max) power point placed within each booth on the lower back wall (upon request).

We encourage exhibitors to work directly with our preferred exhibition supplier to customise their booth for greater impact.

TRADE 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 ALFA Platinum Membership status, 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, 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 ALFA and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

WEB HYPERLINKS

ALFA 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.

ACCOMMODATION

ALFA does not manage accommodation for the Conference, however, has negotiated a delegate rate at local hotels. See BeefEx website for details and to book.

ADVERTISEMENTS

All advertisements included as part of your package are to be supplied by the sponsor as print ready artwork in the format required.

PAYMENT TERMS AND CONDITIONS

All prices quoted within this document include GST. Once a sponsorship application has been accepted by ALFA the Conference Manager will issue you an invoice for the amount upon confirmation of the offer. Full payment of this invoice is required by the due date to confirm your involvement as a sponsor. No sponsorships are considered firm until payment is received.

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$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. Please ensure a copy of your current Public Liability Insurance is forwarded to the Conference organisers with your booking form. Participants shall be regarded as carrying their own risk for personal injury or loss of property, including display equipment, during the 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 has been 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 attending the Conference.



