



# ALFA BeefEx

## SPONSORSHIP & EXHIBITION PROSPECTUS

15-17 October 2024

Brisbane Showgrounds

[beefex.com.au](http://beefex.com.au)



# Overview

- Celebrating the Australian grain fed beef industry
- 700+ delegates incorporating feedlot owners, operators, industry stakeholders and agribusiness, brand owners, supply chain participants and processors
- Put your business front and centre to Australia's grain fed beef industry with a range of sponsorship options including bespoke packages (on request)
- 80+ exhibition spaces including 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

**15–17 October 2024**

**Brisbane Showgrounds, Queensland**

## **TUESDAY 15 OCTOBER**

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- Exhibitor bump in
- BeefEx Welcome Reception

## **WEDNESDAY 16 OCTOBER**

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- Exhibition Opens
- Conference Day One
- Industry Award Presentations
- BeefEx Gala Dinner

## **THURSDAY 17 OCTOBER**

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- Exhibition continues
- Conference Day Two
- Industry Award Presentations
- BeefEx Farewell Dinner
- BeefEx After Party

\*Program subject to change without notice



# Foreword

On behalf of the ALFA Events Committee, that pulls BeefEx together, we're looking forward to welcoming you back to BeefEx in October 2024 at the Brisbane Showgrounds.

If you thought BeefEx 2022 was big, wait until you see what we have in store for this upcoming BeefEx. There will be something for everyone, sponsors, exhibitors and delegates alike, that will inspire, educate and motivate. Think outside the box speakers, innovative thinkers, networking functions that engage and sponsorship opportunities that ignite.

We're expecting over 700 people - a who's who of lot feeding and the beef supply chain - so you won't want to miss this one. We look forward to partnering with you to make it the most memorable and valuable experience yet.

You and I know, there is no other show like BeefEx. See you there!

**Paul Vogt**  
**ALFA Events Committee Chair**





# Sponsorship Packages

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

1. Gala dinner
2. Farewell function
3. Welcome function
4. Keynote speaker
5. Lanyard sponsor
6. Delegate lounge
7. BeefEx After Party
8. Coffee cart
9. Conference lunch
10. Delegate satchels
11. Hydration station
12. Conference handbook
13. Bootcamp
14. Wi-Fi sponsor
15. Morning & afternoon tea
16. Satchel insert
17. Bespoke packages
18. Trade exhibition

All sponsorship enquiries to:  
**Madie Hamilton | GM – Communications & Engagement**  
Australian Lot Feeders' Association  
T: 0447 617 428 E: [events@feedlots.com.au](mailto:events@feedlots.com.au)



**Position offer policy:** ALFA offers sponsorship positions following a process that involves offering the previous sponsor of the equivalent position the first right to accept, followed by offering to its Platinum Members. If the position is vacant 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 Inclusions at a Glance

Package	Rate	Address to delegates	Handbook Advert	Trade Display Booth	Satchel Insert	Priority Booth Selection	Complimentary Registrations	Banner Display	Notes
Gala Dinner	POA	✓ At function	Full page	✓	✓	✓	8	✓ At function	
Farewell Function	\$20,000	✓ At function	Half page	✓	✓	✓	6	✓ At function	
Welcome Function	\$15,000	✓ At function	Half page	✓	✓	✓	4	✓ At function	
Keynote Speaker	\$15,000		Half page	✓	✓	✓	4	On stage for session	
Lanyard Sponsor	\$11,000		Half page	✓	✓	✓	3		+ branding on lanyard
Delegate Lounge	\$11,000		Full page		✓		3	In lounge area	
Coffee Cart	\$9,000		Half page				2	At cart	+ branding on cart
Conference Lunch	\$9,000		Half page				2	During sponsored lunch	
Delegate Satchels	\$9,000		Half page		✓		2		+ branding on satchel
Hydration Station	\$9,000		Half page				2	At water stations	
Conference Handbook	\$6,000		Full page				1		
Bootcamp	\$6,000		Quarter page				1	At breakfast	
Beefex After Party	\$6,000		Half page				1	✓ At function	
Wi-Fi	\$6,000		Quarter page				1		
Morning & Afternoon Tea	\$6,000		Quarter page				1	During sponsored break	
Trade Exhibitor	\$4,000 Per booth			✓			1		



# GALA DINNER

EXCLUSIVE OPPORTUNITY  
P.O.A



APPLY  
NOW

## The spectacular gala event for the Australian grain fed beef industry

The BeefEx 2024 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 hosts presentation of the prestigious Australian Feedlot of the Year and the Young Lot Feeder of the Year Award and 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
- 8 x complimentary full delegate registrations
- 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
- Opportunity to influence the styling and entertainment direction of the Gala Dinner
- Opportunity to display banners and branding within the function space
- A dedicated Electronic Direct Marketing (EDM) distribution focused on the sponsored event
- The opportunity to display branding and signage at conference (where appropriate)
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 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 2026 Gala Dinner





# WELCOME FUNCTION

EXCLUSIVE OPPORTUNITY  
**\$15,000 plus GST**



**APPLY  
NOW**

## Set the scene for delegates as we welcome them back to BeefEX

A valuable opportunity to be the first to welcome delegates to BeefEx 2024 and set the scene ahead of a jam-packed couple of days of speakers and functions.

### INCLUDED IN THE PACKAGE:

- Naming rights to the Welcome Function
- 4 x complimentary registrations
- 1 x single 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
- Opportunity to display banners and branding within the function space
- The opportunity to display branding and signage at conference (where appropriate)
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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)
- Option to include branded gift for delegates at Welcome Function (at sponsors expense)
- First right of refusal offered for BeefEx 2026 Welcome Function





# FAREWELL FUNCTION

EXCLUSIVE OPPORTUNITY  
**\$20,000 plus GST**



**APPLY  
NOW**

## The signature BeefEx wrap party to unwind and debrief

A valuable opportunity to send off delegates at the final function that is more relaxed and gives the exclusive sponsor of this function the chance to have the final word before delegates head home.

### INCLUDED IN THE PACKAGE:

- Naming rights to the Farewell Function
- 6 x complimentary full delegate registrations
- 4 x additional complimentary tickets to Farewell Function
- 1 x single 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
- The opportunity to display branding and signage at conference (where appropriate)
- Opportunity to display banners and branding within the function space
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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)
- Option to include branded gift for delegates at function (at sponsors expense)
- First right of refusal offered for BeefEx 2026 Farewell Function



# KEYNOTE SPEAKER

**\$15,000 plus GST**  
FOR THE OPPORTUNITY



**APPLY  
NOW**

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

A valuable opportunity to bring a big name to BeefEx24 and be the business that delegates leave talking about for years to come as 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
- Opportunity to display branding and signage at conference (where appropriate)
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 2026 Keynote Speaker Sponsorship





# LANYARD SPONSOR

EXCLUSIVE OPPORTUNITY  
Value \$11,000 ex GST



APPLY  
NOW

## Perfect brand positioning on every delegate at BeefEx24

A great opportunity to have your branding in front of every delegate. With a target of 700 delegates, each requiring a lanyard for access to all functions and the Conference room, your brand is in front position.

### INCLUDED IN THE PACKAGE:

- Company logo included on 700+ Conference lanyards
- 3 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
- The opportunity to display branding and signage at conference (where appropriate)
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 2026 Lanyard Sponsorship



# DELEGATE LOUNGE

EXCLUSIVE OPPORTUNITY  
Value \$11,000 ex GST



APPLY  
NOW

## Perfect spot to brand time out and networking opportunities

Take advantage of being the host of the go-to spot for delegates to network, chill out and do business whilst at the conference. A new feature to BeefEx, the sponsor of the Delegate Lounge is sure to be the envy of all sponsors.

### INCLUDED IN THE PACKAGE:

- 3 x complimentary full delegate registrations
- Opportunity to display branding within the Exhibition Lounge
- The opportunity to display branding and signage in lounge area
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 advert in the conference handbook
- Option to include 1 x satchel insert per delegate (at sponsors expense)
- First right of refusal offered for BeefEx 2026 Exhibition Lounge Sponsor





# COFFEE CART

2 OPPORTUNITIES ONLY  
Value \$9,000 ex GST



APPLY  
NOW

## Give delegates a kick start with 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:

- Naming rights to the BeefEx 2024 Coffee Cart(s)
- Opportunity to display signage at the Coffee Cart(s)
- Opportunity to brand Coffee Cart(s) (at sponsor's expense)
- 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 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 2026 Coffee Cart Sponsorship



## LUNCH SPONSOR

2 OPPORTUNITIES ONLY  
Value \$9,000 ex GST



APPLY NOW

### Brand dedicated lunch breaks with beef-inspired menus

Nourish delegates with a mouth-watering lunch on Day 1 or 2 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.

#### INCLUDED IN THE PACKAGE:

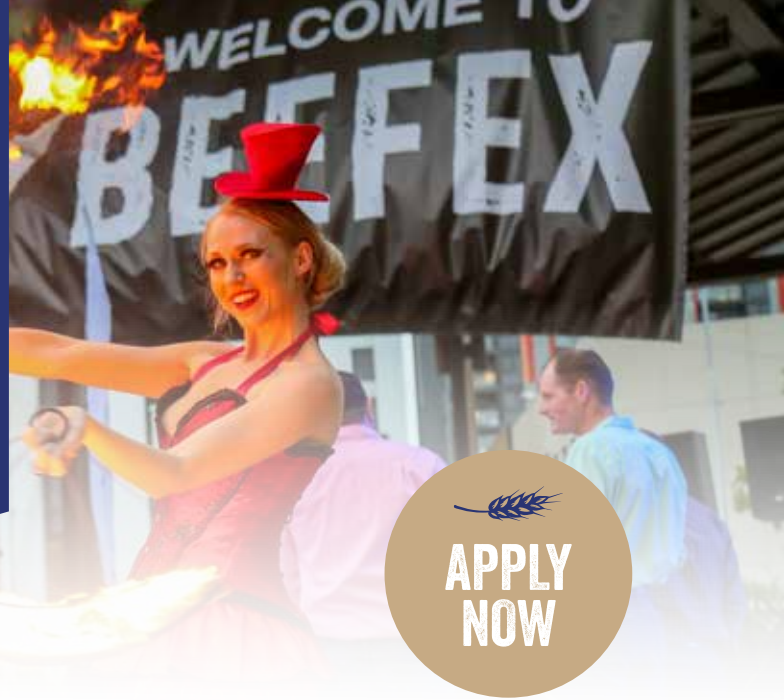
- Naming rights to a Conference lunch
- Opportunity to display branding and signage at sponsored conference lunch
- 2 x complimentary full delegate registrations
- Opportunity to display branding and signage at conference (where appropriate)
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 2026 Coffee Cart Sponsorship





# DELEGATE SATCHEL

EXCLUSIVE OPPORTUNITY  
Value \$9,000 ex GST



  
**APPLY  
NOW**

## A long 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 700+ 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
- The opportunity to display branding and signage at conference (where appropriate)
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 2024 Delegate Satchel Sponsorship



# HYDRATION STATION

EXCLUSIVE OPPORTUNITY  
Value \$9,000 ex GST



APPLY  
NOW

## 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 brand the conference reusable water bottles and hydration stations dotted throughout the venue.

### INCLUDED IN THE PACKAGE:

- Branding included on 3 x hydration stations spread throughout the exhibition hall
- 2 x complimentary full delegate registrations
- Opportunity to provide a branded water bottle to all delegates. NOTE: bottle provided at sponsors expense and disposable bottles not accepted.
- Your organisation's logo and recognition in BeefEx 2024 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 2024 Hydration Station Sponsorship



# BEEFEX AFTER PARTY

EXCLUSIVE OPPORTUNITY  
Value \$6,000 ex GST



**APPLY NOW**

## Kick on at a hosted BeefEx gathering post event

Be the first to put your name to this opportunity in 2024. The much called for 'After Party' has arrived! The venue will be the 'go to' place for everyone looking to kick on after the industry dinner. Put your name to it and be prepared to welcome the revellers on the Wednesday night.

### INCLUDED IN THE PACKAGE:

- Naming rights to the Industry Dinner After Party
- Opportunity to include branding on the after dinner drink voucher
- Opportunity to display branding at the function venue
- Opportunity to provide branded merchandise at the venue (at own cost)
- 1 x complimentary full delegate registration
- Your organisation's logo and link on the Conference website
- Your organisation's logo and recognition in the Conference Handbook
- 1 x half page colour advert in the conference handbook
- A listing in the BeefEx Conference app featuring your logo, 50- word description and opportunity to include electronic brochures and/ or URL links





# CONFERENCE HANDBOOK

EXCLUSIVE OPPORTUNITY  
Value \$6,000 ex GST



APPLY  
NOW

## The primary delegate roadmap to BeefEx24

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
- 1 x full page colour advert in the Conference Handbook (inside front cover or back cover)
- Opportunity to include 1 x full page advertorial in the conference handbook (subject to approval by ALFA)
- 1 x complimentary full delegate registration
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx2024 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 2026 Conference Handbook Sponsorship



# BOOTCAMP

EXCLUSIVE OPPORTUNITY  
Value \$6,000 ex GST



  
**APPLY  
NOW**

## Connect with the most dedicated BeefEx attendees

With a cult following, resident conference commandos, Barb & Bryce are back and fitter than ever, ready to put delegates through their paces. Jump on board this opportunity to mix with those who wake up early enough to kick start their day the right way.

### INCLUDED IN THE PACKAGE:

- Naming rights to the Conference Bootcamp
- Opportunity to include branding on the Bootcamp flyer
- Opportunity to display branding at the Bootcamp site
- Opportunity to provide branded merchandise to Bootcamp participants (at own cost)
- 1 x complimentary full delegate registration
- Your organisation's logo and link on the Conference website
- Your organisation's logo and recognition in the Conference Handbook
- 1 x quarter page colour advert in the conference handbook
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links
- Your organisation's logo and recognition in BeefEx 2026 collateral and ad



# WI-FI SPONSOR

EXCLUSIVE OPPORTUNITY  
Value \$6,000 ex GST



APPLY  
NOW

## Connect delegates effortlessly through their lifeline

Connect with every delegate with this highly valuable opportunity to sponsor the conference Wi-Fi, enabling all delegates to get on with their important business, networking, and socialising whilst on site.

### INCLUDED IN THE PACKAGE:

- Opportunity to display branding and signage on any Wi-Fi information points
- 1 x complimentary full delegate registration
- Connection listing co-branded as the official BeefEx Wi-Fi brought to delegates by your business
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 2026 Wi-Fi Sponsorship





# MORNING & AFTERNOON TEA

4 OPPORTUNITIES  
Value \$6,000 ex GST



APPLY  
NOW

## Session breaks to refuel and recharge

With the conference in full swing, take this opportunity to grab the delegates attention at their first chance for a networking break each day.

### INCLUDED IN THE PACKAGE:

- Naming rights to Conference Morning or Afternoon Tea Day 1 or 2
- 1 x complimentary full delegate registration
- Opportunity to display branding and signage throughout the sponsored break.
- Your organisation's logo and link on the BeefEx 2024 Conference website
- Your organisation's logo and recognition in BeefEx 2024 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 quarter page colour advert in the conference handbook
- First right of refusal offered for BeefEx 2026 Catering Sponsorship



# SACHEL INSERT

Value \$1,500 ex GST



APPLY  
NOW

## Limited opportunities for prime satchel positioning

Get your brand in the hand of every delegate. 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 700 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



## BESPOKE PACKAGES

AVAILABLE UPON REQUEST  
POA



# HAVE AN IDEA, LET'S TALK!

ALFA are open to discussing ideas for bespoke packages that will meet your needs and benefit delegates.

Contact [events@feedlots.com.au](mailto:events@feedlots.com.au) for a call back.





# TRADE EXHIBITION



APPLY NOW

The BeefEx trade exhibition hall is the ultimate gathering point for the BeefEx delegate. 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!

So consider either a 6 x 2 or even a 9 x 2 footprint to ensure you stand out. The more space you invest in, the more complimentary benefits you receive.

## TRADE BOOTH

3 x 2	\$4,000 plus GST
6 x 2	\$7,500 plus GST
9 x 2	\$11,000 plus GST

Each 3 x 2 space includes a shell scheme, lighting and signage and with a larger exhibition floor than previous years BeefEx 2024 is set to be bigger and better than ever before.

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

- Shell scheme, power, lighting and signage
- 1 x complimentary full conference registration
- A listing in the BeefEx Conference app featuring your logo, 50-word description and opportunity to include electronic brochures and/or URL links

**Optional Add-On:** If you have large machinery that would look great displayed on the outdoor plaza for the duration of the event, then we are happy to offer this at no additional cost if you purchase a booth. (Please note, this is subject to venue approval)



# TRADE EXHIBITION

cont..

APPLY  
NOW

A circular button with a golden background and a dark blue wheat stalk icon at the top. The text 'APPLY NOW' is written in white, bold, uppercase letters.

## 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 2022. 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 prior to 1 August 2024. Cancellations after 1 August 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 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 meters 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).

## **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 the Rydges. See BeefEx website for details and to book.

## **SACHEL INSERTS**

For sponsors providing items in the conference satchels, the required quantity must be delivered to the event by 14 October 2024 using a delivery label that will be issued by the Countrywide Conference & Event Management (CCEM).

## **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**

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.

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