

Forestry Australia 2024 Symposium

SPONSORSHIP PROSPECTUS

29 - 31 October 2024

Mercure Ballarat Hotel and Convention Centre, VIC



Forestry
AUSTRALIA

INVITATION TO SPONSOR

Are you interested in placing your brand alongside a national gathering of people who care about forests?

Forestry Australia is a growing organisation that is providing new opportunities for all involved in forests to be in the room, and part of the conversation, at a critical time for the sector. In 2024, Forestry Australia is launching a new Symposium focusing on *Healthy Forests*.

The Symposium builds on the enormous success of the 2023 ANZIF Conference on the Gold Coast, and the 2022 Symposium in Albury. This year, the Symposium will be based in Ballarat, a large regional centre just over an hour's drive from Tullamarine Airport.

The Organising Committee have developed the program with many brand placement opportunities. This will include promotion through the sector, local and national media, and Forestry Australia's networks. Following the high demand at our recent ANZIF Conference, we encourage you to register sponsorship interest quickly.

Please consider the opportunity to be part of this timely and exciting event. Your support as a leader in the sector is valued, and is indeed a critical foundation to building a professional community that is contemporary, well informed and collaborative.

We look forward to hearing from you.

Jim Wilson
2024 Symposium Convenor

CONTACT

Naomi Will
PO Box 2585
North Ringwood, Victoria 3134, Australia
P: 0439 336 511
E: naomi@eventsphere.com.au



ABOUT THE SYMPOSIUM

The Forestry Australia 2024 Symposium will be held in person from Tuesday 29 – Thursday 31 October.

The theme of the Symposium, focusing on **Healthy and resilient forests for our future**, will facilitate conversation and collaboration that regardless of land tenure and ownership, healthy and resilient forests should be the primary objective for all forest and land managers. Through active and adaptive management, healthy forests can deliver a range of environmental, social, cultural, and economic benefits – and they are much more likely to withstand future shocks and stresses, such as those generated by bushfires, invasive species and those anticipated with climate change.

The 2024 Symposium will explore the concepts that underpin the science and best practice of sustaining and promoting the stewardship of healthy forests across all land tenures and forest types, including:

- Evidence-based best practice to support and maintain healthy forests
- Traditional Owner perspectives on caring for Country
- Mitigation of threats to forest health and resilience
- Effective forest recovery and restoration following major disturbances
- Achieving healthy forests on farms, and
- Critical linkages between forests and human wellbeing and creativity

The Symposium is a focused three-day gathering, consisting of two days of plenary and concurrent sessions, and a day of Field Trips. The two-day program will feature a range of Keynote and Invited Speakers, who are experts and thought leaders in their field. The Symposium will also feature a number of Social Functions, facilitating networking and collaboration in an informal and relaxed environment.

This event builds on the enormous success of the 2023 ANZIF Conference on the Gold Coast. **Based on that Conference's attendance of close to 500 people, we are expecting over 350 delegates to participate in the Forestry Australia 2024 Symposium.**

The 2024 Symposium presents your organisation with a perfect opportunity to connect with key decision makers and leaders in the sector.



ABOUT FORESTRY AUSTRALIA

Forestry Australia is a professional association with over 1,200 members. Our members are forest scientists, professionals, managers and growers operating in all aspects of forest and natural resource management throughout Australia.

We advocate for and provide professional development to ensure balanced, integrated forested land use, as well as sustainable management that meets community and environmental needs.

Scientists, professionals and growers who manage, study and care for our forests

WHY SPONSOR

The Forestry Australia 2024 Symposium provides you the perfect platform to increase brand awareness with your organisation's products and/or services and a great opportunity to connect with key industry professionals and decision makers.

1

Brand Awareness

Promote your organisation to an engaged and qualified audience.

2

Connect

Develop business connections and strengthen relationships through face to face engagement.

3

Education

Have access to the Symposium sessions and presentations.

4

Raise Profile

Raise your profile in the fores sector and add value to your brand.

5

Update

Inform and update delegates on new initiatives and developments within your organisation.

6

Alignment

Align your brand with the leading associatoin for forest scientists, professionals and growers.

SPONSORSHIP OPPORTUNITIES

Major Sponsor (3 available)	\$16,500
Supporting Sponsor	\$7,975
Symposium Dinner Sponsor	\$6,250
Welcome Reception Sponsor	\$4,500
Session Sponsor	\$2,750
Satchel Sponsor	\$3,300
Pen & Note Pad Sponsor	\$2,000
Field Trip Sponsor	\$1,500
Trade Exhibitor	\$2,475

**Please note all prices exclude GST.*

All Symposium Sponsors receive the following entitlements:

- Organisation logo featured on:
 - Email communication and marketing efforts
 - Symposium signage and Handbook
- A 100 word blurb, including link to Organisation's website, on the 2024 Symposium website
- Recognition as a Sponsor in the opening and closing sessions of the Forestry Australia 2024 Symposium
- Opportunity to provide a satchel insert up to six (6) double sided pages, no larger than A4, or a promotional item for delegate satchel (valued at \$660)
- Copy of delegate list, supplied in accordance with Australian Privacy and Anti-Spam Legislation

Plus, specific benefits that are outlined in each package below.



SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR: \$16,500

3 OPPORTUNITIES

Sponsorship Benefits:

- Additional logo acknowledgement as the Major Sponsor of the 2024 Symposium by:
 - Upgrade to a 200 word profile on the Sponsor page of the Symposium website
 - Hyperlinked logo in footer of Symposium website
 - Organisation logo on holding slides for Symposium sessions
- Complimentary full Symposium registration for three (3) organisation representatives, including attendance at Social Functions and Field Trips (valued up to \$2,925)
- Opportunity to supply a 60-second promotional video to be played in the Plenary prior to the commencement of official proceedings
- One (1) trade table placed in prime position, with the opportunity for direct interaction with delegates (valued at \$1,500)
- Opportunity to provide two (2) branded banners for display in the Plenary Hall for the duration of the Symposium, with one displayed on the stage
- One (1) full page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor, valued at \$750)
- Opportunity to provide two (2) satchel inserts up to six (6) double sided pages, no larger than A4, or promotional item(s) for delegate satchel (valued at \$1,200)
- One (1) Full page colour advertisement in four (4) editions of *The Forester* in the 12-month period from confirmation of Symposium Sponsorship package (valued at \$2,400)



SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR: \$7,975

Sponsorship Benefits:

- Logo acknowledgement as a Supporting Sponsor of the Forestry Australia 2024 Symposium by:
 - Upgrade to a 150 word profile on the Sponsor page on the Symposium website
 - Organisation logo on holding slides for Symposium sessions
- One (1) trade table placed in prime position, with the opportunity for direct interaction (valued at \$1,500)
- Opportunity to provide a branded banner for display in the Plenary Hall for the duration of the Symposium
- Full page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor) (valued at \$750)
- Complimentary full Symposium registration for two (2) organisation representatives, including attendance at Social Functions and Field Trips (valued up to \$1,950)



SPONSORSHIP OPPORTUNITIES

SYMPOSIUM DINNER SPONSOR: \$6,250

Sponsorship Benefits:

- Logo acknowledgement as Symposium Dinner Sponsor of the Forestry Australia 2024 Symposium by having the Organisation's logo on holding slide for Symposium Dinner
- Opportunity to provide two (2) branded banners for display at the Symposium Dinner
- Opportunity to provide a five (5) minute address at the Symposium Dinner
- Half page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor, valued at \$500)
- Complimentary full Symposium registration for one (1) organisation representative, including attendance at Social Functions and Field Trips (valued up to \$975)
- Three (3) additional complimentary tickets to the Symposium Dinner (valued at \$270)
- One (1) half page colour advertisement in two (2) editions of *The Forester* in the 12-month period from confirmation of Symposium Sponsorship package (valued at \$1,000)



SPONSORSHIP OPPORTUNITIES

WELCOME RECEPTION SPONSOR: \$4,500

Sponsorship Benefits:

- Opportunity to provide two (2) branded banners for display at the Welcome Reception
- Opportunity to provide a two (2) minute address at the Welcome Reception
- Half page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor) (valued at \$500)
- Complimentary full Symposium registration for one (1) organisation representative, including attendance at Social Functions and Field Trips (valued up to \$975)
- Three (3) additional complimentary tickets to Welcome Reception (valued at \$195)
- One (1) half page colour advertisement in two (2) editions of *The Forester* in the 12-month period from confirmation of Symposium Sponsorship package (valued at \$1,000)



SPONSORSHIP OPPORTUNITIES

SESSION SPONSOR: \$2,750

Sponsorship Benefits:

- Additional Logo acknowledgement as Session Sponsor of the Forestry Australia 2024 Symposium by:
 - Organisation logo on holding slide for sponsored Session
- One (1) half page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor, valued at \$500)
- Opportunity to provide one (1) branded banner for display in Session room during sponsored Session
- Complimentary full Symposium registration for one (1) organisation representative (valued up to \$975)

SACHEL SPONSOR: \$3,300

Sponsorship Benefits:

- Additional logo acknowledgement as a Satchel Sponsor of the 2022 Symposium by:
 - Organisation logo on Symposium satchel
- One (1) half page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor, valued at \$500)



SPONSORSHIP OPPORTUNITIES

PEN & NOTE PAD SPONSOR: \$2,000

1 OPPORTUNITY

Sponsorship Benefits:

- Logo acknowledgement the Pen and Note Pad Sponsor of the Forestry Australia 2024 Symposium by:
 - Organisation logo on branded pen and note pad (supplied by Sponsor)
- Full page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor) (valued at \$750)
- Half page colour advertisement in one (1) edition of The Forester in the 12 month period from confirmation of Symposium Sponsorship package (valued at \$500)

Please note: The Pen & Note Pad Sponsor is also responsible for the supply of branded pen and note pad for each delegate.



SPONSORSHIP OPPORTUNITIES

FIELD TRIP SPONSOR: \$1,500

Sponsorship Benefits:

- Logo acknowledgement as a Field Trip Sponsor of the 2024 Forestry Australia Symposium by:
 - Signage on the respective bus
- Half page advertisement in the Symposium Handbook (finished artwork to be provided by Sponsor) (valued at \$500)
- Two (2) additional complimentary tickets to sponsored Field Trip (valued up to \$350)



EXHIBITION & ADVERTISING OPPORTUNITIES

TRADE EXHIBITOR: \$2,475

Trade Exhibitor Benefits:

- One (1) clothed trestle table, two (2) chairs and one (1) poster board (power available by request)
- The trade exhibition will host arrival tea and coffee, morning and afternoon refreshments, lunches and also the Welcome Reception, presenting a perfect platform to connect with delegates
- Complimentary Full Symposium registration for one (1) organisation representative (valued up to \$975)

HANDBOOK ADVERTISING

Full page (Full colour. Finished artwork supplied by Sponsor)	\$750
Half page (Full colour. Finished artwork supplied by Sponsor)	\$500

SATCHEL INSERTS

A4 (double sided) flyer	\$400
Brochure (not larger than A4, up to 6 double sided pages)	\$600
Promotional Item	\$600



ACCEPTANCE FORM & DETAILS

Organisation Details

Company Name _____

Contact Person _____

Postal Address _____

State _____ Postcode _____

Phone _____

Email _____

Sponsorship/Advertising Package

I would like to invest in the following package:

Package _____

Value \$ (excluding GST) _____

I confirm that I have read & agree to the **Terms & Conditions**, as set out in page 15.

Payment

Please send me a tax invoice

Please charge my

VISA MasterCard

Cardholder's Name _____

Card Number _____

Expiry Date _____

CCV _____

Cardholder Signature _____

To book your selected sponsorship package, please complete this page and return to:

Forestry Australia 2024 Symposium

C/- Naomi Will

M: 0439 336 511

E: naomi@eventsphere.com.au

A 50% deposit is required at time of booking, with the remaining 50% due on or before 5th July 2024.

BOOKING TERMS & CONDITIONS

GST

All monetary amounts are in Australian dollars and are exclusive of Goods & Services Tax (GST)

Confirmation & Payment

Package bookings will be allocated in the order that a signed booking form and deposit has been received. A 50% deposit is due at time of booking. Once a signed booking form and deposit payment has been received the package booking will be confirmed via email.

Payment can be made via credit card or by requesting a tax invoice.

Cancellation by Sponsor

All cancellations must be received in writing. By signing the booking form, the organisation agrees that Forestry Australia will retain 10% of the contract price in the case of a sponsorship cancellation that is received on or before 90 days prior to the Conference.

Cancellations received between 90 - 30 days will incur a 50% cancellation fee.

No refunds will be provided for cancellations received within 30 days of the Conference.

Use of funds & compliance

Forestry Australia agrees to use all of the funds provided to support the organisation in its mission. Funds will not be expended on any entertainment that is incidental to the activities of Forestry Australia.

Privacy

Forestry Australia will not supply member email, telephone or postal details to partners. All mail outs and broadcast emails will be managed by Forestry Australia's office or its PCO to preserve the privacy of member/delegate emails.

Unsold Sponsorship Packages

Forestry Australia reserves the right to amend existing unsold sponsorship packages or add additional sponsorship packages as required without notice to confirmed sponsors and exhibitors.

Public & Liability Insurance

Public and Liability insurance to a minimum of AUD\$10 million must be taken out by each exhibitor or sponsor who has a trade table at their own expense. A copy of the certificate of insurance currency must be provided to the Forestry Australia National Office a minimum of four weeks prior to the commencement of the Conference.

Liability & Indemnity

Forestry Australia shall not be liable in any manner for any loss or damage whatsoever to any files, artwork or other materials of the booker which may be deposited with Forestry Australia for the purpose of fulfilling the entitlements, and such materials shall, at all times, and in respect of all things, remain at the risk of the sponsor.

The booker hereby indemnifies and agrees to hold indemnified Forestry Australia, its servants and agents each of them against all liability, claims or proceedings whatsoever which may arise from the sponsorship and publication of any material pursuant to the order, and in particular, but without limiting the generality of the foregoing, indemnify and hold indemnified each and all of them against any action for defamation, discrimination, slander of title, breach of copyright or infringement of any trade mark, name or description, invasion of privacy or for any action under or for any breach of any provision of any state or territory fair trading legislation or the Trade Practices Act, 1974.

Subletting of Package

No sponsor or exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship package or booked space except upon prior written consent of the Forestry Australia National Office. Shared sponsorship and exhibition packages will result in one set of benefits only being available to be shared by all parties involved. This includes but is not limited to logo recognition, profile inclusion, signage, and registration benefits.