

2024 Citrus 
Australia

AUSTRALIAN CITRUS CONGRESS

SUNSHINE COAST. QUEENSLAND

5 March | AGM & Welcome Event

6 & 7 March | Congress



**PARTNERSHIP
PROSPECTUS**



JOIN US IN 2024

I am delighted to announce the inaugural Australian Citrus Congress, to be held on 6-7 March 2024 on the Sunshine Coast.

Many of you have participated in our previous Market Outlook and Technical events. These events have been popular and well attended by people from across the citrus industry. Feedback indicates attendees enjoy the mix of speaker sessions and the ability to come together face to face at an annual event in a relaxed atmosphere.

The new look Australian Citrus Congress will bring together these previous Conferences under one banner, offering delegates a world class event focusing on all things citrus – from production through to trade and everything in between. It promises to be an exciting and interactive program!

Whilst the citrus industry has had a challenging few years during the pandemic with rising input costs, trade impacts and production issues, we are now looking at a more stable, buoyant and positive future. The 2024 Congress will mark the start of an annual event bringing together world-leading experts for two days of conferencing and exhibition, with ample opportunities for networking. Not to be missed is the Gala Dinner, featuring awards for those outstanding in their fields.

We have been intentional in our decision to hold the 2024 Congress on the Sunshine Coast, away from the growing regions, to encourage growers, managers and stakeholders to step

out of their businesses and immerse themselves in the opportunity to hear from leaders in their fields and network with others in the resort environment.

We invite you to partner with us in delivering the first ever Australian Citrus Congress—an event not to be missed for Australian and international delegates. Partnership opportunities will give your business unprecedented exposure to Australian citrus growers from across the county, as well as retailers, supply chain partners, researchers and more. Opportunities for partnership exist across a range of categories and price points.

I encourage you to review this prospectus and contact myself or the team to discuss the opportunities presented, or to discuss how we may tailor a package exclusively for you.

Help us to fulfill our vision of making the Australian Citrus Congress a must attend international event in 2024 and beyond.

Nathan Hancock
CEO, Citrus Australia

WHO WILL ATTEND

The congress is expected to attract citrus industry representatives eager to learn, meet and network with like-minded people.

Typically attendees include growers, packers, marketers, exporters, researchers, government representatives and commercial providers.

Our events attract a range of business sizes, from corporate farmers to small family farms; they all share an interest in improving their asset and themselves.

BENEFITS OF PARTNERSHIP

- Establish/build your company's profile
- Reach a target audience of national and international industry delegates instantly
- Promote your company to the global industry
- Launch a new product or service
- Network and develop new partnerships
- Join the delegates on the site visits or attend networking events
- Exposure on the Citrus Australia website
- Exposure in the leading industry publication, Australian Citrus News
- Keeping abreast of the developments in the citrus industry
- The networking & brand integration opportunities are plentiful.

PRINCIPAL PARTNER

AUD 15,000 + GST

(exclusive opportunity)

SOLD

Entitlements

- Five (5) In-Person Full Congress Registrations, including tickets to the Congress dinner
- Five (5) In-Person Site Visit Registrations (subject to availability)
- One (1) premium 3x2m exhibition structure with first priority site selection (Please refer to page 10 for a diagram of the exhibition. If you have any concerns, please discuss your requirements with the Congress Office)
- Opportunity to provide a welcoming address in the opening session on Wednesday
- Opportunity to provide two (2) standard pull-up banners
- Verbal acknowledgement of partnership onsite
- Company logo featured in all official Congress marketing collateral
- Full page, colour advertisement in the Forum edition of the Australian Citrus News (placement will be at the discretion of Citrus Australia)
- Link to company logo and URL on the Congress website
- Cross-promotion on social media channels
- Dedicated eDM announcing partnership to Congress database
- Company logo and acknowledgement on slide reel, shown before and after all sessions
- Company logo and acknowledgement on electronic signage at the venue (except during any social functions)
- Partnership recognition in the Congress wrap to all attendees, plus the Congress post-event eDM

PREMIUM PARTNER

AUD 9,000 + GST

(Only 1 remains)

Entitlements

- Three (3) In-Person Full Congress Registrations, including tickets to the Congress dinner
- One (1) premium 3x2m exhibition structure with priority site selection (Please refer to page 10 for a diagram of the exhibition. If you have any concerns, please discuss your requirements with the Congress Office)
- Opportunity to provide two (2) standard pull-up banners
- Verbal acknowledgement of partnership onsite
- Recognition on all relevant Congress marketing collateral
- Half page, colour advertisement in the Forum edition of the Australian Citrus News (placement will be at the discretion of Citrus Australia)
- Link to company logo and URL on the Congress website
- Cross-promotion on social media channels
- Company logo and acknowledgement on slide reel, shown before and after all sessions

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CONGRESS DINNER PARTNER

AUD 9,000 + GST
(exclusive opportunity)

Opportunity to host the social event for the Congress. As the Dinner Partner, you are assured prime access to dinner guests who attend this exclusive and intimate event. Engage early to assist in creating a memorable evening for guests and to ensure maximum brand exposure. The congress dinner will take place on the evening of Wednesday 6th March 2024.

SOLD

Entitlements

- One (1) In-Person Full Congress Registration, including a ticket to the Congress dinner
- Opportunity to provide two (2) standard pull-up banners (on display during the Congress Dinner)
- Additional nine (9) tickets to the Congress dinner
- Opportunity to provide a welcoming address at the Congress dinner
- Verbal acknowledgement of partnership onsite at the Congress
- Link to company logo and URL on the Congress website
- Cross-promotion on social media channels
- Potential to have your company colours up-lit within the networking space
- Partner recognition on relevant Congress signage

Entitlements

- Opportunity to provide two (2) standard pull-up banners (on display during the Lu'au Event)
- One (1) In-Person Full Congress Registration, including a ticket to the Congress dinner
- Opportunity to provide a welcoming address at the Lu'au Event
- Link to company logo and URL on the Congress website
- Potential to have your company colours up-lit within the networking space
- Partner recognition on relevant Congress signage

LU'AU LAUNCH EVENT

AUD 7,500 + GST
(exclusive opportunity)

A highly visible opportunity, with a tropical twist! As the host of the Congress' official welcome reception - the Lu'au Launch Event - your brand will be the first attendees see. The casual, tropical-themed networking function will take place on the evening of Tuesday 5 March 2024. Help set the tone for the event with a short welcome speech. Dress code - a hint or a heap of Hawaiian!

SOLD



ESPRESSO PARTNER



AUD 7,000 + GST

(exclusive opportunity)

Congress attendees are offered free espresso coffee. As the Espresso Partner, you are guaranteed maximum exposure for your brand at the exclusive and popular coffee cart. Australian Citrus Congress will provide baristas, equipment and supplies for all catering breaks including during registration, on both days of the Congress. The Espresso Partner is welcome to provide branded relevant items for use, for example; keep-cups, aprons for the baristas to wear (subject to venue approval), sugar sachets etc.

Entitlements

- Link to company logo and URL on the Congress website
- Cross-promotion on social media channels
- Partner recognition on relevant Congress signage
- Verbal acknowledgement of partnership onsite
- Company logo and acknowledgement on slide reel shown prior to all catering breaks

JUICE PARTNER



AUD 3,000 + GST

As the official Juice Partner to the Australian Citrus Congress, your juice will be displayed and made available to all delegates across two morning tea, two afternoon tea and two lunch occasions (six occasions in total). In addition to providing the juice, you may like to accompany the display with branded ice buckets, straws, cocktail napkins or branded recycling bins to collect used bottles - arrangements to be confirmed with the event manager, partner to supply all branding collateral at own cost.

Entitlements

- Product on display and available at drinks stations at: 2 x morning tea breaks, 2 x lunch breaks, 2 x afternoon tea breaks
- Exclusive branding/merchandising opportunities
- The right to include the words 'Official Juice Partner' on all collateral displayed at the Australian Citrus Congress 2024

The cost of supplying the juice is to be covered by the partner company in full.

**Juice supplied in either 1.5L bottles, to be decanted into glasses, or individual 350 ml bottles across a range of flavours.*

COCKTAIL HOUR



AUD 5,000 + GST

A prime opportunity to connect your brand with the citrus industry's night of nights. The Cocktail Hour (6pm-7pm) immediately precedes the Australian Citrus Congress Gala Dinner (6 March). Your company will have full naming rights to the hour-long event, plus the opportunity to feature a signature cocktail and mocktail on the drinks menu. As guests network over a cold drink, you have the perfect opportunity to position your brand on cocktail napkins, straws, cocktail umbrellas, cocktail recipe leaflets or any other assets you choose to provide (at own cost).

Entitlements

- Naming rights to pre-dinner Cocktail Hour
- Signature cocktail/mocktail*
- Exclusive branding/merchandising opportunities
- Opportunity to welcome guests with a short speech

**Cocktail recipe to be determined by partner, Citrus Australia and venue.*



NAME BADGE & LANYARD

AUD 9,000 + GST
(exclusive opportunity)



Name badges and lanyards are possibly the most looked at items at the Congress. Your logo will be prominently displayed on each name badge and lanyard for all attendees to see. Every attendee will be wearing your brand and using it to gain access to sessions and social functions plus, to recall people's names.

STUDY TOUR SPONSOR

AUD 6,000 + GST
(exclusive opportunity)

Sponsor the Australian Citrus Congress Study Tour to the Bundaberg region on Monday 4 March. The tour focuses on new varieties and advancements in production techniques, along with equipment trials in the field.

Entitlements

- Naming rights to Study Tour
- Speaker opportunity on Study Tour
- Branding on tour signage
- Opportunity to provide brand assets

BUSINESS & WI-FI LOUNGE

AUD 9,000 + GST
(exclusive opportunity)



Associate your brand with creating new connections and business opportunities as the sponsor of the Citrus Central Business Lounge. This dedicated meeting and networking space will take prime position at the center of the exhibition hall. The lounge will include both casual seating and meeting tables and chairs, as well as stations for guests to recharge devices. The lounge partner is welcome to customise the lounge with branding and giveaways (at own cost). The package includes sponsorship of conference Wi-Fi, with acknowledgment during conference sessions.

Entitlements

- One (1) In-Person Full Congress Registration
- Acknowledgement as Wi-Fi sponsor throughout event
- Naming rights and opportunity to customise the lounge with branded products and signage

NEXT GEN STUDENT SPONSOR

AUD 5,000 + GST
(exclusive opportunity)



Highlight your commitment to the future of the citrus industry by sponsoring four emerging ag-industry leaders to attend the Australian Citrus Congress 2024. Along with naming rights to this sponsorship, you will have an exclusive opportunity to meet with the students. A Citrus Australia mentor will host each student and connect them with relevant industry personnel across the event. The students will also conduct a 'takeover' of Citrus Australia's social media accounts, posting updates and insights from the event, including one post thanking your company for its support.

Entitlements

- Naming rights to student sponsorship
- Exclusive opportunity to meet with students
- Acknowledgment of sponsorship throughout the event
- Media coverage on sponsorship



SESSION SPONSORS

Position your business as a thought leader by sponsoring one of the break-out sessions on the Congress' conference program. The sessions will cover key areas within the citrus industry, with the program designed to provide attendees with practical take-home messages that will drive innovation and profitability within their businesses. As a session sponsor, you will have naming rights to the session, along with a speaking slot and branding opportunities.

POST HARVEST SESSION

AUD 6,000 + GST

(exclusive opportunity)

SOLD

A session covering post harvest advancements that are helping produce high quality and safe food.

Entitlements

- Naming rights to session
- Speaker slot on program
- Acknowledgment as session sponsor by MC
- Ability to display pull up banner on/next to stage
- Name displayed on electronic signage and program material

AG-TECH SESSION

AUD 6,000 + GST

(exclusive opportunity)

A deep dive into the advantages and challenges that technology solutions are presenting to the citrus industry.

Entitlements

- Naming rights to session
- Speaker slot on program
- Acknowledgment as session sponsor by MC
- Ability to display pull up banner on/next to stage
- Name displayed on electronic signage and program material

PRODUCTION SESSION

AUD 6,000 + GST

(exclusive opportunity)

A grower-focused session covering production techniques, ag-chem and pest control.

Entitlements

- Naming rights to session
- Speaker slot on program
- Acknowledgment as session sponsor by MC
- Ability to display pull up banner on/next to stage
- Name displayed on electronic signage and program material

VARIETIES SESSION

AUD 6,000 + GST

(exclusive opportunity)

SOLD

A look at varietal development within the citrus sector, both in Australia and internationally.

Entitlements

- Naming rights to session
- Speaker slot on program
- Acknowledgment as session sponsor by MC
- Ability to display pull up banner on/next to stage
- Name displayed on electronic signage and program material



EXHIBITION STRUCTURE 3M X 2M

AUD 5,000 + GST



All exhibition structures include:

- **Signage**
All open aisle frontages will have a printed fascia sign with stand number and company name.
- **Furniture**
All furniture will be pre-selected by Citrus Australia.
 - 1 x trestle table
 - 2 x chairs
- **Power**
 - 1 x 4amp power point per 9sqm
- **Flooring**
 - Venue carpet

Please list your three (3) preferred site selections (in order of preference) with your completed exhibitor application. Site selections can be made from the floor plan on the following page. The Congress Office will endeavour to meet your preferred site location.

Entitlements

- One (1) In-Person Full Congress Registration per 3x2m site, including a ticket to the Congress dinner (not applicable to exhibition structures included in partnership packages listed above)
- Link to your company logo and URL on the Congress website
- Cross-promotion on social media channels
- A detailed Exhibitor Manual with guidelines for set up, pack down and participation



Notes

- Setup is on the Tuesday 5 March 2023 from 15:00 – 16:30. A representative from each stand must be available to complete the set up during this allocated time.
- Pack down is on Thursday 7 March 2023, after the close of the Congress.
- High visibility vests must be worn for set up and pack down. It is the responsibility of the exhibitor to ensure all team members supply their own vest.

*Please note, booths are only included in Principal and Premium Partner Sponsorship Packages and are an additional cost in all other packages.

EXHIBITION FLOOR PLAN



This is a draft floorplan and is subject to change without notice. Exhibitor booth allocation will be at the discretion of the Congress Office with booth choices taken into consideration. Booths marked in red have been sold.



TERMS AND CONDITIONS

PARTNERSHIP APPLICATIONS AND CONDITIONS

Partnership applications must be received on the official Application Contract Form. A tax invoice will be issued upon receipt of your application.

- Full payment must be made within 30 days from the date of invoice. An instalment plan may be considered (subject to conditions), please contact the Congress Office directly.
- Partnership will not be confirmed until a signed application and full payment is received.
- Citrus Australia reserves the right, at their total discretion, to decline any application.
- All payments must be made in Australian dollars.
- Payment can be made via bank transfer or credit card.
- If full payment is not received by the due date, Citrus Australia has the right to decline the application.

PARTNERSHIP VOLUNTARY CANCELLATION POLICY

In exceptional circumstances, Citrus Australia will consider cancellation of a partnership contract, subject to the following conditions:

- The cancellation request is submitted in writing.
- The reason for the cancellation is, in the opinion of Citrus Australia, well founded.
- The Partner agrees that Citrus Australia shall retain 25% of the contract price if the cancellation is accepted between ten (10) and six (6) months prior to the congress, 50% of the contract price if the cancellation is accepted between six (6) and two (2) months prior to the Congress, or 100% of the contract price if the cancellation is accepted less than two (2) months prior to the Congress.
- Cancellation will not be considered if it is deemed that partnership entitlements have already been provided.

COVID19 COMPLIANCE

All participants at the Congress will be required to comply with the COVID Safety Guidelines and protocols in place with the venues and the Congress, which will be aligned and compliant with all relevant Government health advice at that time.

The health and safety of Congress participants is our highest priority. Citrus Australia are mindful of the health risks posed by COVID-19, and the importance of following official medical advice with respect to social distancing, practicing good hygiene and staying at home when unwell.

CUSTOM PACKAGES

We recognise that not one size fits all, the following packages are suggestions only. If your organisation is keen to participate and has certain objectives or budget, please contact Claire Fitchett on +61 (0) 499 044 111 or claire.fitchett@citrusaustralia.com.au to tailor a package to ensure your priorities are achieved.





FOR MORE INFORMATION AND
BOOKING DETAILS CONTACT:
V3: Updated Dec 2023

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