

2025 Citrus 
Australia

**AUSTRALIAN
CITRUS
CONGRESS**

Focus on efficiency
18 to 20 March 2025
The Riverina NSW



**PARTNERSHIP
PROSPECTUS**

JOIN US IN 2025



We are delighted to announce the second Australian Citrus Congress is to be held from 18 to 20 March 2025 in Griffith and Leeton in The Riverina, New South Wales.

Following our very successful inaugural Australian Citrus Congress in 2024 – we are delighted to welcome you to become involved in our next big event.

The 2025 Australian Citrus Congress (ACC25) is to be held from 18 to 20 March and will once again see the exchange of knowledge and some quality networking.

Our aim and overall theme for ACC25 is to recognise the recent margin squeeze felt by growers and to identify efficiency gains across the supply chain.

Griffith and Leeton lie in the heart of The Riverina, which is our country's largest citrus growing region by planted area. Both locations will provide ideal backdrops to explore our main theme through immersion.

The theme and location of the ACC25 have been very purposely aligned.

The fortunes and global competitiveness of the Australian citrus industry hinge on our ability to consistently produce high-quality fruit as efficiently as possible.

ACC25 will take a deep dive into where these efficiencies lie, particularly labour efficiencies and efficiencies that save resources – time, money, energy and water being some examples.

We have developed a program that combines traditional congress elements – a speaker program, exhibition and networking events – with opportunities to see innovation in action.

The program will include an interactive field day, allowing industry-aligned businesses to showcase their products and services in action at a local orchard.

Industry service providers will also be able to exhibit as part of a dedicated tradeshow with extended hours compared to Queensland in 2024.

We'll be holding an official welcome event within the exhibitor area, while a more consolidated speaker program will allow for added interaction on the tradeshow floor.

ACC25 will retain the same rich vein of insights that made the 2024 event such a success, while presenting even more opportunities to forge new business connections.

Alongside the official welcome event, the ACC25 social program will feature a friendly golf competition and a dinner which will include the presentation of Citrus Australia's Annual Awards. Citrus Australia's 2025 AGM will also be held during the event.

We're excited to bring key industry updates, insights and high-quality networking to one of our major production hubs.

By investing in ACC25, beyond the packages and their inclusions listed below, we'd like to emphasise the value of partnering with us and how your goods and services will add to industry.

You will be positioning your business as an industry leader, and the partnership packages we're offering will help offset ticket prices, keeping ticket prices down for everyone.

In addition, sponsorship 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.

We look forward to seeing you at ACC25 and hope you'll consider taking up one of our fantastic sponsorship and or exhibition packages and take advantage of the benefits they provide.

Nathan Hancock
CEO, Citrus Australia

JOIN US AT ACC25

ACC25 is set to attract citrus industry representatives from across the supply chain, including growers, packers, marketers, exporters, researchers, government representatives and the industry service providers.

Beyond the commercial benefits of becoming a partner or exhibitor at ACC25, the interactive nature of the event, the insights, analysis and network opportunities make this event one not to miss.

BENEFITS OF PARTNERSHIP

- Build your company's profile
- Reach a target audience instantly
- Promote your company to industry
- Launch a new product or service
- Network and develop new partnerships
- Join the delegates on site visits or attend networking events
- Exposure on the Australian Citrus Congress website
- Exposure in the leading industry publication, Australian Citrus News
- Keeping abreast of the developments in the citrus industry

The networking and brand integration opportunities are plentiful.

PREMIUM AG-CHEM SPONSOR

AUD 10,000 + GST

Entitlements

- 1 x full Congress registration including our Welcome Event and Awards Dinner
- 1 x exhibitor booth
- 1 x Field Day registration
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- Half page colour ad in Congress edition of ACN
- Inclusion of product promotion at our Field Day and/or Congress

PREMIUM TECH SPONSOR

AUD 10,000 + GST

SOLD

Entitlements

- 1 x full Congress registration including our Welcome Event and Awards Dinner
- 1 x exhibitor booth
- 1 x Field Day registration
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- Half page colour ad in Congress edition of ACN
- Activation of tech solution at the Field Day and/or Congress

PREMIUM RETAIL SPONSOR

AUD 8,000 + GST

Entitlements

- 2 x full Congress registration including our Welcome Event and Awards Dinner
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- Half page colour ad in Congress edition of ACN

PREMIUM IRRIGATION SPONSOR

AUD 10,000 + GST

SOLD

Entitlements

- 1 x full Congress registration including our Welcome Event and Awards Dinner
- 1 x exhibitor booth
- 1 x Field Day registration
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- Half page colour ad in Congress edition of ACN
- Activation of product or system at our Field Day and/or Congress





AWARDS DINNER PARTNER

SOLD

AUD 10,000 + GST
(exclusive opportunity)

A fabulous opportunity to be our Awards Dinner Partner with the option to provide a welcome address.

The Awards Dinner will be held on 19 March 2025.

Awards Dinner Entitlements

- Naming rights for our Awards Dinner
- Welcome speech and presentations at Awards Dinner including a dedicated media wall
- 1 x full registration including Welcome Event and Awards Dinner
- 1 x Field Day registration
- 1 x exhibitor booth
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications

Entitlements

- Provide a welcome address at the Welcome Event
- 1 x full registration including Welcome Event and Awards Dinner
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- Half page colour ad in Congress edition of ACN
- \$1,000 discount on Congress booth booking

WELCOME EVENT PARTNER

SOLD

AUD 5,000 + GST
(exclusive opportunity)

A casual and fun event. You can welcome everyone to The Riverina and kick-start a great line-up of networking opportunities at the ACC25.

CLICK HERE TO

BOOK NOW



GOLF EVENT PARTNER

AUD 6,000 + GST

SOLD

Help delegates get into the swing of ACC25 by sponsoring the event's Golf Event, being held at the Griffith Golf Club on 18 March.

Played in ambrose format, this teams-based event is the perfect way to drive exposure for your brand in a fun, casual environment.

What you get

- Naming rights for the Golf Event and ability to provide and present 3 x prizes at the AGM later that day.
- 2 x Golf Event registrations
- 1 x full event registration including Welcome Event and Awards Dinner
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- \$1,000 discount on Congress booth booking



ACC25 FIELD DAY

AUD 8,000 + GST

SOLD

Be the face of our ACC25 Field Day which will bring together theory and practice with in-field demonstrations and displays.

What you get

- Field Day naming rights
- 1 x full Congress registration including Welcome Event and Awards Dinner
- 2 x Field Day registrations
- Verbal and written acknowledgement of sponsorship in all pre, during and post event Comms In field product demonstration at ACC25 Field Day
- \$1,000 discount on Congress booth booking

COFFEE CART AND VAN

AUD 7,500 + GST

SOLD

Be our Coffee Cart and Van Partner and help offer all our delegates a hit or three of caffeine, with a van outside the exhibition hall and a cart inside the trade expo - as well as providing coffee at the Field Day.

What you get

- Naming rights as the Congress Coffee Partner
- Branding inside coffee cart and outside coffee van with your logo throughout the exhibition
- Branded coffee van at the Field Day
- Verbal and written acknowledgement of sponsorship in all pre, during and post event Comms
- 1 x full registration including Welcome Event and Awards Dinner
- 1 x Field Day registration
- \$1,000 discount on Congress booth booking



CONGRESS CAPS

AUD 8,000 + GST

SOLD

They will go home with every ACC25 delegate, be in-field at work all week, or out on the weekend - become the ACC25 cap sponsor and ensure your brand goes into offices, households and orchards across the country.

What you get

- Naming rights as the Congress Cap partner
- Co-branded caps with your logo and ACC25 logo for all delegates
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- 1 x full registration including Welcome Event and Awards Dinner
- 1 x Golf Event registration
- 1 x Field Day registration
- \$1,000 discount on Congress booth booking

STUBBY HOLDERS

AUD 4,000 + GST

You can never have too many of them and they tend to stay 'til last drinks.

What you get

- Your logo co-branded with ACC25 on stubby holders for all delegates provided at the Welcome Event
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- 1 x full registration
- \$1,000 discount on a booth booking

JUICE PARTNER

**AUD 2,000 + GST
+ juice supply**

In the country's biggest juice growing region flex your brand. Come and be our official juice partner and help everyone keep cool and get their hit of vitamin C.

What you get

- Official juice partner for the duration of the ACC25 including the Golf Event and Field Day
- Individual bottles of juice provided for consumption at all meal breaks, to be provided at the sponsor's cost
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- 1 x full registration including Welcome Event and Awards Dinner



LANYARD AND NAME BADGES

AUD 5,000 + GST

SOLD

Get your brand noticed with these event keepsakes and grab a discount on an exhibition booth.

What you get

- Your logo co-branded with ACC25 logo on event lanyard and name badges for all delegates
- Verbal and written acknowledgement of sponsorship in all pre, during and post event communications
- 1 x full registration including Welcome Event and Awards Dinner
- \$1,000 discount on an exhibition booth

EVENT PROGRAM SPONSOR

AUD 3,000 + GST

Show your support for ACC25 by sponsoring the exhibitor program which is distributed to all delegates at the Congress and Field Day.

What you get

- Your logo on the back cover of the program

EXHIBITION PACKAGE



A detailed floor plan will be available on Citrus Australia's website soon. From there you can select your preferred booth location. Booth selection will be offered on a first come first served basis.*

WOODSIDE HALL EXPO BOOTH

AUD 3,500 + GST

All exhibition structures include:

Signage

All open aisle frontages will have a printed fascia sign with stand number and company name.

Furniture

Tables and chairs

Power

1 x 4amp power point per 9sqm

Entitlements

- 1 x standard booth (furniture and signage)
- 1 x full Congress registration
- Link to company logo and URL on Congress website
- Cross promotion on social media channels
- Inclusion in the event program

WOODSIDE HALL ONSITE DISPLAY

AUD 500 + GST

Allow the delegates to check your equipment out up close.

What you get

- Static onsite equipment display outside the exhibition hall
- 1 x exhibitor only registration (not including Awards Dinner)
- Link to company logo and URL on Congress website
- Cross-promotion on social media channels
- Inclusion in the event program

FIELD DAY IN-ORCHARD DISPLAY

AUD 1,750 + GST

Showcase your products or services in the field.

What you get

- Onsite equipment/product display and demonstration
- 2 x Field Day registrations
- Link to company logo and URL on Congress website
- Cross-promotion on social media channels
- Inclusion in the event program document



EVENT SUPPORT PARTNER

AUD 2,000 + GST

Show your support for the Australian citrus industry by supporting the ACC25.

What you get

- Link to company logo and URL on congress website

* Subject to sponsorship entitlements.

Notes

- Setup is on Tuesday 18 March 0900 AEDT to 1500 AEDT. A representative from each stand must be available to complete the set up during this allocated time.
- Pack down is from 1730 AEDT on Wed 19 March or until Thursday 20 March at 1100 AEDT
- 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

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 us on email australiancitruscongress@citrusaustralia.com.au or on phone +61 (0) 3 5023 6333
- 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.





FOR MORE INFORMATION AND BOOKING DETAILS CONTACT:

E: australiancitruscongress@citrusaustralia.com.au

P: +61 (0) 3 5023 6333

