2016 AUSTRALIAN PRAWN AND BARRAMUNDI FARMERS
SYMPOSIUM SPONSORSHIP PROSPECTUS

When 2-3rd August 2016.

Where: Mercure Townsville.

For the last eleven years the annual Australian Prawn and Barramundi Farmers conference has had its naming rights sponsored by Ridley and this year is no exception. Orchestrating an annual conference is not possible without support of our loyal sponsors and delegates who attend on a regular basis so thank you all.

We understand the financial costs to businesses to send staff and decision makers to these types of events and again this year the event has been budgeted to cover the basic costs. This event is the annual opportunity for the two groups to come together to promote the two industries, for networking, research dissemination to members, to highlight current issues and to engage with industry suppliers, students, researchers and government agencies.

The event was last held in Townsville in 2009 and with delegate numbers topping the 200 mark at that time it is hoped that this year’s event will prove equally popular. It is also a fantastic opportunity for research agencies and new suppliers, those looking to supply services to these two sectors to network and talk to the decision makers in the industry who are open to discussing opportunities in a more relaxed atmosphere.

Making a living around aquaculture in Australia is not easy and you all deserve a break so why not come and join us for a few days.

The theme this year is AUSTRALIAN FARMED PRAWNS & BARRAMUNDI THE SUSTAINABLE PROTEIN OPTION.

Sustainability has been a buzz word for some time now, used by retailers, chefs and those with global accreditation standards. To our respective industries sustainability means farming in Australia where we are regulated to be environmentally responsible, adhere to statutory employment conditions and are managed by a plethora of regulations and policies, as well as a Federal instrument called the EPBC Act. Both farmed barramundi and prawns are identified as better seafood choice due to their sustainability – not to mention how good they taste! Australian barramundi famers were recently awarded 10 medals, including two gold at the Sydney Fine Food Show and we all know how everyone ‘Loves Australian Prawns’.
Both Barramundi and Prawn farm members have signed up for and agreed to an Australian sustainability standard which we are calling the Green Tick Program. Both industries continue to lobby the Federal government to implement Country of Origin Labelling for seafood to the food service industry in line with two Federal inquiries and recommendations from the 2014 Rural and Regional Affairs and Transport References Committee, Current requirements for labelling of seafood and seafood products, and the 2016 Joint Select Committee on Northern Australian Inquiry into Opportunities for Expanding Aquaculture in Northern Australia. We support CoOL as it give consumers the ability to make informed choices about the seafood they eat.

Prawn and Barramundi Associations contribution to various State and Federal inquiries continues to benefit members – our issues are being heard and actions and recommendations are starting to take place recognising the value and contribution of our industries to the economy, particularly regional and rural Australia.

We also significantly contribute to R&D to make sure our farms and farmers continually improve their operations through the use of innovative technology to improve sustainability and produce quality product with a low ecological footprint – that is why farmed Australian prawns and barramundi are the sustainable protein option of the future.

For sponsors and suppliers to the industry this is the perfect time to take part, sponsor or attend as you will have direct access and influence to the farm owners and decision makers.

The past event statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Theme</th>
<th>No of Exhibitors</th>
<th>No of speakers</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Townsville</td>
<td>Aquaculture into the future</td>
<td>10</td>
<td>39</td>
<td>200</td>
</tr>
<tr>
<td>2010</td>
<td>Gold Coast</td>
<td>Proudly Australian Produced</td>
<td>10</td>
<td>45</td>
<td>174</td>
</tr>
<tr>
<td>2011</td>
<td>Sydney</td>
<td>Off to market we go</td>
<td>6</td>
<td>52</td>
<td>150</td>
</tr>
<tr>
<td>2012</td>
<td>Palm Cove</td>
<td>How can we go to market when the market is always changing?</td>
<td>11</td>
<td>27</td>
<td>180</td>
</tr>
<tr>
<td>2013</td>
<td>Palm Cove</td>
<td>Return of Positive and Optimistic Outlook</td>
<td>10</td>
<td>39</td>
<td>130</td>
</tr>
<tr>
<td>2014</td>
<td>Gold Coast</td>
<td>Growth &amp; Prosperity is it possible?</td>
<td></td>
<td>16</td>
<td>125</td>
</tr>
<tr>
<td>2015</td>
<td>Gold Coast</td>
<td>Efficiency and Innovation</td>
<td>10</td>
<td>23</td>
<td>154</td>
</tr>
</tbody>
</table>

Strong attendee numbers are testament to the resilience of the two industries and the support that is available at these annual events from quality speakers through to networking opportunities is invaluable.
We urge all industry farm members to send their key staff to attend the General meeting to hear what your industry has done for you over the last 12 months and to give input and direction into the next 12 months and the future of the industry. And what’s a symposium without a little bit of fun and networking along the way.

The formal dinner this year will be prepared by Townsville’s famous chef Matt Merrin owner of JAM. The food Matt prepares and presents is sensational and he takes pride in ensuring that produce used on the menu is local where possible and sustainable. In 2015 Matt prepared food for a sold out Townsville event called Taste the North which by all accounts left attendees wanting more. Matt will be featuring our awesome produce on the menu and it will be held at recently opened Quayside Terminal. Guests will be bused to and from the event and a local army band will be providing music during the night.
SPONSORSHIP PACKAGES for 2016

SYMPOSIUM NAMING RIGHTS  
$11,000 incl of GST

Benefits:

- Exclusive naming rights to the symposium
- Name and logo prominently featured in all print material relating to the symposium
- Name and logo included on all press and media statements relating to the symposium
- Representative to address the symposium at an appropriate time
- Opportunity to chair a session in the symposium program
- Large corporate banner displayed in the symposium foyer
- Inclusion of company materials in the symposium satchel
- One full page advertisement in the symposium program
- Full registration for six to attend all events

DINNER SPONSOR PACKAGE – WEDNESDAY 3RD AUGUST 2016  
$4,500 incl of GST

Benefits:

- You get to have your logo included on the menu and on tables
- You get to chair a session in the symposium program
- Display your banner during the evening
- You get to address the attendees
- Acknowledgement in the symposium program
- Full registration for three to attend all events

WELCOME RECEPTION FOOD SELECTION – TUESDAY 2ND AUGUST 2016  
$3,400 incl of GST

Note this is for a 2 hour canapé package

Benefits:

- You get to address the attendees and MC the event
- Display your banner at the event
- You can negotiate with the venue (via Helen Jenkins) and prawn or barramundi supplier to have our produce featured among the hand out food
- Acknowledgement in the symposium program
- Full registration for two to attend all events
WELCOME RECEPTION BEVERAGE PACKAGE – TUESDAY 2ND AUGUST 2016

$4,000 incl of GST

Note this is for a 3 hour beverage package

Benefits:

- You get to address the attendees
- You get to chair a session of the symposium under one of the following themes: Innovation, Marketing, Farm Efficiency, R & D why, Water Quality
- Display of your banner at the event
- Acknowledgement in the symposium program
- Full registration for two to attend all events

SYMPOSIUM SATCHEL SPONSOR

$3,400 Incl of GST

Benefits

- Hand out the satchels and programs to delegates when registering.
- Opportunity to include any material in the satchel
- Acknowledgement in the symposium program
- Full registration for one to attend all events

AWARD SPONSOR

$1,650 Incl of GST

Benefits:

- You get to choose the style of awards that are handed out
- You get to decide the winners of each award category
- You get your name printed on the award plaque
- You get to hand the award to each winner
- Acknowledgement in the symposium program

TRADE DISPLAY

$1,500 Incl of GST

- Exposure throughout the symposium to key industry decision makers
- Space to display your product or service – area 3 x 1.8 mt with light, signage and 4 amp power outlet
- Skirted trestle table and chairs
- Company logo and contact to be included in the symposium program
- Company brochure or material to be included in the symposium satchel
LANYARDS AND NAME TAGS

- Company logo to appear on each lanyard
- Company logo and contact to be included in the symposium program
- Company brochure or material to be included in the symposium satchel

If you would like to tailor a sponsorship package to suit your requirements please contact the symposium organiser:

Helen Jenkins
Executive Officer
Australian Prawn Farmers Association
Ph: 07 3400 2002
Mobile: 0417 006 639
Email – helen.jenkins@apfa.com.au

Please note - Security and Insurance

Whilst every reasonable precaution is taken, the organisers expressly decline responsibility for any loss or damage which may befall the person or property of the sponsor from any cause whatsoever. Sponsors are advised to take out adequate cover, especially Public Liability Insurance. Please contact your insurance company for further advice.

EVENT SCHEDULE
MONDAY 1ST AUGUST 2016

During the day guests arrive

1630 Exhibition bump in – The Mercure Hotel Foyer & student posters accepted

Free night this evening guests can relax, explore the sights of Townsville

WEDNESDAY 3RD AUGUST 2016

0830 Official symposium opening
9.00 Keynote Speakers
1030 Morning tea
1100 Student session
1230 Lunch
1.30 Keynote Speakers
1500 Afternoon tea
15.30 Keynote Speakers
1630 Symposium plenary concludes
1630 Exhibitors bump out

1815 Buses transport guests to Quayside for a special celebration of our produce prepared by renowned Townsville chef Matt Merrin

1830 Dinner function, awards and be entertained by a local army band

2230 Buses return guests to Mercure

TUESDAY 2ND AUGUST 2016

900 Prawn farmers General Meeting and AGM – Plantation Room

1000 Barramundi farmers General Meeting and AGM – Tinaroo Room

1100 Morning tea
1300 Lunch for both groups
1800 Busses arrive at Mercure to transport guests to The Brewery (pictured opposite) for the Welcome Reception. Guests will enjoy delicious canapés with a 3 hour beverage pack
2115 Busses return guests to Mercure