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AUSTRALIAN PRAWN FARMERS ASSOCIATION

# Symposium

2021

Sponsorship  
opportunities



AUSTRALIAN  
**Prawn  
Farmers**  
ASSOCIATION

Australian Prawn Farmers Association  
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# Introducing our new hybrid symposium format!

**THIS YEAR WE ARE HOLDING A HYBRID SYMPOSIUM WHICH IS A COMBINATION OF VIRTUAL AND FACE TO FACE.**

## Virtual

First there will be a virtual platform with pre-recorded webinar presentations featured on APFA's event app accessible to registered delegates from mid-July for a number of weeks.

## In-Person

This will be followed by an informative face-to-face afternoon symposium and fun gala dinner at SeaWorld Resort, 6 August. Registrations for the hybrid symposium will open end of May.

**The benefit of holding a hybrid symposium is greater audience exposure!**

# Sponsorship options

## **Unprecedented industry growth – Be a part of it!**

The Australian Prawn Farmers Association is the Peak Industry Body for prawn farming in Australia. The industry is undergoing a period of significant growth with a value of circa \$130 million projected to grow to \$500 million within the next five years.

Our industry plans to invest millions of dollars in regional supply services and create over 1,200 new direct jobs, with many more indirect jobs created through large investments in suppliers and contractors in regional areas.

This growth will impact research & development, logistics, feed demand, the supply chain, regional business trading and contribute to increased payroll tax and other tax revenues flowing back to the economy, state and federal governments.

The annual APFA Symposium is the pre-eminent forum for Australian prawn farmers to gain new knowledge, network and meet with service providers, government, researchers, vendors and scientists.

As a sponsor you can take advantage of distinct marketing and awareness of your business through one of the below sponsorship opportunities and be involved!

# Naming rights

1 opportunity    \$20,000 <sup>Plus GST</sup>

## BENEFITS:

- Company name and logo displayed and acknowledged as naming right sponsor on all promotional material, including media releases, website, event app, newsletters, invitations, conference program, including links to company website.
- Company profile and logo in the program.
- Exclusive sponsorship of the event.
- Full registration for the event, including drinks and entertainment.
- Sponsorship content will need to be relevant to the event (e.g. creatively Prawns theme).
- Full registration for the event, including drinks and entertainment.
- Customised sponsor tables (logo projected on ceiling) at the gala dinner.
- Up to 15 minutes to address the gala dinner.
- Display table (if COVID restrictions permit) at the gala dinner.
- First right of refusal for naming rights next year (note sponsorship benefits and costs are reviewed by APFA each year).

# President's welcome drinks

1 opportunity    \$5,000 <sup>Plus GST</sup>

The president's welcome drinks will be held after the networking session and will include hors d'oeuvre and drinks.

## **BENEFITS:**

- Display table (if COVID restrictions permit) in the catering area.
- Ability to put forward a keynote speaker and introduce this speaker on the APFA event app.
- Company name and logo displayed on events app with hyperlinks to company website.
- Full registration for 2 tickets for access to the App, symposium, president drinks and gala dinner.
- Opportunity to address the delegates during the session (5 min).

# Sponsor a subtheme

3 opportunities left \$3,000<sup>Plus GST</sup>

Speaker presentations will be available online through the events app prior to the conference. Each presentation will be divided into subthemes. There are 5 subthemes with 5 presentations within each. Sponsors can introduce each speaker within a subtheme. The subthemes are : 1) Compliance; 2) Production Systems; 3) Harvest, processing, supply chain & market; 4) Biosecurity and 5) Leadership & skills training.

Sponsors can choose which subtheme to support, pending availability.

## **BENEFITS:**

- Opportunity to address delegates via pre-recorded message prior to each speaker in the session.
- Your company message will be viewed by delegates every time someone views a presentation within the chosen subtheme.
- Company and logo on events app with hyperlinks to company website.
- Full registration for 2 tickets for access to the App, symposium, president drinks and gala dinner.

# Networking session

1 opportunity    \$2,000 <sup>Plus GST</sup>

The networking session is a chance for you to meet and speak directly to all delegates.

## **BENEFITS:**

- Opportunity to address the delegates at the start of the session (5 min)
- Full registration for 2 tickets for access to the App, symposium, president drinks and gala dinner.
- Company name and logo displayed on events app with hyperlinks to company website.

# Logo on events app

17 opportunities left \$250 Plus GST

## **BENEFITS:**

- Company name and logo displayed on events app with hyperlinks to company website.



To take advantage of sponsorship packages, please email [apfa-symposium@outlook.com](mailto:apfa-symposium@outlook.com) and an invoice will be provided to you for immediate payment to secure your sponsorship.

**IMPORTANT NOTICE:** All events and venues must comply with all Queensland Covid Restrictions. All sponsors and attendees must adhere to the restrictions. Currently, no material is to be handed out at any time at the venue, therefore, we have strived to maximise sponsorship exposure on the virtual platform.