



Farmsafe Conference 2018

Innovative, Safe and Healthy

Wednesday 3 to Friday 5 October 2018

The Ville Resort, Townsville QLD

#farmsafe2018 | www.farmsafe2018.com

SPONSORSHIP & EXHIBITION PROSPECTUS

**Farmsafe Conference 2018
is supported by**



**Queensland
Government**



CONTENTS

ABOUT THE CONFERENCE	4
SPONSORSHIP OPPORTUNITIES	7
Principal Sponsor	7
Associate Sponsor	8
Stream Sponsor	9
Support Sponsor	10
Session Sponsor	10
Conference Dinner Sponsor	11
Welcome Reception Sponsor	11
PROMOTIONAL OPPORTUNITIES	12
Conference Program Ad	12
Satchel Insert	12
EXHIBITION OPPORTUNITIES	13
Exhibition Package	13
Trestle Table Display	13
TERMS AND CONDITIONS	14
BOOKING FORM	15



INVITATION

Farmsafe Conference 2018

Innovative, Safe and Healthy

Dear Potential Sponsor or Exhibitor,

Farmsafe Australia, in collaboration with James Cook University are hosting the 2018 Farmsafe Conference from Wednesday 3 to Friday 5 October 2018 at the Ville Resort, Townsville QLD.

Farmsafe Australia Conferences have been held on nine prior occasions, commencing in 1988 in Armidale. Other locations have been Wagga Wagga (1990), Toowoomba (1991), Whyalla (1997), Cairns (1999), Warrnambool (2002), Sydney (2004), Adelaide (2007), Perth (2009), Mt Isa (2012) and most recently in Launceston (2014).

The 2018 Farmsafe Australia Conference will offer a continued opportunity for farm agencies, policy makers, researchers and safety practitioners (with a particular focus on rural and farming communities), to network, present current research and showcase contemporary and practical WHS intervention programs. It will provide a conduit to strengthen the agricultural component of the Australian Work Health and Safety Strategy 2012-22.

The Theme for the 2018 Farmsafe Conference is **'Innovative, Safe and Healthy'** and will bring people from across Australia and some international visitors to explore how we can and are making farming safer in Australia.

This conference aims to bring people from across Australia and the world together to discuss policy, practice and research which is helping to improve safety in agriculture. This year theme of 'innovative, safe and healthy' address the wider challenges and opportunities we are seeing in farm health and safety and the great innovation which is helping improve and shape farming.

Sponsorship of the Farmsafe Conference 2018 offers a strategic opportunity to demonstrate the support your organisation gives to the rapidly moving field of injury prevention and safety promotion and to associate your brand with thought leadership, sector networking and partnership development.

The Conference Organising Committee is committed to working with sponsors to match sponsorship and exhibition packages to the strategic objectives of your organisation to ensure you are satisfied with your involvement and return on investment.

We would welcome an opportunity to discuss these promotional opportunities or any further ideas you may have for promoting your products or services.

We look forward to hearing from you.

Regards,



Associate Professor Richard Franklin
Chair - Conference Organising Committee
Associate Professor - Injury Prevention
James Cook University





ABOUT THE CONFERENCE

CONFERENCE BACKGROUND

Farmsafe Conference 2018 is being held by Farmsafe Australia in collaboration with James Cook University. The 2018 Conference will offer a continued opportunity for farm agencies, policy makers, researchers and safety practitioners (with a particular focus on rural and farming communities), to network, present current research and showcase contemporary and practical Work, Health and Safety (WHS) intervention programs. It will provide a conduit to strengthen the agricultural component of the Australian Work Health and Safety Strategy 2012-22.

The Theme for the 2018 Farmsafe Conference is '**Innovative, Safe and Healthy**' and will bring people from across Australia and some international visitors to explore how we can and are making farming safer in Australia.

This conference aims to bring people from across Australia and the world together to discuss policy, practice and research which is helping to improve safety in agriculture. This year theme of '**Innovative, Safe and Healthy**' address the wider challenges and opportunities we are seeing in farm health and safety and the great innovation which is helping improve and shape farming.

CONFERENCE OBJECTIVE

The objective of the Conference is to highlight progress on farm safety and to draw together key stakeholders that will contribute to future improvements in WHS.

DELEGATE PROFILE

Those who have a story to tell, an experience to share, wish to share knowledge and network with other like minded people who are working to make farming safer and healthier. This conference aims to bring farmers, risk management experts, policy makers, regulators, general practitioners, nurses, researchers, first responders, mental health experts, those involved in the agricultural supply chain, farm women, youth, rural leaders, veterinarians, together to find innovative ways to improve the safety and health of the farming, farm families and rural population.

ANTICIPATED BENEFITS FOR THE COMMUNITY

The Conference will attract delegates from Australia and potentially overseas from many fields of interest such as:

- Agriculture representing a range of commodity sectors
- Work health and safety
- Health and safety and injury prevention researchers
- Product design and safety
- Risk assessment and insurance underwriting
- Program design and implementation
- Medical practitioners and allied health professionals
- Acute care
- Rehabilitation and evaluation

A considerable proportion of the delegates will likely be key decision makers, capable of influencing debate and decisions within Australia. As a high-risk industry the agricultural community will benefit significantly from any reduction in injury related deaths and injuries.

VENUE

Farmsafe Conference 2018 will be held at The Ville Resort, Townsville Queensland.



CONFERENCE PROMOTION

The Farmsafe Conference 2018 will be promoted widely for those interested in farm safety. This will include direct email campaigns, member newsletters, extensive exposure on conference material, on the conference website, in the official program and satchel and other opportunities as per the sponsorship agreement.

OPPORTUNITIES

Sponsoring and/or exhibiting at the Farmsafe Conference 2018 offers your organisation the opportunity to be involved with this important Conference highlighting challenges need to improve farm safety in Australia and the region. Sponsorship and/or exhibition of the conference provides an excellent opportunity to:

- Demonstrate your organisation's support of the public health and farming sectors and organisations which deliver it;
- Promote your organisation and products to delegates;
- Increase brand awareness with an engaged, relevant and influential audience; and
- Network and build new relationships with key industry figures.

The selection of sponsorship and exhibition packages presented in this prospectus has been developed to ensure a successful outcome for sponsors, exhibitors and all participants of the conference.

CUSTOMISED PACKAGES

In addition to the set packages outlined, sponsorship and exhibition packages can be customised to meet your organisation's specific objectives.

CONFIRMATION

Early confirmation of your sponsorship and/or exhibition package of the Farmsafe Conference 2018 will ensure an even higher level of exposure. An extensive promotional campaign including email broadcasts and web exposure will be implemented providing the opportunity for your company to be represented as a key sponsor of the conference well in advance of the event.

TO BOOK

For more information or to book a sponsorship and/or exhibition package, please contact the Events Manager:

Nicole Rutter
Events & Capacity Building Manager
Public Health Association of Australia
A: PO Box 319 Curtin, ACT 2605
T: 02 6171 1308
E: nrutter@phaa.net.au



NOTES

- All costs are excluding GST;
- All inserts / handouts are to be supplied by the sponsor or exhibitor;
- All timeframes must be met in order to achieve package entitlements;
- All artwork / logos are to be supplied by the sponsor in high resolution formats; and
- All banners are to be provided by the sponsor or exhibitors.





SPONSORSHIP OPPORTUNITIES

PRINCIPAL SPONSOR

SOLD

As the Principal Sponsor your organisation will have the highest visibility and maximum exposure at the conference. This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of the public health and farming sectors.

ENTITLEMENTS

- Name acknowledgment as the Farnsafe Conference 2018 Principal Sponsor;
- Specific acknowledgement of your role as the Conference Principal Sponsor at opening and closing plenary sessions;
- Logo recognition as the Conference as the Principal Sponsor in all conference promotional material including conference e-bulletins, on the conference website and the cover of the official program;
- Opportunity to sponsor the opening plenary session and have your logo displayed in the conference program for that session and on the holding slides;
- 1 x banner displayed on stage during the sponsored opening plenary session;
- 1 x full page colour advertisement on the inside cover of official program (finished artwork to be supplied);
- 1 x banner displayed at the registration desk during the conference;
- Company logo, contact details and profile in the conference program;
- Company logo, contact details and profile on the conference website;
- 1 x promotional flyer or item to be distributed at the sponsored plenary session;
- 2 x promotional inserts in the conference satchel;
- 5 x full conference registrations;
- A premium trade booth (3m x 2m) in a prominent position in the exhibition hall (subject to availability);
- 2 x exhibition only registrations; and
- A consenting delegate list (excluding contact details).



ASSOCIATE SPONSOR

\$10,000 (excluding GST)

Limited opportunities remaining

As an Associate Sponsor your organisation will have the high viability and exposure at the conference. This is a unique opportunity to be placed at the forefront of the delegates and receive recognition for your support of the farming and public health sector.

ENTITLEMENTS

- Name acknowledgment as a Farmsafe Conference 2018 Associate Sponsor;
- Specific acknowledgment of your role as the Conference Associate Sponsor at opening and closing plenary sessions;
- Logo recognition as an Associate Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Opportunity to sponsor 1 x concurrent session and have your logo displayed in the conference program for that session and on the holding slides (subject to availability);
- 1 x full page colour advertisement in the official program (finished artwork to be supplied);
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- 1 x banner displayed at the registration desk during the conference
- 1 x promotional inserts in the conference satchel;
- A premium trade booth (3m x 2m) in a prominent position in the exhibition hall (subject to availability);
- 3 x full conference registrations;
- 1 x exhibition only registrations; and
- A consenting delegate list (excluding contact details).



SPONSORSHIP OPPORTUNITIES

STREAM SPONSOR

\$10,000 (excluding GST)

Limited opportunities

As a Stream Sponsor your organisation will have the high viability and exposure at the conference during a concurrent stream, showcasing your support for a particular sub theme of the conference.

ENTITLEMENTS

- Name acknowledgment as a Farmsafe Conference 2018 Stream Sponsor;
- Specific acknowledgment of your role as the Conference Stream Sponsor at opening and closing plenary sessions;
- Logo recognition as a Stream Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Opportunity to sponsor 1 x concurrent stream and have your logo displayed in the conference program for that stream and on the holding slides (subject to availability);
- 1 x full page colour advertisement in the official program (finished artwork to be supplied);
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- 1 x banner displayed on stage during the sponsored concurrent stream at the conference;
- 1 x promotional inserts in the conference satchel;
- A premium trade booth (3m x 2m) in a prominent position in the exhibition hall (subject to availability);
- 3 x full conference registrations;
- 1 x exhibition only registration; and
- A consenting delegate list (excluding contact details).



SUPPORT SPONSOR

\$5,000 (excluding GST)

Only three available.

As a support sponsor your organisation will demonstrate your commitment to farm safety and public health by engaging in the Farmsafe Conference 2018.

ENTITLEMENTS

- Name acknowledgment as a Support Sponsor;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as a Support Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- 1 x half page colour advertisement in the official program (finished artwork to be supplied);
- 1 x promotional inserts in the conference satchel;
- A large 3m x 2m exhibition booth in a prominent position in the exhibition hall (subject to availability);
- 2 x full conference registrations; and
- A consenting delegate list (excluding contact details).

SESSION SPONSOR

\$2,500 (excluding GST)

Three available.

As a Session Sponsor, your organisation will have high visibility in a nominated session and the opportunity to engage further in a subject matter related to your organisations objectives.

ENTITLEMENTS

- Name acknowledgment as a Session Sponsor;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as a Session Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Company logo, contact details and profile in Conference program;
- Company logo, contact details and profile on the conference website;
- Logo displayed on the holding slides of the sponsored session;
- 1 x promotional insert in the conference satchel;
- 1x dressed trestle table display in the exhibition area (subject to availability);
- 1 x full conference registration; and
- A consenting delegate list (excluding contact details).



SPONSORSHIP OPPORTUNITIES

CONFERENCE DINNER SPONSOR

\$1,500 (including GST)

One available

Sponsoring the Conference Dinner allows your organisation to be associate with networking, providing delegates with the opportunity to relax after the Conference sessions and mingle in a casual environment.

ENTITLEMENTS

- Name acknowledgment as the Conference Dinner Sponsor;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as the Conference Dinner Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Company logo, contact details and profile in Conference program;
- Company logo, contact details and profile on the conference website;
- 1 x half page colour advertisement in the official program (finished artwork to be supplied)
- 1 x banner displayed at the entrance to the Conference Dinner;
- Logo displayed in association with the Conference Dinner;
- Opportunity to make a 5 minute welcoming speech at the Conference dinner;
- 1 x promotional insert in the conference satchel;
- 2 x tickets to the Conference Dinner; and
- A consenting delegate list (excluding contact details).

WELCOME RECEPTION SPONSOR

\$1,500 (excluding GST)

Only one available.

Sponsoring the Welcome Reception will offer a marketing opportunity for your organisation and associate it with networking and relationship building.

ENTITLEMENTS

- Name acknowledgment as the Welcome Reception Sponsor;
- Acknowledgment of your sponsorship at opening and closing plenary sessions;
- Logo recognition as the Welcome Reception Sponsor in all conference promotional material including conference e-bulletins, on the conference website and in the official program;
- Company logo, contact details and profile in Conference program;
- Company logo, contact details and profile on the conference website;
- Logo displayed on the holding slides of the sponsored session;
- 1 x half page colour advertisement in the official program (finished artwork to be supplied)
- 1 x promotional insert in the conference satchel;
- 1 x banner displayed at the entrance to the Conference Welcome Reception;
- 2 x tickets to the Welcome Reception;
- Opportunity to make a 5 minute welcoming speech at the Welcome Reception; and
- A consenting delegate list (excluding contact details).



PROMOTIONAL OPPORTUNITIES

CONFERENCE PROGRAM ADVERTISEMENT

Subject to availability

The conference program is a quality printed document (also available electronically via conference website) provided to all delegates. It is constantly used and referred to throughout the conference and provides a superior opportunity to raise brand awareness. A limited number of full colour advertising slots are available.

PRICING

- Full page: \$500
- Half page: \$250

Artwork specs

- Full page size: Width = 240mm, Height = 210mm, 5mm bleed + crop marks
- Half page size: Width = 240mm, Height = 210mm, 5mm bleed + crop marks

Finished artwork needs to be supplied as high resolution press optimised PDF files.

Original artwork (converted to PDF) must be CMYK and photos, logos, etc. used in the original file must be at least 300 dpi at the final print size.

Please note: Program advertisements need to be supplied by Friday 17 August 2018 otherwise they will not be included.

SACHEL INSERT

Subject to availability

Satchel inserts are a great way to get your collateral right into the hands of delegates. Each delegate is given a satchel on arrival and the first thing many do is check the contents.

It's simple - you provide us with your promotional flyer or product, and we will include it in all delegate satchels.

PRICING

- Maximum double sided A4 insert - \$250
- Maximum double sided A3 (folded) insert - \$350
- Light promotional item (to be approved) - \$400
- Maximum six (6) double sided A4 size sheets contained in shell - \$550
- Maximum Twelve (12) double sided A5 size sheets (A4) Folded as booklet - \$550



EXHIBITION OPPORTUNITIES

Exhibiting provides your organisation with access to delegates representing the leaders in their fields who are in the mindset to learn and explore new options.

Most refreshment breaks and the Welcome Reception will be held amongst the exhibition stands providing high exposure to the delegates for all exhibitors.

Additional furniture and equipment can be hired from the exhibition contractor who will contact each exhibitor directly following confirmation of your booking.

EXHIBITION PACKAGE

\$1,950 (excluding GST)

Subject to availability

ENTITLEMENTS

- 3 days exposure to conference delegates, invited speakers and other exhibitors;
- 3m x 2m exhibition booth;
- Company name on one fascia sign (up to 30 characters);
- 2 x 150 watt track lights;
- 1 x 4 amp power outlet (additional requirements may be ordered);
- Company logo, contact details and profile in Conference program;
- Company logo, contact details and profile on the Conference website;
- 1 x promotional insert in the conference satchel;
- 1 x full conference registrations;
- 1 x exhibitor only registration; and
- A consenting delegate list (excluding contact details).

TRESTLE TABLE DISPLAY

\$1,050 (excluding GST)

Limited opportunities available

ENTITLEMENTS

- 2 days exposure to conference delegates, invited speakers and other exhibitors
- Dressed trestle table and 2x chairs;
- 1 x 4 amp power outlet (additional requirements may be ordered);
- Company logo, contact details and profile in conference program;
- Company logo, contact details and profile on the conference website;
- Catering throughout the day for 1 x representative on each full exhibition day;
- 1 x full conference registration;
- A consenting delegate list (excluding contact details).

TERMS AND CONDITIONS

- The Public Health Association of Australia (PHAA) reserves the right to amend the sponsorship and exhibition packages to benefit the sponsor, exhibitor, conference and delegates.
- Sponsors and Exhibitors will be selected based on their ability to meet conference requirements. PHAA reserves the right to review all display materials provided by a Sponsor or Exhibitor and/or with discretion, refuse any application.
- All Sponsors and Exhibitors must comply with the principles that their sponsorship must:
 - Withstand professional and public scrutiny;
 - Conform to professional and community standards of ethics and good taste; and
 - Not bring Farmsafe Australia, James Cook University or PHAA and/or the industry into disrepute.
- The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the PHAA and all prices in this prospectus are quoted inclusive of GST.
- PHAA reserves the right to vary to prices in accordance with any movements in the legislated rate of the GST.
- Provision of a logo is taken to be permission for Farmsafe Australia, James Cook University and PHAA to use that intellectual property to advertise and promote the conference.
- Sponsorship or exhibition space will be allocated only on receipt of a signed Booking Form. A letter of confirmation and tax invoice will be provided to confirm the booking. The full amount is due and payable within 14 days of receiving the tax invoice.
- Exhibitors must hold public and liability insurance to a minimum of AUD\$10 million. Certificates of currency for the insurance may be requested.

Cancellation Policy

All cancellations must be notified to Nicole Rutter, Events and Capacity Building Manager, PHAA in writing by email before the cancellation can be processed. Cancellations will not be deemed to be received until you have written confirmation from PHAA. If you have not received acknowledgment within two (2) business days, please contact Nicole Rutter on (02) 6171 1308. If the cancellation is not received in writing, the sponsorship or exhibition space will not be cancelled and the full amount will still be payable.

For cancellations received in writing by PHAA on or before 30 July 2018, a service fee of 50% of total fees will apply. No refunds will be made for cancellations after 30 July 2018.

After a sponsorship or exhibition has been confirmed, a reduction in exhibition space or sponsorship size will be considered a cancellation and will be governed by the above cancellation policy. Any exhibition space not claimed one hour before the exhibition commences may be reassigned without refund.

Exhibition space will be allotted in the order in which applications and payments are received.

PHAA reserves the right to rearrange the floor plan and/or relocated any exhibit without notice. PHAA will not discount or refund for any facilities not used or not required.

If it is intended to utilise a custom built stand, the Events Manager (PHAA Events & Capacity Building Manager) must be advised and such advice must include full details and dimensions. All display construction requires the approval of the Events Manager. The custom built stand must fit inside the exhibition space allocated as indicated on the floor plan.

The delivery of sponsorship and exhibition entitlements will be provided subject to the Sponsor's/Exhibitor's application meeting production timelines.

No Sponsor or Exhibitor shall assign, sublet or apportion the whole or any part of their sponsorship package or booked trade exhibition space except upon written consent of the Events Manager.

Sponsor or Exhibitor staff attending as part of the sponsorship or exhibition package will be required to agree to the standard delegate terms and conditions.

Should, for any reason outside the control of PHAA, the venue or speakers change or the event be cancelled, Farmsafe Australia, James Cook University and PHAA will endeavour to reschedule. In this instance the sponsor/exhibitor will indemnify and hold PHAA harmless from and against any and all costs, damages and expenses. PHAA does not accept responsibility for, and the sponsor/exhibitor indemnifies PHAA against, any costs, charges or fines incurred by the sponsor/exhibitor in the process of attending the Farmsafe Conference 2018. This agreement is subject to the laws of the Australian Capital Territory and agreement to these terms and conditions indicates acceptance of this indemnity.

Neither party shall be liable in damages or have the right to terminate this Agreement for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to Acts of God, Government restrictions (including the denial or cancellation of any export or other necessary license), wars, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

BOOKING FORM

Farmsafe Conference 2018

Organisation: _____
Contact Name: _____
Position: _____
Postal Address: _____
Phone: _____
Email: _____

SPONSORSHIP PACKAGES		
Type	Cost	Select
Principal Sponsor	\$30,000	SOLD
Associate Sponsor	\$10,000	<input type="checkbox"/>
Stream Sponsor	\$10,000	<input type="checkbox"/>
Support Sponsor	\$5,000	<input type="checkbox"/>
Conference Dinner	\$1,000	<input type="checkbox"/>
Welcome Reception	\$500	<input type="checkbox"/>
EXHIBITION PACKAGES		
Exhibition Package	\$1,950	<input type="checkbox"/>
Trestle Table Display	\$1,050	<input type="checkbox"/>

SATCHEL INSERT AND PROGRAM ADS		
Full page program ad	\$500	<input type="checkbox"/>
Half page program ad	\$250	<input type="checkbox"/>
Maximum double sided A4 insert	\$250	<input type="checkbox"/>
Maximum double sided A3 insert	\$350	<input type="checkbox"/>
Light promotional item	\$400	<input type="checkbox"/>
Maximum six double sided A4 sheets contained in shell	\$550	<input type="checkbox"/>
Maximum twelve double sided A5 sheets folded booklet	\$550	<input type="checkbox"/>

CONFIRMATION

Please note: Upon completion of this form a tax invoice and contract will be provided. Confirmation of sponsorship and exhibition spaces is conditional upon this form and contract being completed and all payment has been received. The PHAA reserve the right to reassign any sponsorship or exhibition package if the terms and conditions outlined in the sponsorship and exhibition brochure are not fulfilled.

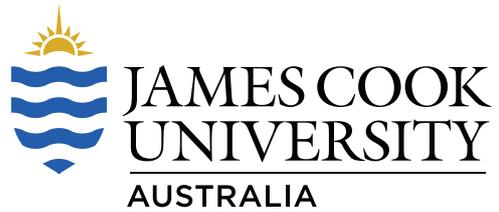
Upon confirmation, this contract is binding on the signature below.

I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors contractual obligations all of which I/we acknowledge, have read and understood.

Name of authorised person: _____
Position: _____
Signature: _____
Date: _____

To book a sponsorship package, please send the completed form to:

Nicole Rutter, Events & Capacity Building Manager, PHAA, E: nrutter@phaa.net.au T: 02 6171 1308



Farmsafe Conference 2018

Innovative, Safe and Healthy

**Farmsafe Conference 2018
is supported by**



**Queensland
Government**