



grapeXpectations

8th Australian Table Grape Conference

September 21 - 23, 2011

Sponsorship & Participation Opportunities



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8th Australian Table Grape Conference

21-23 September, 2011, Mildura, VIC



The Australian Table Grape Association Inc. (ATGA) is organising the 8th Australian Table Grape Conference under the theme 'grapeXpectations' which is scheduled to take place this **September 21-22-23** at the **Quality Hotel Mildura Grand**.

We would like to invite you to consider sponsoring our conference. The Australian Table Grape Conference is a remarkable event that brings together under the one roof industry at large and various sectors including government and private organisations; thereby serving as a platform for marketing opportunities. We urge your organisation to take advantage of this ideal opportunity to show your full support for the Table Grape industry. In return, organisers are hoping to attract over 200 delegates and will deliver broad exposure through various media in the lead up to, and following the conference.

The ATGA is focusing on upholding high industry standards and aims to be the leading voice of table grape issues nationwide. We accomplish this by facilitation of market access development domestically and internationally, conducting research and development for the advancement of the industry, creating and developing an established network within business organisations, disseminating valuable information, providing training opportunities and other services to table grape growers, customers and aligned industry.

Listed below are the Sponsorship, Exhibition & other Participation Opportunities (GST exclusive) for your organization to consider visibility and brand identification at the Table Grape Conference in Mildura.

1. Major Sponsor	\$ 12,000	(1 opportunity allocated)
2. Gold Sponsor	\$ 5,000	(4 opportunities allocated)
3. Silver Sponsor	\$ 3,000	(10 opportunities allocated)
4. Conference Gala Dinner Sponsor	\$ 5,000	(1 opportunity allocated)
5. Welcome Reception Sponsor	\$ 2,000	(1 opportunity allocated)
6. Field Day Sponsor	\$ 5,000	(1 opportunity allocated)
7. Trade Exhibition	\$ 2,500	(10 positions allocated)
8. Satchel insert only	\$ 250	(no limit)

The content of each package and the benefits for the sponsors can be found contained in this document.

Should you consider becoming one of our sponsors please contact:

Mr Jeff Scott

Chief Executive Officer

Australian Table Grape Association Inc.

33 Madden Ave Mildura Victoria 3500

Mobile 0417 122 086

Business Hours 03 5021 5718

Fax 03 4009 0036 Email atga@ncable.com.au

NB: While every attempt has been made to ensure the accuracy of printed materials the conference program is subject to change without notice.

Conference Program



21ST SEPTEMBER

- 10:00 am - 1:00 pm** Registration desk and Trade Display open
- 12:45pm - 12:50pm** Conference welcome – *Nick Muraca (Chairman ATGA)*
- 12:50pm - 1:00pm** Conference opening – *The Hon. Peter Walsh (Minister for Agriculture and Food Security)* – TBC

SESSION 1: AUSTRALIAN TABLE GRAPE INDUSTRY – NOW AND INTO THE FUTURE

- 1:00pm - 1:30pm** Overview of the Australian Table grape industry and future trends – (*Yahya Kanj, Associate Director at The Nielsen Company*)
- 1:30pm - 2:15pm** Driving category growth through innovation: what do shoppers value and are willing to pay more for in the fresh fruit sector? – *David Hughes (Emeritus Professor of Food Marketing at Imperial College London)*
- 2:15pm - 2:35pm** Opportunities and trends in the Australian retail sector– *Jon Watson (Category Manager for Grapes, Coles, Melbourne, VIC)*
- 2:35pm - 2:50pm** Australian Table Grape Association marketing plan – activities and evaluation of performance – *Gunjan Tandan (HAL Marketing Officer)*
- 2:50 - 3:00pm** Panel Discussion
- 3:00 - 3:30pm** Afternoon Tea – Trade Display area

SESSION 2: NEXT GENERATION TABLE GRAPE VARIETIES AND THEIR PERFORMANCE

- 3:30pm - 3:35pm** Session Sponsor Presentation
- 3:35pm - 4:15pm** Update interesting table grape varieties in the pipeline around the world – *Jaco Smit (Capespan, South Africa)*
- 4:15pm - 4:50pm** Australian table grape breeding program update – *Peter Clingeleffer (CSIRO Plant Industry, Adelaide, SA)*
- 4:50pm - 5:20pm** Commercialisation and performance of new varieties in Western Australia – *Roger Fahl (Riverdale Fresh, Western Australia)*
- 5:20pm onwards** Display and tasting of new table grape varieties
- 5:30pm - 6:30pm** Welcome Reception in Trade Display area – Sponsor Presentation

22ND SEPTEMBER

- 7:30am - 8:30am** Coffee/Tea in Trade Display area

SESSION 3: UPDATE ON TABLE GRAPE PRODUCTION TECHNIQUES

- 8:30am - 8:35am** Session Sponsor Presentation
- 8:35am - 8:55am** Marine-plant products as fertilizers and biostimulants – *Robin Ross (Acadian Seaplants Limited)*
- 8:55am - 9:15am** Overview on the use of sulphur dioxide for post harvest storage of table grapes *Alwyn van Jaarsveld (Grapetek, Cape Town, South Africa)*
- 9:15am - 9:55am** Growing Table Grapes under covers: insights and experiences – *Michele Melillo (Serroplast, Italy)*
- 9:55am - 10:15am** Update on Plant Growth Regulators available to table grape growers – *Brett Ryan (Sumitomo Chemicals, Sydney, NSW)*
- 10:15am - 10:30am** Panel Discussion – including discussion on other key production techniques
- 10:30am - 11:00am** Morning Tea – Trade Display area

SESSION 4: DISEASE AND PEST MANAGEMENT IN A CHALLENGING SEASON

- 11:00am - 11:05am** Session Sponsor Presentation
- 11:05am - 11:35am** Managing Downy Mildew in difficult seasons – *Peter Magarey (Magarey Plant Pathology, Loxton, SA)*
- 11:35am - 11:55am** Managing Bunch Rots in difficult seasons – *Bob Emmett (Department of Primary Industries Victoria, Mildura, VIC)*

Conference Program



22ND SEPTEMBER continued...

- 11:55am - 12:15pm** Update on chemical control options for Pests and Diseases – *David Braybrook (Vitisolutions, Melbourne, VIC)*
- 12:15pm - 12:35pm** Managing Queensland Fruit Fly insights and experiences – *Dan Papacek (Bugs for Bugs, Munduberra, QLD)*
- 12:35pm - 12:50pm** Managing Queensland Fruit Fly – *Gary D'Arcy (Department of Primary Industries VIC)*
- 12:50pm - 1:00pm** Panel Discussion
- 1:00pm - 2:00pm** Lunch – Trade Display area
- SESSION 5: SUNRAYSIA REGIONAL FIELD TOUR (BUS TRIP)**
- 2:00pm - 4:00pm** Tour of Joe Lanteri's property Robinvale VIC – Tour of packing shed and production facilities. Field Day Sponsor presentation on coach
- 4.30pm - 6:00pm** Tour of Barry Pederson's property Paringi NSW – multiple field stations set up to discuss: 1) spraying rigs & chemical options; 2) irrigation and fertigation; 3) packing shed
- 7:30pm - 11:00pm** Conference Dinner – Quality Mildura Grand Hotel (Grand Ballroom) – with special guest speaker *Bruno Lucia (comedian)* - Sponsor Presentation

23RD SEPTEMBER

- 7:30am - 8:25am** Coffee/Tea in Trade Display area
- SESSION 6: OPENING UP AND SECURING MARKET ACCESS FOR THE FUTURE**
- 8:25am - 8:30am** Session Sponsor Presentation
- 8:30am - 9:10am** AQIS reforms – report back from Ministerial taskforce and key elements to being a successful exporter – *David Minnis (Minnis Horticultural Services, Melbourne, VIC)*
- 9:10am - 9:40am** Biosanitary requirements for key Australian tablegrape export markets – *Vanessa Findlay (Plant Biosecurity – Horticulture, Canberra ACT)*
- 9:40am - 10:00am** Update on MRL issues in key export markets – *Marcel Essling (AWRI, Adelaide, SA)*
- 10:00am - 10:20am** Update on MRL issues in the Australian domestic table grape market – *Steven Field (DPI Victoria, Tatura, VIC)*
- 10:20am - 10:30am** Panel Discussion
- 10:30am - 11:00am** Morning Tea – Trade Display area
- SESSION 7: GRAPE EXPECTATIONS FOR THE FUTURE**
- 11:00am - 11:05am** Session Sponsor Presentation
- 11:05am - 11:25am** Insights into consumers in China and other ASEAN countries – *Bryan Balmer (Department of Primary Industries Victoria, Thailand)*
- 11:25am - 11:45am** Moving towards introducing a national maturity standard – *Richard Lomman (GrapeConnect, Brisbane, QLD)*
- 11:45am - 12:25pm** Market and consumer trends in the USA – *Kathleen Nave (Californian Table Grape Commission, Fresno, California)*
- 12:25pm - 12:55pm** Market and consumer trends *Michael Simonetta – (Perfection Fresh, Sydney, NSW)*
- 12:55pm - 1:05pm** Open microphone question and answer session
- 1:05pm - 1:15pm** Closing remarks official conference close – *Nick Muraca (Chairman ATGA)*
- 1:15pm** Conference Close

Sponsorship Packages



MAJOR SPONSOR | ONLY

Supporting the Australian Table Grape Industry at this level provides the highest degree of recognition to your company and exposure at the conference. The benefits for the Major Sponsor Category have been packaged as below:

TOTAL INVESTMENT: \$12,000 (GST EXCLUSIVE)

Pre-Event Promotion for Event:

- Branding in the Promotion Campaign before the event as “Major Sponsor”;
- Sponsor's logo acknowledgement on promotion material positioning it as “Major Sponsor” (conference press releases, conference satchel, program);
- Placement of 50 words of editorial copy relative to the sponsor's profile, sponsor's logo acknowledgement on the event site at www.australiangrapes.com.au;
- Six complimentary full conference registrations (including Welcome Reception and Conference Gala Dinner) for the sponsor's representatives and sponsor's clients and / or prospects.

On-Site Acknowledgement & Promotion for Event:

- Favourable consideration for individual participations on the program, for speaker (according to the topics at the program), chair or panellist slots;
- Sponsor's logo acknowledgement featured on stage backdrops and at an appropriate location on-site;
- A 5 minute Announcement by Major Sponsor representative at the opening of an agreed session;
- Sponsor's logo & profile to be featured in event related printed marketing collaterals (subject to printing deadlines);
- A prominent space (5 x 1.5m stand) for a promotional trade exhibition stand at the conference venue (stand production excluded);
- Inclusion of sponsor's corporate/product collateral in the conference documentation package- up to three satchel inserts. Option to contribute conference accessories, such as branded stationery and inclusion in conference proceedings etc;
- Company logo printed on all delegate name tags.

GOLD SPONSOR | 4 OPPORTUNITIES

TOTAL INVESTMENT: \$5,000 (GST EXCLUSIVE)

The benefits for the Gold Sponsor Category have been packaged as below:

Pre-Event Promotion for Event:

- Branding in the Promotion Campaign before the event as “Gold Sponsor”;
- Sponsor's logo acknowledgement on promotion material: positioning it as “Gold Sponsor” (ATGA website, program, press releases);
- Four complimentary full conference registrations (including Welcome Reception and Conference Gala Dinner) for the sponsor's representatives and sponsor's clients and / or prospects;
- Inclusion of sponsor's corporate/product collateral in the conference satchel- two inserts.

On-Site Acknowledgement & Promotion for Event:

- Branding as “Gold Sponsor”;
- Sponsor's logo acknowledgement at an appropriate location on site;
- Opportunity to address the delegates for 5 minutes at the beginning of one of the conference sessions by Gold Sponsor representative. (Major sponsor has first choice of session);
- A 2.5 x 1.5m space for a promotional exhibition stand at the conference venue (stand production excluded);
- Option to contribute conference accessories, such as branded stationery, etc;
- Acknowledgement in conference proceedings.

Sponsorship Packages



SILVER SPONSOR 10 OPPORTUNITIES

TOTAL INVESTMENT: \$3,000 (GST EXCLUSIVE)

The benefits for the Silver Sponsor Category have been packaged as below:

Pre-Event Promotion for Event:

- Branding in the Promotion Campaign before the event as “Silver Sponsor” and on selected conference material (ATGA website and program);
- Two complimentary full conference registrations (including Welcome Reception and Conference Gala Dinner) for the sponsor's representatives and sponsor's clients and / or prospects;
- Inclusion of sponsor's corporate/product collateral in the conference documentation package- one satchel insert;

On-Site Acknowledgement & Promotion for Event:

- Exclusive branding as “Silver Sponsor”;
- Sponsor's logo acknowledgement at an appropriate location on site;
- A 2.5 x 1.5m space for a promotional exhibition stand at the conference venue (stand production excluded);
- Acknowledgement in conference proceedings.

CONFERENCE GALA DINNER SPONSOR 1 ONLY

TOTAL INVESTMENT: \$5,000 (GST EXCLUSIVE)

The benefits for the Conference Gala Dinner Sponsor Category have been packaged as below:

Pre-Event Promotion for Event:

- Exclusive conference dinner naming rights as “Conference Gala Dinner Sponsor”;
- Branding on selected promotion material (ATGA website and programs) before the event as “Conference Gala Dinner Sponsor”;
- Two complimentary full conference registrations (including Welcome Reception and Conference Gala Dinner) for the sponsor's representatives and sponsor's clients and / or prospects;
- Two complimentary Welcome Reception tickets for the sponsor's representatives and sponsor's clients and / or prospects.

On-Site Acknowledgement & Promotion for Dinner Event:

- Exclusive branding/naming rights as “Conference Gala Dinner Sponsor”;
- A 5 minute announcement and welcome just before the dinner by Gala Dinner sponsor representative;
- Sponsor's signage to be displayed prominently at the dinner venue (to be provided by sponsor);
- Acknowledgement in conference proceedings.

WELCOME RECEPTION SPONSOR 1 ONLY

TOTAL INVESTMENT: \$2,000 (GST EXCLUSIVE)

The benefits for the Welcome Reception Sponsor Category have been packaged as below:

Pre-Event Promotion for Event:

- Branding in the promotion campaign before the event as “Welcome Reception Sponsor”;
- Branding on selected promotion material (ATGA website and program) before the event as “Welcome Reception Sponsor”.

On-Site Acknowledgement & Promotion for Dinner Event:

- Exclusive branding as “Welcome Reception Sponsor”;
- Sponsor's signage to be displayed prominently at the reception venue (to be provided by sponsor);
- Inclusion of sponsor's corporate/product collateral in the conference documentation package;
- Two Welcome Reception tickets for the sponsor's representatives and sponsor's client and / or prospect;
- Acknowledgement in conference proceedings;
- A 5 minute Announcement & Welcome to the Conference by sponsor representative.

Sponsorship Packages



FIELD DAY SPONSOR | ONLY

TOTAL INVESTMENT: \$5,000 (GST EXCLUSIVE)

The benefits for the Field Day Sponsor Category have been packaged as below.

Pre-Event Promotion for Event:

- Branding in the Promotion Campaign before the event as “Field Day” sponsor;
- Sponsor's logo acknowledgement on promotion material: positioning it as “Field Day” (ATGA website, program, press releases);
- Four complimentary full conference registrations (including Welcome Reception and Conference Gala Dinner) for the sponsor's representatives and sponsor's clients and / or prospects;
- Inclusion of sponsor's corporate/product collateral in the conference satchel- one insert.

Field Day Site Acknowledgement:

- Sponsor's logo acknowledgement at an appropriate location on site;
- Opportunity to address the delegates for 5 minutes on the Coaches travelling to the field day site by Sponsor representative;
- A 2.5 x 1.5m space for a promotional exhibition stand at the conference venue (stand production excluded);
- Option to contribute conference accessories, such as branded stationery, etc;
- Acknowledgement in conference proceedings.

TRADE EXHIBITION | 10 OPPORTUNITIES

TOTAL INVESTMENT: \$2,500 (GST EXCLUSIVE)

- 2.5 metres x 1.5 metres exhibition stand;
- Power provided, no stand production included;
- Lunch and refreshments on conference days for two persons;
- To maximise booth exposure to delegates the trade exhibits will be opened during registration and for an hour prior to the conference commencing each day and will be the venue for the Welcome reception and social mixer on Wednesday evening.

The layout for the sponsor booths in the Chandelier Room and Grand Ballroom is shown below. Locations sold on a first come, first paid basis.



SACHEL INSERT | UNLIMITED

TOTAL INVESTMENT: \$250 PER ITEM OR BROCHURE (GST EXCLUSIVE)

- Opportunity for printed material, pen, stubby holder, notepad to be inserted in satchel (Sponsor or provider responsible for cost of freighting materials to the ATGA -33 Madden Ave Mildura)

Sponsorship Authorisation



8th Australian Table Grape Conference

Organisation:

Key Contact:

Position:

Postal Address:

City: Postcode:

Email:

Telephone: Mobile:

Facsimile:

I/WE confirm we wish to sponsor the following categories (GST Exclusive): *please tick*

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------------------------|
| <input type="checkbox"/> Major Sponsor \$12,000 | <input type="checkbox"/> Gold \$5,000 |
| <input type="checkbox"/> Silver \$3,000 | <input type="checkbox"/> Welcome Reception \$2,000 |
| <input type="checkbox"/> Conference Gala Dinner \$5,000 | <input type="checkbox"/> Trade Exhibit \$2,500 |
| <input type="checkbox"/> Field Day \$5,000 | <input type="checkbox"/> Satchel insert (per item or brochure) \$250 |

Total Sponsorship Investment plus GST: \$.....

I/We are authorised to sign on behalf of the aforementioned organisation:

Name:

Signature:

Date:

PLEASE RETURN THIS FORM TO:

Jeff Scott CEO Australian Table Grape Association
33 Madden Ave Mildura Victoria 3500
Phone 0417 122 086 Email atga@ncable.com.au Fax 03 4009 0036

A Tax Invoice will be supplied upon receipt of your payment

PAYMENT DETAILS

Cheques

Please make all cheques payable to: ATGA

Mail to the ATGA Office: 33 Madden Ave Mildura Victoria 3500

EFT payments

Direct payment to: Australian Table Grape Association BSB: 063739 Account No.: 010080128

Sponsorship Applications and Conditions

- Sponsorship applications must be received on the Official Application Contract Forms. A tax invoice will be issued upon receipt of this application form;
- Full payment must be made within seven days from date of invoice;
- Sponsorship will not be assigned without a signed application and full payment upon receipt of invoice;
- Conference organisers reserve the right at their total discretion to decline any application;
- All payments must be made in Australian Dollars. See payment details on application form;
- Payment can be made via cheque, bank transfer and credit card;
- If the full payment is not received, the ATGA has the right to review the Sponsorship commitment and withdraw the application.