

INDUSTRY SPONSORSHIP PROGRAM



Darwin - April 19 - 22, 2010

2010
Nursery &
Garden
Industry
Awards



Invitation to Sponsor the 2010 Nursery & Garden Industry National Conference and Nursery & Garden Industry Awards

On behalf of Nursery & Garden Industry Australia I invite you to join with us in supporting the Nursery & Garden Industry Awards and the Nursery & Garden Industry National Conference. It is easy to get involved and this year, we are offering a range of flexible and affordable support options around the biggest national events the industry has to offer.

The 2009 National Conference attracted over 300 delegates from all industry sectors including production nursery operators, growing media suppliers, allied businesses, retail operators and State Association representatives, special interest groups and more.

The 2010 'Grasp Your Opportunities' Conference will focus on how an industry experiencing growth can recognise opportunities to make money and continue to grow. The Conference will be held in the stunning Northern Territory Capital of Darwin from Monday 19 to Thursday 22 April 2010.

It will provide opportunities for committee meetings, technical and businesses sessions, social activities and networking for the whole of the industry. Sessions featuring a broad cross-section of topics will ensure relevance to each delegate and all sectors.

Culminating in the most prestigious event on the industry calendar, the "Under the Stars with the Stars" Gala Dinner will again honour the exceptional performance and innovation of our Industry's finest with a superb Northern Territory backdrop.

Entries for the 2010 Nursery & Garden Industry Awards open on 1 June 2009 and we seek your support in celebrating our industry greats. The Awards will again acknowledge the efforts of businesses and individuals within the nursery and garden industry who strive to achieve best business practice and excellence in leadership.

Further, we have responded to industry feedback on the awards and this year have introduced fantastic new production award categories - Best Propagation Nursery and Best Government Nursery.

So join us in the journey to Darwin for the 2010 National Conference, the announcement of the National Winners of the Nursery & Garden Industry Awards and to experience the red earth, spectacular scenery, flora and fauna on offer. I encourage you to contact Kobie Keenan on 0410 686 901 or via email at kobie.keenan@ngia.com.au for more information on our supporters program.



Robert Prince
CEO Nursery & Garden Industry Australia



Why sponsor

- Flexibility with packages allows more choice to maximise your new message or existing campaigns
- Be a proud supporter of our Industry
- Take advantage of fantastic marketing and promotional opportunities associated with Darwin and the Northern Territory
- Promotional activity targeting around 6500 operators including 1300 members
- Showcase your product or service to around 400 delegates, before during & after the Conference
- Excellent networking opportunities during the conference to promote your product or service

Who will be at Conference?

- Production Nursery operators
- Growing media suppliers
- Retailers
- Pot and label manufacturers
- Trade media
- State Association representatives
- Industry suppliers/allied trade



Awards - Who will be invited to participate?

- Production Nursery operators
- Growing media suppliers
- Retailers
- Pot and label manufacturers
- Industry suppliers/allied trade
- Government supported organisations
- NextGen – future industry leaders



Sponsorship Options

Cash: This option enables NGIA to finance the conference ensuring that the best speaking and social program is offered to delegates. This is a preferred sponsorship option.

Budget Replacement: This refers to the necessary items that the conference requires such as: audio visual, transport, website, theming, entertainment etc. Your involvement will help to reduce some of these expense line items.

Value Added: This refers to items that will enhance the delegate experience at the conference. Examples include: delegate gifts, prizes, massages....

Please note that all non-cash sponsorship has to be payable at the cost/wholesale rate

Trade Exhibition

Please note that after feedback from the industry and exhibitors, it has been determined that due to location, venue availability and cost to potential exhibitors, there will not be a trade exhibition as part of this conference.

There are many other fantastic ways to feature your product or service at the conference and throughout the Awards, so please do not hesitate to contact Kobie Keenan on 0410 686 901 or via email on kobie.keenan@ngia.com.au to discuss the available options.

More Information

For more information on the 2010 Nursery & Garden Industry National Conference and the Nursery & Garden Industry Awards visit www.ngia.com.au.

For details on supporter opportunities, please contact Kobie Keenan on 0410 686 901 or via email on kobie.keenan@ngia.com.au to discuss the available options.

Conference Sponsorship



Darwin - April 19 - 22, 2010



Platinum Sponsor

\$17,000 (in ways of cash and/or budget replacement)

Your choice of one of the following plus benefits described on the following page:

- Crocasaurus Welcome Function
- The Territory Experience - Casual Evening
- Top End Tour Day - Retail tour, Production tour, Katherine tour



Gold Sponsor

\$12,000 (in ways of cash and/or budget replacement)

Your choice of one of the following plus benefits described on the following page:

- Concurrent room (Wednesday & Thursday) x 3 opportunities
- Keynote Speakers
- Conference Handbook (provided to delegates in the satchel)



Silver Sponsor

\$7,000 (in ways of cash and/or budget replacement)

Your choice of one of the following plus benefits described on the following page:

- Water sponsor
- Food and Beverage
- Pocket Program
- Conference promotional products (satchels, lanyards etc)



Bronze

\$3,500 (cash only)

The benefits detailed in the table on the following page.

Advertising, Satchel Insert OR Flash Drive File

Another great way to reach all delegates at the conference is through advertising in the conference handbook, satchel and flash drive. Options are:

Conference Handbook *	Satchel Insert	Flash Drive File**
Full Page colour - \$1000 Half page colour - \$500 Quarter page colour - \$250 *Print ready material to be supplied in electronic format. Specifications will be made available upon booking.	Sample - \$1,000 Booklet - \$750 A4 page- \$600 DL flyer - \$400	Per MB (or part thereof) - \$200 ** Low resolution PDF or JPG file formats only.

Conference Benefits

	Platinum	Gold	Silver	Bronze
Company Acknowledgement				
Verbal acknowledgement of sponsorship at the official opening and closing of the conference	✓	✓	✓	✓
Recognition of sponsorship level on signage in plenary room	✓			
Corporate logo (full colour) on PowerPoint holding slide displayed at the beginning and end of each plenary session	✓	✓		
Corporate logo (full colour) on registration brochure.	✓	✓	✓	
Corporate logo (full colour) on NGIA Conference website with hyperlink to your website as well as a short promotional paragraph about your company	✓	✓	✓	✓
Your company will be acknowledged in relevant press releases	✓	✓		
Listing, description & FC corporate logo in Conference Handbook	✓	✓	✓	✓
A4 or DL flyer included in the Conference satchel	✓	✓	✓	✓
Opportunity to promote involvement in Conference in NGIA 'Countdown to Darwin' e-broadcast	✓			
Logo recognition in all NGIA 'Countdown to Darwin' e-broadcasts	✓	✓	✓	✓
Acknowledgement on conference advertisements	FC Logo	FC Logo	Name only	Name only
A commemorative appreciation plaque will be awarded at the conference to acknowledge your sponsorship	✓	✓	✓	✓

Complimentary Registrations

Full registrations – all inclusive	4	3	2	1
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Additional Hospitality

Welcome Reception Tickets	2	1	1	
Casual Dinner Tickets	2	1		
Awards Gala Dinner "Under the stars with the Stars"	2	1	1	1

Advertising

Advertisement in the registration brochure	FP/FC	1/2 FC	1/4 FC	
Advertisement in the Conference Handbook	FP/FC	1/2 FC	1/4 FC	1/4 FC

Delegate Information

A copy of the delegate list will be provided, except where privacy laws exclude particular participant's details from being included and where we are excluded from divulging information due to other contractual arrangements. This list will be provided one month before the conference for pre - conference marketing and then two weeks after the conference for post conference marketing.	✓	✓	✓	✓
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Awards Sponsorship



Principle Sponsor

\$10,000 (in ways of cash and/or budget replacement)

Your choice of one of the following plus benefits described below:

- Garden Centre Awards (Small, Medium & Large)
- Production Nursery Awards (Small, Medium, Large, Propagation & Government Nursery)
- National Young Leader Award and Hall of Fame

Category Sponsor

\$7,000 (in ways of cash and/or budget replacement)

Your choice of one of the following award categories plus benefits described below:

- Supplier
- Environment
- Training
- Community
- Export

Awards Supporter

\$3,500 (cash only)

The benefits detailed in the table below.

	Principle	Category	Supporter
Company Acknowledgement			
Verbal acknowledgement of sponsorship at the official opening and closing of the Awards Gala Dinner "Under the stars with the Stars"	✓	✓	✓
Recognition of sponsorship level on conference signage in dinner room or foyer	✓		
Corporate logo (full colour) on PowerPoint holding slide for your award category	✓	✓	
Corporate logo (full colour) on awards entry form	✓		
Corporate logo (full colour) on awards reminder postcard	✓	✓	✓
Corporate logo (full colour) on NGIA Awards website with hyperlink to your website as well as a short promotional paragraph about your company	✓	✓	✓
Your company will be acknowledged in relevant press releases where appropriate	✓	✓	
Listing and corporate logo (full colour) on dinner menu	✓	✓	✓
Recognition in all relevant NGIA e-broadcasts to its members	✓	✓	✓
Corporate Logo (full colour) on awards advertisements	✓	✓	
Presentation of your category/ies at the Awards Gala Dinner	✓	✓	
Recognition in the Feature DVD featuring National Finalists	✓	✓	✓
Opportunity to feature in Commemorative Awards Book	F/P	1/2P	1/4P

Complimentary Conference Registration

Complimentary conference registrations that include attendance at all conference sessions, lunches, morning and afternoon teas, Welcome Reception, Casual Dinner and the Awards Gala Dinner "Under the stars with the Stars".	2	1	
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Additional Hospitality

Awards Gala Dinner "Under the stars with the Stars" and preferential seating	4	3	2
Exclusive – State Winners Dinner	4	3	2

Terms & Conditions

1. Nursery & Garden Industry Australia (NGIA) reserves the right to amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the event. Every effort will be made to maximise sponsor benefits as well as delegates' and/or entrant's experience.
2. NGIA reserves the right to vary the quoted prices in accordance with any change to the legislated rate of the GST which is currently 10% and is applicable to all goods and services offered by the conference. All prices in this document are exclusive of GST and GST will be added to the invoice issued by NGIA.
3. All sponsorship will only be confirmed on receipt of a signed application form. A tax invoice issued by NGIA will be sent out for all cash sponsorship. All cash sponsorship will only be acknowledged on the receipt of 50% deposit and a signed application form. Payment of the deposit indicates full acceptance and understanding of the Terms & Conditions.
4. Final payment is due by 30 November 2009. Please note that in case of cancellation of cash sponsorship, the deposit of 50% will not be refunded by NGIA.
5. After sponsorship has been accepted a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy. All cancellations have to be made in writing directly to the NGIA Sponsorship Manager.
6. All budget replacement items are costed at the cost or wholesale rate. These are also subject to the above cancellation policy. Should the sponsored item be cancelled after 30 September 2009, a fee of 50% in cash of the rate agreed to will apply unless a suitable replacement can be found.
7. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package without NGIA's approval.
8. You agree to actively support the activities for which your sponsorship directly relates by promoting your sponsored activities through your own marketing, promotional and communication means.
9. The industry sponsorship packages detailed above do not include any acknowledgement or recognition on any NGIA consumer communications including the Life is a Garden website and public relations campaign.
10. Provision of signage, display stands and any promotional materials for use at any of the activities will be at the sole responsibility and cost of the sponsor. Approval of materials must be received by the sponsor from NGIA prior to use.

2010 Event Sponsorship Application Form



Nursery & Garden Industry Australia (ABN 37001 318 136)

Company Name: _____
 Contact Person: _____
 Position: _____
 Postal Address: _____
 Phone: _____
 Mobile: _____

State: _____ Postcode: _____
 Fax: _____
 Email: _____

Sponsorship (exclusive of GST)

Conference Sponsorship		Awards Sponsorship	
<input type="checkbox"/> Platinum \$17,000	<input type="checkbox"/> Silver \$7,000	<input type="checkbox"/> Principal \$10,000	
<input type="checkbox"/> Gold \$12,000	<input type="checkbox"/> Bronze \$3,500	<input type="checkbox"/> Category \$7,000	<input type="checkbox"/> Supporter \$3,500

This sponsorship will be

<input type="checkbox"/> Cash	<input type="checkbox"/> Budget replacement	<input type="checkbox"/> Combination of cash & budget replacement
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Please let us know what you would like to sponsor:

Advertising (exclusive of GST)

Conference Handbook		Conference Satchel	
<input type="checkbox"/> Full page \$1,000	<input type="checkbox"/> Quarter page \$250	<input type="checkbox"/> Sample \$1,000	<input type="checkbox"/> A4 page \$600
<input type="checkbox"/> Half page \$500		<input type="checkbox"/> Booklet \$750	<input type="checkbox"/> DL flyer \$400

Conference Flash Drive File	File type _____ # of MB _____ @ \$200p/MB
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Payment (please include GST in your total)

Enclosed is a cheque/money order for \$ _____ made out to Nursery & Garden Industry Australia

Please debit my

VISA Mastercard Bankcard the amount of \$ _____ (maximum of \$4,000)

Card Number: Security ID Expiry _____

Card Holders Name: _____

Card Holders Signature: _____

By electronic transfer – please include company name in transfer description and email remittance advice to info@ngia.com.au

Account Name: Nursery & Garden Industry Australia

BSB: 032 287

A/C: 147435

Agreement for Cash Investment

I agree to abide by the terms and conditions of the 2010 NGIA Conference and/or Awards programs. 50% Deposit of the total cost is included with my application for all cash sponsorships. I understand the deposit must be received by NGIA before sponsorship or booking can be confirmed. I understand that this deposit is non refundable. I understand that all applications received after 30 November must be accompanied by full payment.

Signed: _____

Date: _____

Agreement for Budget Replacement

I agree to abide by the terms and conditions of the 2010 NGIA Conference and/or Awards programs. I will work with NGIA and ensure that best product and/or service is delivered. I will ensure that staffing provided and other quality logistics matters are covered to the satisfaction of both parties. I understand that should the sponsored item be cancelled after the 30 September 2009, a fee of 50% in cash of the rate agreed to will apply unless a suitable replacement can be found.

Signed: _____

Date: _____