

# Protected Cropping Australia Conference

28-30 JULY 2025  
ADELAIDE CONVENTION CENTRE

Growing profitably  
and sustainably



CONNECT • SHARE • LEARN

## Sponsorship & Exhibition Prospectus



# Welcome

**Protected Cropping Australia (PCA) is thrilled to announce PCA2025, an essential event for anyone involved in the burgeoning sector of protected cropping in Australia.**

With the theme “Connect, Share, Learn”, this Conference will bring together an inspiring lineup of speakers, exhibitors, and sponsors from Australia and around the globe to share their cutting-edge knowledge, research, and innovations with over 600 delegates.

## **Why PCA2025 is a Must-Attend Event:**

- **Dynamic Program:** Experience a fresh and innovative program featuring industry-leading speakers, engaging networking events, practical skills training, and in-depth grower discussion panels. Our agenda also includes the ever-popular Conference dinner, farm tours, and an extensive exhibition trade show.
- **Diverse Industry Representation:** PCA2025 will cover a broad spectrum of horticultural sectors within protected cropping, including fruits, vegetables, berries, leafy greens, herbs, cut flowers, nursery, medicinal cannabis, aquaponics, vertical farming, and controlled environmental agriculture.
- **Grower Support:** We're excited to offer up to 150 free grower trade show passes, thanks to our partnerships with allied trades and equipment suppliers. This initiative is designed to increase grower participation and provide tailored training to meet the diverse needs of our sector.
- **Student Engagement:** We remain committed to supporting the next generation of industry leaders. PCA2025 will continue to offer additional opportunities for students and emerging professionals to connect and engage with industry experts.

With more than 100 exhibitors and a vibrant, forward-thinking agenda, PCA2025 is set to be a landmark event in the protected cropping calendar. We invite you to join us in making this Conference a resounding success and to explore partnership opportunities.

We look forward to welcoming you and your customers to PCA2025 and working together to advance our industry.

## **Partner with Us for PCA2025**

For more information on sponsorships, exhibition opportunities, or to discuss how you can get involved, please contact Chelsea O'Brien (Sponsorship and Exhibition Administrator) at [chelsea.obrien@aomevents.com](mailto:chelsea.obrien@aomevents.com).

The PCA2025 Conference will bring together industry leaders, innovators, and experts to explore the latest advancements and opportunities in protected cropping. It promises to be an insightful and engaging event!

We look forward to your participation in this landmark event and are excited about the opportunity to engage with you.

**Conference Chair**  
**Zak Iqbal**  
**Protected Cropping Australia**





## About the Host Organisation

**Protected Cropping Australia (PCA)** is the leading industry body representing commercial hydroponic and greenhouse growers across Australia. Our members include not only growers but also equipment and installation suppliers, specialist consultants and advisors, researchers, and educators.

### Our Core Purpose:

- **Advocacy:** We represent the interests of our industry members at all levels of government and among key players in the supply chain.
- **Support:** We are dedicated to supporting growers and their families, ensuring their needs are addressed.
- **Programs and Services:** We offer a variety of programs and services designed to help businesses and industries achieve greater success.

### Why Partner with PCA?

- **Expertise:** Our extensive industry knowledge and network can connect you with the right partners and service providers in the protected cropping sector.
- **Opportunities:** We provide platforms for businesses to showcase their offerings and gain visibility.

### Interested in Corporate Membership?

Explore how you can become a part of our network and benefit from our industry resources by visiting [www.protectedcropping.net.au/become-a-member](http://www.protectedcropping.net.au/become-a-member)

## Sustainability Matters



The Conference organisers are committed to minimising the impact of the Conference on our environment. To promote a more sustainable Conference it has been decided not to offer a Conference satchel or satchel inserts in 2025.

Exhibitors are encouraged to provide promotional material directly from their exhibition booth.



## Why Partner and Exhibit at PCA2025?

Participating in PCA2025 offers a wealth of benefits for your organisation:

1. **Demonstrate Commitment:** Showcase your dedication to the industry and engage directly with the community.
2. **Build Strategic Relationships:** Forge and strengthen connections with key decision-makers, industry colleagues, and growers.
3. **Expand Your Network:** Connect with a diverse array of industry professionals and partners from both public and private sectors.
4. **Enhance Brand Awareness:** Use the Conference as a cost-effective platform to reinforce your brand and reach a relevant audience.
5. **Showcase Innovations:** Present your latest products, services, and technological advancements to an engaged and pertinent audience.
6. **Highlight Expertise:** Position yourself as a leader in the industry by sharing your knowledge and capabilities.
7. **Increase Marketing Reach:** Benefit from increased visibility through Conference website listings and associated marketing materials.
8. **Maximize Exposure:** Take advantage of the rapidly evolving Conference environment to elevate your brand's presence.
9. **Unique Conference Packages:** Align your brand with distinctive and dynamic sponsorship opportunities.

By participating, your organisation will not only gain visibility but also play a pivotal role in shaping the future of the industry.



# Conference Packages Overview

PREMIUM CONFERENCE PACKAGES	Conference Naming Rights Sponsor \$27,500	Premium Conference Partner \$13,500	Supporting Conference Partner \$10,000
Conference Name			
Naming rights	✓	–	–
Exhibition			
Exhibition booths	2 + a display in the networking lounge area	2	1
Registration and Social Functions			
Delegate registrations	4	4	2
Marketing and Promotion			
Company name included in design of Conference logo	✓	–	–
Logo on the home page of the PCA Conference website	✓ + company blurb	✓	–
Logo in electronic marketing emails	✓	✓	✓
Logo on Conference promotional material	✓	✓	✓
Logo on PCA social media	✓	✓	✓
Advert and company logo in the Conference pocket program	✓	✓	✓
Soilless Australia PCA magazine Conference issue	½ page colour advert + company profile/editorial	Company profile/editorial	¼ page colour advert
3-minute address	During the Opening Plenary	–	–
Corporate signage prominently displayed	Two free standing banners in the Conference venue	Two free standing banners in the Conference venue	–
Conference logo, containing your company name, on Conference signage	✓	–	–
Invited Growers list (who provide consent)	✓	✓	✓
Logo displayed on Conference holding slides	✓	✓	✓
Sponsor acknowledgement during the Conference	✓ + during opening and closing ceremonies	✓ + during opening and closing ceremonies	✓

All prices are listed in AUD and include GST

# Conference Packages Overview

SOCIAL EVENT SPONSORS	Conference Dinner Partner \$12,000	Breakfast Partner \$10,000	Welcome Reception Partner \$8,000
Registration and Social Functions			
Delegate registrations	2	2	2
Marketing and Promotion			
Naming rights	✓	✓	–
5-minute address	During the Conference Dinner	During the Conference Breakfast	During the Welcome Reception
Present PCA Award at the Conference Dinner	✓	–	–
Company name and logo on PCA social media	✓	✓	–
Corporate signage prominently displayed	Four free standing banners during the Conference Dinner	Four free standing banners during the Conference Breakfast	Two free standing banners at the Welcome Breakfast
Logo included on printed menus/ signs at the Conference Dinner	✓	–	–
Opportunity to provide promotional item at the Conference Dinner	✓	–	–
Soilless Australia PCA magazine Conference issue	¼ page colour advert	¼ page colour advert	¼ page colour advert
Invited Growers list (who provide consent)	✓	✓	✓
Logo on the Conference website	✓	✓	✓
Logo on Conference promotional material	✓	✓	✓
Logo displayed on Conference holding slides	✓	✓	✓
Sponsor acknowledgement during the Conference	✓	✓	✓

All prices are listed in AUD and include GST



# Sponsorship & Exhibition Opportunities



# Conference Naming Rights Sponsor

**\$27,500** Inclusive of GST

**As our 2025 Naming Rights Sponsor you will receive the following entitlements:**

## Conference Name

- + Your company name will precede the Conference title wherever PCA references it. This will include on the website, in all marketing materials, social media, advertising, Conference proceedings etc.

## Exhibition

- + You will be allocated two shell scheme exhibition booths (3m x 3m each).
- + You will have first preference of available exhibition spaces.
- + You will have the opportunity to include a display in the networking lounge area (size to be agreed with PCA).

## Registration and Social Functions

- + You will receive four delegate registrations, including access to all sessions, morning and afternoon tea breaks, lunches, exhibition, welcome reception and Conference dinner.



## Marketing and Promotion

### Pre-Conference:

- + The Conference logo will be designed to include your company name.
- + Your logo and a brief (80 words) company blurb will appear on the home page of the PCA Conference website and will be linked to your preferred site.
- + Your logo will be displayed in all Conference related electronic marketing emails sent to the PCA mailing list.
- + Your logo will appear on all Conference related promotional materials.
- + Your logo will be featured on all PCA social media platforms, announcing Conference partnership prior to the Conference.
- + Opportunity to place a ½ page colour advert and company logo in the Conference pocket program (artwork to be provided by you, and subject to print deadlines).
- + Opportunity to have a company profile/editorial (up to 500 words) in Soilless Australia PCA magazine Conference issue (content to be provided by you and subject to print deadlines).
- + Opportunity to place a ½ page ad in the Conference issue of Soilless (content to be provided by you).
- + A list of Invited Growers (who provide consent).

### At Conference:

- + Opportunity to give a 3-minute address during the Conference opening plenary.
- + You will have the opportunity to place two free standing banners in prominent positions in the Conference venue (signage to be supplied by you, placement at the discretion of the PCA).
- + The Conference logo, containing your company name, will be featured throughout the Conference on all Conference signage.
- + The Conference logo, containing your company name, will be included on Conference holding slides displayed in each session of the Conference.
- + Acknowledgement as the Naming Rights Sponsor throughout the Conference including during both opening and closing ceremonies.

For queries, please contact PCA via  
[admin@protectedcropping.net.au](mailto:admin@protectedcropping.net.au), or call Zak Iqbal,  
Conference Committee Chair on 0433 199 419.



4 OPPORTUNITIES

## Premium Conference Partner

**\$13,500** Inclusive of GST

**As a Premium Conference Partner you will receive the following entitlements:**

### Exhibition

- + 2 x shell scheme exhibition booths (3m x 3m each) in a prominent position. Should you have a custom stand the equivalent floor space will be provided.

### Registration and Social Functions

- + 4 x delegate registration includes access to all sessions, morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and Conference dinner.

### Marketing and Promotion

- + Your corporate signage prominently displayed throughout the venue, two free standing banners to be supplied by partner, placement at the discretion of the committee.
- + Logo featured on all PCA social media platforms announcing Conference partnership prior to the Conference.
- + ½ page colour advert and company logo in the Conference pocket program. Artwork provided by partner and subject to print deadlines.
- + Company profile/editorial (up to 400 words) in Soilless Australia PCA magazine Conference issue. Content provided by partner and subject to print deadlines.
- + A list of Invited Growers (who provide consent).
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on the home page of the PCA Conference website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed in all electronic marketing emails sent to the PCA mailing list.
- + Logo displayed on Conference holding slides displayed in the session rooms at the Conference.
- + Acknowledgement as a Premium Conference Partner during the Conference including during both opening and closing ceremonies.





## MULTIPLE OPPORTUNITIES

# Supporting Conference Partner

**\$10,000** Inclusive of GST

**As a Supporting Conference Partner you will receive the following entitlements:**

### Exhibition

- + A shell scheme exhibition booth (3x3m) in a prominent position. Should you have a custom stand the equivalent floor space will be provided.

### Registration and Social Functions

- + 2 x delegate registrations (includes access to all sessions, morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes the Conference dinner).

### Marketing and Promotion

- + Logo featured on all PCA social media platforms announcing Conference partnership prior to the Conference.
- + ¼ page colour advert and company logo in Conference pocket program. Artwork provided by partner and subject to print deadlines.
- + ¼ page colour advert in the Conference issue of Soilless Australia PCA magazine. Artwork provided by partner and subject to print deadlines.
- + A list of Invited Growers (who provide consent).
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed in all electronic marketing emails sent to the PCA mailing list.
- + Logo displayed on Conference holding slides displayed in the session rooms at the Conference.
- + Acknowledgement as a Conference Partner during the Conference.

## EXCLUSIVE OPPORTUNITY

**SOLD**

# Conference Dinner Partner

**\$12,000** Inclusive of GST

**As the Conference Dinner Partner you will receive the following entitlements:**

### Registration and Social Functions

- + 2 x delegate registrations (includes access to all sessions, morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes the Conference dinner).

### Marketing and Promotion

- + Conference Dinner Naming rights.
- + Opportunity to give a 5 minute address during the Conference Dinner.
- + Opportunity to present one of the PCA Awards at the Conference Dinner.
- + Company name and logo featured on all Social Media platforms with posts associated with the Conference Dinner.
- + Your corporate signage prominently displayed during the Conference Dinner. 4 x free standing banners to be supplied by partner.
- + Logo included on printed menus/signs at the Conference Dinner.
- + Opportunity for partner to provide 1 promotional item to be placed on tables at the Conference Dinner. Item to be supplied by the partner and approved by the Conference committee.
- + ¼ page colour advert in the Conference issue of Soilless Australia PCA magazine.
- + A list of Invited Growers (who provide consent).
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed on Conference holding slides displayed in the session rooms at the Conference.
- + Acknowledgement as the Conference Dinner Partner during the Conference.

# SOLD

EXCLUSIVE OPPORTUNITY

## Breakfast Partner

**\$10,000** Inclusive of GST

**As the Conference Dinner Partner you will receive the following entitlements:**

### Registration and Social Functions

- + 2 x delegate registrations (includes access to all sessions, morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes the Conference dinner).

### Marketing and Promotion

- + Conference Breakfast Naming rights.
- + Opportunity to give a 5 minute address during the Conference Breakfast.
- + Company name and logo featured on all Social Media platforms with posts associated with the Conference Breakfast.
- + Your corporate signage prominently displayed during the Conference Breakfast. 4 x free standing banners to be supplied by partner.
- + ¼ page colour advert in the Conference issue of Soilless Australia PCA magazine.
- + A list of Invited Growers (who provide consent).
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed on Conference holding slides displayed in the session rooms at the Conference.
- + Acknowledgement as the Conference Breakfast Partner during the Conference.



## Welcome Reception Partner

**\$8,000** Inclusive of GST

**A Welcome Reception will be held for all delegates on the opening night of the Conference. As the Welcome Reception Partner, you will receive the following entitlements:**

### Registration and Social Functions

- + 2 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Opportunity to give a 5 minute address during the Welcome Reception.
- + ¼ page colour advert in the Conference issue of Soilless Australia PCA magazine.
- + Your corporate signage prominently displayed at the Welcome Function. 2 x free standing banners to be supplied by partner.
- + A list of Invited Growers (who provide consent).
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed on Conference holding slides.
- + Acknowledgement as the Welcome Reception Partner during the Conference.





## 1 Remaining

2 OPPORTUNITIES

# Invited Grower Networking Partner

**\$5,500** Inclusive of GST

**An Invited Grower Networking function will be held on the second night of the Conference. As the Invited Grower Networking Partner you will receive the following entitlements:**

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).
- + 5 x tickets to the Invited Grower Networking function.

### Marketing and Promotion

- + Opportunity to give a 2 minute address during the Invited Grower Networking function.
- + ¼ page colour advert in the Conference issue of Soilless Australia PCA magazine.
- + Your corporate signage prominently displayed at the Invited Grower Networking. 1 x free standing banner to be supplied by partner.
- + A list of Invited Growers (who provide consent).
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed on Conference holding slides.
- + Acknowledgement as the Invited Grower Networking Partner during the Conference.

MULTIPLE OPPORTUNITIES

# Delegate Gift Partner

**\$5,500** Inclusive of GST

**Your organisation will have the opportunity to supply each delegate attending the Conference with a gift displaying your company logo. Be as creative as you like. The Delegate Gift Partner will receive the following entitlements:**

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Logo displayed on delegate gift. Gifts are at the partner's expense and need to be approved by the Conference committee.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Acknowledgement as the Delegate Gift Partner during the Conference.



EXCLUSIVE OPPORTUNITY

## ~~Conference Technology Partner~~

~~\$7,500~~ Inclusive of GST

Help delegates stay in-the-loop by sponsoring the **Conference App and Wi-Fi** in this exclusive opportunity as the **Conference Technology Partner**.

**\*\*Or alternatively purchase the packages individually.**



## Conference App Partner

\$5,500 Inclusive of GST

This is a unique opportunity to reinforce your brand to all delegates during the Conference. The app is a valuable reference tool which is used by all participants during and after the Conference.

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Logo on the opening screen of the app.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Acknowledgement as the Conference App Partner during the Conference.

## WI-FI Partner

\$3,300 Inclusive of GST

**SOLD**

Help delegates stay connected by sponsoring the **Conference Wi-Fi**. Reliable Wi-Fi at conferences is critical and a must-have.

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Half page colour advertisement, to appear alongside the Conference Wi-Fi information in the Conference pocket program.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Acknowledgement as the Wi-Fi Partner during the Conference.



## 1 Remaining

2 OPPORTUNITIES

# Lunch Catering Partner

**\$3,300 each** Inclusive of GST

Showcase your product during one of the Conference lunch breaks.

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Opportunity to supply collateral or merchandise to be placed on the catering stations. Collateral or merchandise at the partner's expense.
- + Logo featured in the Conference pocket program in association with a lunch break.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Acknowledgement as a Lunch Catering Partner during the Conference.

MULTIPLE OPPORTUNITIES

# Session Partner

**\$4,400 each** Inclusive of GST

As a Session Partner your company name will be associated with one of the programmed Conference sessions. Sessions will be programmed by the Conference committee.

This is your chance to be associated with an entire session in the program.

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Your corporate signage prominently displayed in the allocated room during the session. One free standing banner to be supplied by the partner.
- + Your company name associated with all promotion of the session including in the pocket program and app.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Opportunity to provide a promotional item to be distributed to delegates prior to the session. Item to be provided by the partner and approved by the Conference committee.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed on the session holding slides.
- + Acknowledgement as a Session Partner during the Conference.



## MULTIPLE OPPORTUNITIES

# Speaker Partner

## \$3,300 each Inclusive of GST

**As a Speaker Partner your company name will be associated with one of the speakers selected to present in the program. Speakers will be selected by the Conference committee.**

This is your chance to be associated with an expert speaker.

### Registration and Social Functions

- + 1 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Your corporate signage prominently displayed in the allocated room during the session. 1 x free standing banner to be supplied by the partner.
- + Your company name associated with all promotion of the speaker including in the pocket program and app.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Opportunity to provide a promotional item to be distributed to delegates prior to the session the speaker presents in. Item to be provided by the partner and approved by the Conference committee.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Logo displayed on holding slide alongside the speaker's presentation.
- + Acknowledgement as the Speaker Partner during the Conference.

## MULTIPLE OPPORTUNITIES

# Keynote Speaker Partner

## \$2,500 each Inclusive of GST

**As a Keynote Speaker Partner your branding will be attached to the speaker session.**

### Marketing and Promotion

- + Your corporate signage prominently displayed during the keynote speaker session.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo displayed on Conference holding slides at the Conference.
- + Acknowledgement as the Keynote Speaker Partner during the Conference.





3 OPPORTUNITIES

## Farm Tour Partner

**\$4,400 per tour** Inclusive of GST

**There will be three dynamic and engaging farm tours. Details will be available in the lead up to the Conference.**

### Registration and Social Function

- + 1 x ticket to the sponsored farm tour.

### Marketing and Promotion

- + ¼ page colour advert in the Conference issue of the Soilless Australia PCA magazine.
- + Opportunity for the partner to provide a product demonstration during the farm tour.
- + Your corporate signage prominently displayed at the location. 2 x free standing banners to be supplied and placed onsite during the farm tour by the partner.
- + Opportunity to distribute a promotional item to delegates during the tour.
- + Opportunity for a company representative to welcome and briefly address delegates during the tour.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Acknowledgement as a Farm Tour Partner during the Conference.

2 OPPORTUNITIES

**SOLD**

## Coffee Cart Partner

**\$11,000** Inclusive of GST

**Have the best draw card in the exhibition by hosting a Coffee Cart as part of your exhibition booth. These stations will be strategically located throughout the exhibition space to maximise traffic flow.**

### Exhibition

- + 2 x shell scheme exhibition booths (3x3m each) in a prominent position. Should you have a custom stand the equivalent floor space will be provided. One booth space to be used for the Coffee Cart.

### Registration and Social Functions

- + 2 x delegate registrations (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing Promotion

- + Your corporate signage prominently displayed at the Coffee Cart. Free standing banner to be supplied by partner.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Opportunity to supply branded cups at the partner's own expense.
- + Acknowledgement as the Coffee Cart Partner during the Conference.



NEW

## SPECIAL EXHIBITION OPPORTUNITIES

### AgTech Alley \$1,980 per space

**Ideal for emerging agtech innovators**, AgTech Alley offers an affordable way to showcase your solution to growers, investors, and industry leaders. Perfect for early-stage startups and scale-ups wanting to build visibility and credibility in the ag sector.

### Start-Up Alley \$3,850 per booth

**For agtech startups ready to make a bold impression.** Start-Up Alley includes a full booth setup, premium visibility. Position your agtech startup in front of the right people. Start-Up Alley is designed for emerging companies ready to gain serious traction. For \$3,850, you'll get a premium booth space in a high-traffic zone.

#### EXCLUSIVE OPPORTUNITY

## Exhibition Lounge Partner

**\$11,000** Inclusive of GST

The Exhibition Lounge will be one of the focal points of the exhibition space. The lounge will be a unique place for delegates to network, relax, and do business. The partners logo will be printed on selected furniture within the lounge to acknowledge their partnership.

#### Registration and Social Functions

- + 2 x delegate registrations (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

#### Marketing and Promotion

- + Exclusive partnership and naming rights to one lounge area with your logo printed on selected furniture within the lounge.
- + Your corporate signage prominently displayed in your sponsored lounge. 2 x free standing banners to be supplied by the partner.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo on all Conference promotional material including signage displayed at the venue.
- + Acknowledgement as an Exhibition Lounge Partner during the Conference.





## Exhibition Booth (3m x 3m)

**\$5,500** Inclusive of GST

### Exhibition

- + 3x3m shell scheme booth. Should you have a custom stand the equivalent floor space will be provided.
- + Fascia signage, standard power connection and spotlights.



### Registration and Social Functions

- + 2 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Logo featured on all PCA social media platforms announcing involvement prior to the Conference.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo displayed in the pocket program.

## Exhibition Pod

**\$3,500** Inclusive of GST

### Exhibition

- + 3x2m shell scheme booth. Should you have a custom stand the equivalent floor space will be provided.
- + Fascia signage, standard power connection and spotlights.

### Registration and Social Functions

- + 2 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Logo featured on all PCA social media platforms announcing involvement prior to the Conference.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo displayed in the pocket program.

## Exhibition Double Booth (6m x 3m)

**\$9,900** Inclusive of GST

### Exhibition

- + 6x3m shell scheme booth. Should you have a custom stand the equivalent floor space will be provided.
- + Fascia signage, standard power connection and spotlights.



### Registration and Social Functions

- + 4 x delegate registration (includes access to morning and afternoon tea breaks, lunches, access to exhibition, welcome reception and includes Conference dinner).

### Marketing and Promotion

- + Logo featured on all PCA social media platforms announcing involvement prior to the Conference.
- + Logo displayed on the Conference website with hyperlink to your company website.
- + Logo displayed in the pocket program.

**Additional  
Registration  
\$780**

## Contact us

For any sponsorship and exhibition enquiries please contact:

**Chelsea O'Brien**

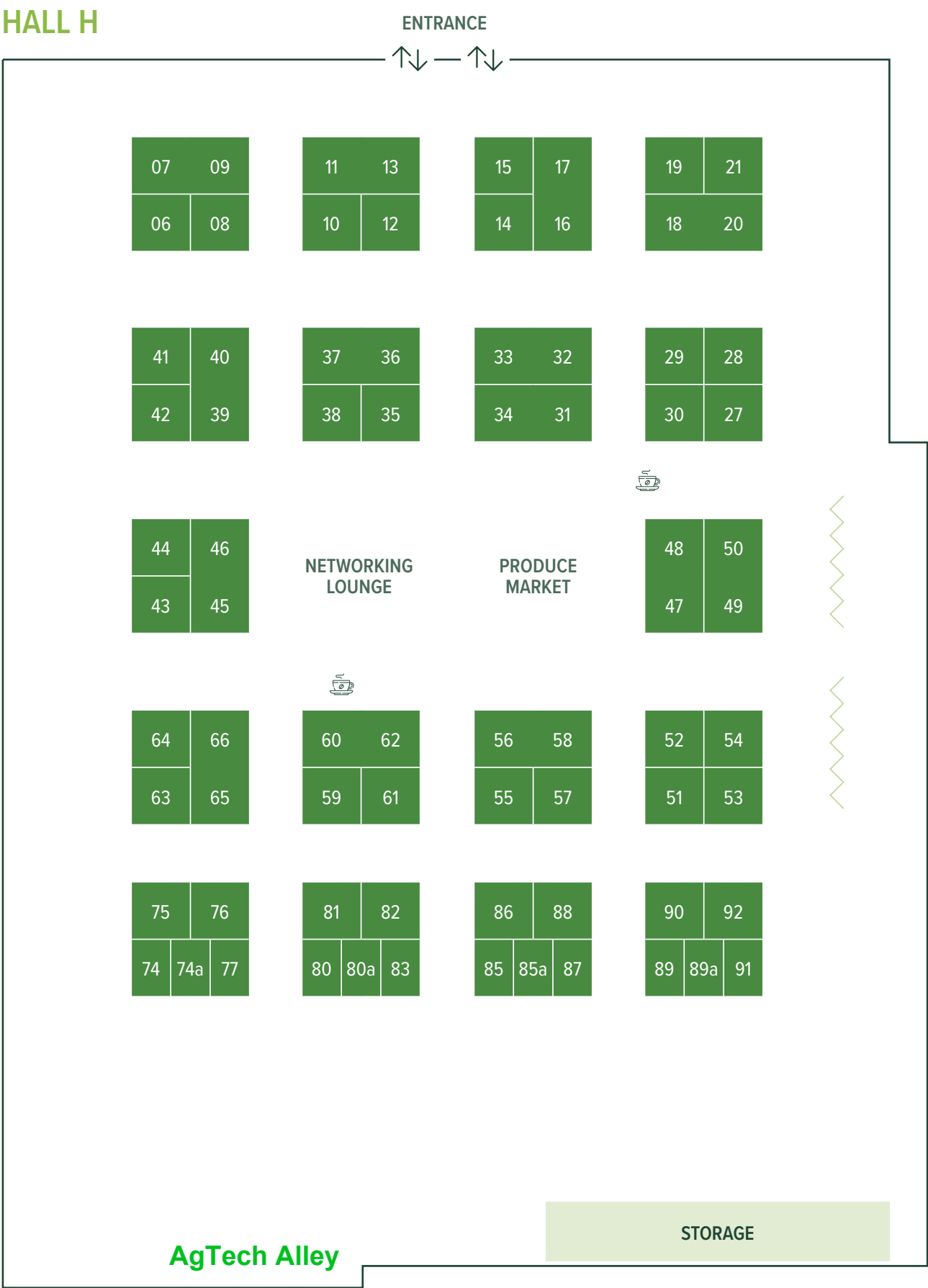
Sponsorship and Exhibition Administrator  
+61 8 8125 2200 (Option 1, then 2)  
[chelsea.obrien@aomevents.com](mailto:chelsea.obrien@aomevents.com)



**All Occasions  
Group**

# Floorplan

## HALL H





# Sponsorship and Exhibition Application Form

All prices are listed in AUD and include GST

## Contact Person (all correspondence will be directed to this person)

First Name		Surname	
Organisation			
Position			
Address			
Suburb	State	Country	Postcode
Office Number		Mobile Number	
E-mail address			

## Sponsorship and Exhibition Packages (please tick preference)

Platinum Naming Rights Sponsor	\$27,500	Speaker Partner	\$3,300 each
<del>Premium Conference Partner</del>	<del>\$13,500</del>	Keynote Speaker Partner	\$2,500 each
Supporting Conference Partner	\$10,000	Farm Tour Partner	\$4,400 per tour
<del>Conference Dinner Partner</del>	<del>\$12,000</del>	<del>Coffee Cart Partner</del>	<del>\$11,000</del>
Breakfast Partner	\$10,000	Exhibition Lounge Partner	\$11,000
<del>Welcome Reception Partner</del>	<del>\$8,000</del>	<b>Exhibition Packages</b>	
Invited Grower Networking Partner	\$5,500	AgTech Alley	\$1,980
Delegate Gift Partner	\$5,500	Start-Up Alley	\$3,850
Lunch Catering Partner	\$3,300 each	Exhibition Booth (3m x 3m)	\$5,500
<del>Conference Technology Partner</del>	<del>\$7,500</del>	Exhibition Double Booth (6m x 3m)	\$9,900
Conference App Partner	\$5,500	Exhibition Pod (3m x 2m)	\$3,500
<del>Wi-Fi Partner</del>	<del>\$3,300</del>	<b>**Please submit your top 3 floorplan locations with application form.</b>	
Session Partner	\$4,400 each		

## I/ we agree to the terms and conditions set out in this Sponsorship and Exhibition Prospectus

Name	Signature	Date

Please email your completed application form and company logo (.jpg or .png preferred) to [chelsea.obrien@aomevents.com](mailto:chelsea.obrien@aomevents.com).

A tax invoice will be issued on receipt of this completed form. Prices include GST.



# Sponsorship and Exhibition Contract Terms and Conditions

These terms and conditions constitute a contract between you ('the Exhibitor/ Sponsor'), **Protected Cropping Australia Ltd** (ABN: 40 153 372 635) and All Occasions Group Pty Ltd (ABN 44 109 863 514) ('the Conference Organisers') in relation to the sponsorship and/ or use of exhibition space at the **Protected Cropping Australia Conference** at the **Adelaide Convention Centre** ('the Venue') in Adelaide, South Australia from 27-30 July 2025 ('the Conference'). By signing the application form you are indicating your acceptance of these terms and conditions.

## ACCEPTANCE AND ALLOCATION

The Conference Organisers, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and Exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Conference Organiser, whose decision will be final.

## APPLICATION AND PAYMENT

To confirm your acceptance of a Sponsorship or Exhibition package please complete the Booking Form at the back of this flyer and return to [chelsea.obrien@aomevents.com](mailto:chelsea.obrien@aomevents.com) and specify the package required. A confirmation letter will then be sent to you outlining the exhibitor or sponsorship details, along with a tax invoice due within 21 days. If payment is not received by this date, the package will be released for re-sale. **Please note: No sponsorship or exhibition benefits will be provided until the invoice has been paid in full.**

As spaces are strictly limited, returning a Booking Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

## CANCELLATION POLICY

Cancellations will be accepted in writing only. A cancellation notice received 3 months or further prior to the Conference start date will be subject to a 50% cancellation fee. A cancellation notice received within 3 months of the Conference start date will be subject to a 100% cancellation fee.

## LEGAL RESPONSIBILITY

The Conference Organisers and the Venue accept no responsibility for any act, omission or other default on the part of the Exhibitor/ Sponsor during or in connection with the Conference that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Conference Organisers in respect of any claim and demands in respect thereof.

The Exhibitor/Sponsor acknowledges that the Conference Organisers are not responsible for any loss or damage to the Exhibitor/Sponsors' property and that all Exhibitor/Sponsor material and equipment is the sole responsibility of the Exhibitor/Sponsor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract. In the event that the Conference or Exhibition is cancelled or delayed through no fault of the Conference Organisers, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss of damage.

## EXHIBITOR MANUAL

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 6 weeks before the Conference. It will include the following

- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.

## EXHIBITOR DISPLAY RULES

- The Conference Organisers shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition trade display must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated trade display area.
- Excessive noise that inconveniences other exhibitors or the Conference must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

## DETAILED REQUIREMENTS AND DUE DATES:

- The Conference Organisers requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display or other arrangements will be sent to you at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organisers are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Conference Organisers are not received by the designated due date, their use for their intended purpose cannot be guaranteed, the Organisers are not responsible for any losses sustained as a result.

## SPONSORSHIPS

Nothing contained in the agreement will be deemed to constitute a joint venture or agency relationship between you and Conference Organisers.

You must not do anything where you will, in any way, be represented that you are a partner of the Conference Organisers.

## REGISTRATIONS

Sponsors/Exhibitors are not permitted to attend Conference Sessions or Networking Functions unless the relevant tickets are offered as part of the particular Sponsorship or Exhibition package. Should Sponsors/Exhibitors wish to attend the Conference as a delegate or attend Networking Functions, the appropriate registration must be purchased. Specific Sponsor/Exhibitor registration online link will be sent out at a later date.

## SPONSORSHIP AND EXHIBITION PACKAGES

Please refer to the Sponsorship packages when the Sponsorship and Exhibition Proposal document is available. Any variations to the description of each package must be as agreed in writing with the Conference Organisers. Sponsorship and Exhibition entitlements will not commence until the Booking Form and payment is received by the Conference Organisers.

## VENUE

The Sponsor/Exhibitor and the servants, agents, contractors and invitees of the Sponsor/ Exhibitor are also to observe the rules, regulations and procedures as prescribed by the Venue.