



National Cherry Conference 2024

31 July to 2 August, Hobart

Sponsorship Prospectus



Communication and Extension for the Australian Cherry Industry



Department of
Primary Industries

Hort
Innovation

CHERRY
FUND



Cherries
The Victorian Cherry Association

Fruit Growers
Tasmania

Welcome to Cherry 2024

Hello Cherry Industry Supporter,

NSW Department of Primary Industries (DPI), in collaboration with Hort Innovation and Cherry Growers Australia, is thrilled to announce the National Cherry Conference in 2024 (Cherry 2024). This 3-day event is being held from 31 July to 2 August 2024 at the Hotel Grand Chancellor in Hobart, Tasmania.

Cherry 2024 will bring together cherry growers, supply chain partners, state industry associations, service providers, research and development agencies, and government representatives from around Australia.

We are giving you the opportunity to showcase your company's products and services to a targeted audience, network with key decision-makers, and position your organisation as a leading service provider in the Australian cherry industry. Our sponsorship packages are designed to provide maximum visibility and engagement before, during, and after the conference.

Conference program

The 3-day conference will provide many opportunities for networking and exploring business prospects. Specific trade show times will be scheduled into the program for maximum delegate contact/networking.

Day 1 (Wednesday 31 July 2024) will include the annual industry export workshop hosted by the Cherry Growers Australia Trade Development Project. This will be followed by a welcome reception at the Hotel Grand Chancellor.

Day 2 (Thursday 1 August 2024) will include a full day of conference presentations and panel discussions on production and practices to improve crop performance and quality. This will be followed by a conference dinner with entertainment.

Day 3 (Friday 2 August 2024) includes industry tours in the Huon Valley, showcasing innovative orchards, technologies and best practice management.

Secure your place at Cherry 2024 and capitalise on this unique opportunity to elevate your brand in the Australian cherry industry. We look forward to the possibility of partnering with your business to make this conference a resounding success.

For more details about our sponsorship packages, or to discuss a custom package tailored to your specific needs, please contact the conference coordinator:

Jessica Fearnley

M 0437 284 010

E jessica.fearnley@dpi.nsw.gov.au

The value of sponsorship at Cherry 2024

Sponsorship is a powerful way to promote your business by leveraging reach and engagement within the Australian cherry industry.

Cherry 2024 will provide many opportunities for you to network and interact directly with a diverse range of growers, packers, exporters, and distributors from throughout Australia who are leading the cherry industry into a prosperous and thriving future. As a sponsor, you will have a unique opportunity to:

- Showcase your business, expertise and capabilities to cherry growers, packers, exporters and distributors.
- Be promoted on the [Cherry 2024 website](#), registration page and in conference marketing materials.
- Have stage time to present your latest innovations and new products/services (platinum and gold sponsors).
- Have a cost-effective way to reinforce your brand and strengthen brand awareness.
- Show your support for the Australian cherry industry.

Conference location

Venue: [Hotel Grand Chancellor](#), Hobart, Tasmania 1 Davey St, Hobart TAS 7000



Cherry 2024 sponsorship package summary

	Platinum (1 only)	Gold (2 only)	Silver (3 only)	Exhibitor (5 only)	Welcome reception (1 only)	Industry orchard tour (2 only)
Branding exposure						
Your logo on the Cherry 2024 website that clicks through to your website	Y	Y	Y	Y	Y	Y
Your logo on the registration page of the Cherry 2024 website	Y	Y	-	-	-	-
Your logo on all event promotional material, including flyers, programs, and digital marketing	Y	Y	Y	Y	Y	Y
Trade show (table display) check table display availability by accessing this live link						
Trade show space (1.75 m × 0.7 m)	2	1	1	1	-	-
Passes						
All-access passes (including the conference dinner and welcome reception)	4	2	2	2	2	2
Onsite exposure						
Your company video* played on social media leading up to the conference and during the conference	Y	Y	Y	-	-	-
Signage* on stage at Cherry 2024	Y	Y	-	-	-	-
Signage* in the trade show area at Cherry 2024	Y	Y	Y	Y	Y	Y
The opportunity to give a 15-minute presentation at Cherry 2024	Y	-	-	-	Y (at the reception)	-
The opportunity to give a 5-minute presentation at Cherry 2024	Y	Y	-	-	Y	-
Option to include merchandise* in the conference pack	1	1	-	-	-	-
Option to include a flyer* in the conference pack	1	1	1	-	1	-
Your logo printed on conference lanyards	Y	-	-	-	-	-
Inclusion in the sponsor's section of the conference program	Y	Y	Y	Y	Y	Y
Advertisement in the conference program (artwork to be supplied)	Full page	Half page	Quarter page	Quarter page	Half page	Quarter page
Your logo on a PowerPoint slide at the opening and closing conference sessions	Y	Y	Y	Y	Y	Y
Acknowledgement at conference opening and closing	Y	Y	Y	Y	Y	Y
Acknowledgement throughout the conference dinner	Y	Y	Y	-	Y	Y
Your logo on the conference dinner menu	Y	-	-	-	-	-
The opportunity to do on-farm demonstration of a product	-	-	-	-	-	Y



Platinum sponsor – \$12,000 + GST – one only

Inclusions

- Recognition as the Cherry 2024 Platinum Partner.

Branding exposure

- Your company logo on the [Cherry 2024 website](#) that clicks through to your website.
- Your company logo on the registration page of the [Cherry 2024 website](#).
- Your company logo on all event promotional material, including flyers, programs, and digital marketing.

Trade show

- 2 × exhibitor tables (1.75 m x 0.7 m) in a premium position.

Passes

- 4 × all-access passes (including the conference dinner and welcome reception).
- Access to discounted rates for additional tickets.

Onsite exposure

- Your company promotional video* (2 minutes) will be played on social media leading up to the conference, at the conference before the lunchtime break on Thursday, and during the conference.
- Signage (a free-standing pull-up banner*) on the stage at Cherry 2024.
- The opportunity to give a 15-minute presentation at Cherry 2024.
- The opportunity to place one small promotional item* and one printed flyer* in the delegate conference bag.
- Your company logo
 - on the conference lanyards
 - in the conference program
 - on a PowerPoint slide at the opening and closing conference sessions.
- Your company acknowledged
 - at the opening and closing conference sessions
 - throughout the conference dinner.
- A full page advertisement* in the conference program.

*Sponsor to provide.



Gold sponsor – \$8,000 + GST – 2 only

Inclusions

- Recognition as a Cherry 2024 Gold Partner.

Branding exposure

- Your company logo on the [Cherry 2024 website](#) that clicks through to your website.
- Your company logo on the registration page of the [Cherry 2024 website](#).
- Your company logo on all event promotional material, including flyers, programs, and digital marketing.

Trade show

- 1 x exhibitor table (1.75 m x 0.7 m).

Passes

- 2 x all-access passes (including the conference dinner and welcome reception).
- Access to discounted rates for additional tickets.

Onsite exposure

- Your company promotional video* (2 minutes) to be played on social media leading up to the conference and during the conference.
- Signage (a free-standing pull-up banner*) on the stage at Cherry 2024.
- The opportunity to give a 5-minute presentation at Cherry 2024.
- The opportunity to place one small promotional item* and one printed flyer* in the delegate conference bag.
- Your company logo
 - in the conference program.
 - on a PowerPoint slide at the opening and closing conference sessions.
- Your company acknowledged
 - at the opening and closing conference sessions
 - throughout the conference dinner.
- A half page advertisement* in the conference program.

*Sponsor to provide.



Silver sponsor – \$5,000 + GST – 3 only

Inclusions

- Recognition as a Cherry 2024 Silver Partner.

Branding exposure

- Your company logo on the [Cherry 2024 website](#) that clicks through to your website.
- Your company logo on all event promotional material, including flyers, programs, and digital marketing.

Trade show

- 1 x exhibitor table (1.75 m x 0.7 m).

Passes

- 2 x all-access passes (including the conference dinner and welcome reception).

Onsite exposure

- Your company promotional video* (1 minute) to be played on social media leading up to the conference and during the conference.
- A free-standing pull-up banner* to be placed at the trade show.
- The opportunity to place one printed flyer* in the delegate conference bag.
- Your company logo
 - in the conference program
 - on a PowerPoint slide at the opening and closing conference sessions.
- Your company acknowledged
 - at the opening and closing conference sessions
 - throughout the conference dinner.
- A quarter page advertisement* in the conference program.

*Sponsor to provide.

Exhibitor sponsor – \$1,200 + GST – 5 only

Inclusions

Trade show

- 1 x exhibitor table (1.75 m x 0.7 m).

Passes

- 2 x all-access passes (including the conference dinner and welcome reception).

Onsite exposure

- Your company logo
 - in the conference program
 - on a PowerPoint slide at the opening and closing conference sessions.
- Your company acknowledged at the opening and closing conference sessions.
- A quarter page advertisement* in the conference program.

*Sponsor to provide.



Welcome reception – \$10,000 + GST – 1 only

Inclusions

Passes

- 2 x all-access passes (including the conference dinner and welcome reception).
- Access to discounted rates for additional tickets.

Onsite exposure

- Signage (a free-standing pull-up banner*) on the stage at Cherry 2024 during the welcome reception.
- The opportunity to give a 15-minute presentation at the welcome reception.
- The opportunity to place one printed flyer* in the delegate conference bag.
- Your company logo
 - in the conference program.
 - on a PowerPoint slide at the opening and closing conference sessions.
- Your company acknowledged at the opening and closing conference sessions.
- The option to have a small item of merchandise* available for delegates at the welcome reception.
- A half page advertisement* in the conference program.

*Sponsor to provide.

Industry orchard tour – \$4,000 + GST – 2 only

Inclusions

Passes

- 2 x all-access passes (including the conference dinner and welcome reception).

Onsite exposure

- The opportunity to give an on-farm demonstration of a product/service.
- The opportunity to place one printed flyer* in the delegate conference bag.
- Your company logo
 - in the conference program.
 - on a PowerPoint slide at the opening and closing conference sessions.
- Your company acknowledged at the opening and closing conference sessions.
- A quarter page advertisement* in the conference program.

*Sponsor to provide.

General conditions and requirements

1. A completed sponsorship application form ([Page 11](#)) must be submitted to initiate sponsorship. A tax invoice will be provided upon acceptance of the application.
2. The sponsorship will not be deemed confirmed until the required payment has been paid.
3. All company representatives must complete a sponsor registration form (for name tag and catering purposes). This will be provided by the conference convener after sponsorship is confirmed.
4. Trade display sites will not be allocated unless the required payment has been made
5. Trade display sites are clear space only (no shell scheme wall) and come with a trestle table, a table cloth and 2 chairs.
6. Power will be available for each table if you wish to have computers or TV screens.
7. Logo placement on promotional material can only be fulfilled if sponsorship is confirmed before the nominated document/item being prepared.

Bump in: the trade area can be accessed from 7:00 am on Wednesday, 31 July.

Bump out: is not to start before the conclusion of the conference on Thursday and must be completed by 5.30 pm on 1 August.

Cancellation policy

Due to the considerable administration associated with running a conference, a cancellation fee equivalent to 10% of the sponsorship amount will be incurred should confirmed agreements be cancelled. Cancellations after 1 June 2024 will be subject to a 50% cancellation fee. Cancellations after 1 July 2024 will be subject to a 100% cancellation fee. All requests for cancellations must be made in writing to the conference coordinator.

Cherry 2024 sponsorship application form

I/we wish to sponsor Cherry 2024 in the following category (all costs are in AUD and exclude GST):

	Platinum sponsor	\$12,000	1 only	<p>In the event that we receive more applications for a particular category than are available, we will take the first one received and offer the next best available option to the unsuccessful applicant.</p> <p>Sponsorship and exhibition space will be allocated in accordance with the date of receipt of application and payment.</p> <p>Sponsorships and exhibition spaces not paid for by Tuesday 30 April 2024 will be made available for re-sale.</p>
	Gold sponsor	\$8,000	2 only	
	Silver sponsor	\$5,000	3 only	
	Exhibitor	\$1,200	5 only	
	Welcome reception	\$10,000	1 only	
	Industry orchard tour	\$4,000	2 only	

Booking information

Company name	
Address	
Contact person	
Position	
Phone and email	
Signature and date	

Payment options

Direct credit	
NAB	Canberra
BSB	082-902
Account	874 101 128
Name	Conference Solutions

Credit card	
Mastercard / VISA / AMEX	
Amount (\$)	
Card no.	
Card expiry and CVV	
Name on card	
Signature	

Please return this form via email to cherry@con-sol.com

Department of Primary Industries

Department of Regional NSW



National Cherry Conference 2024

