









1-4 May 2012

A U S T R A L A S I A N A U S T R A L A S I A N A QUACULTURE m e l b o u r n e

'the next ten years'





www.australian-aquacultureportal.com









National Aquaculture Council

Naming Rights Sponsor



Sponsored by

Australian Government Fisheries Research and Development Corporation

MEDBOURNE

M melbourne

# **AN INVITATION TO EXHIBIT**

Since Australasian Aquaculture's inception in 2004, the Conferences and Trade Shows have provided a forum for industry to network, share information, stimulate discussion and promote new initiatives. The Executive Committee of Skretting Australasian Aquaculture 2012 heartily welcome your sponsorship support of this event.

The fifth biennial Australasian Aquaculture Conference will be held at the Melbourne Convention and Exhibition Centre from 1 - 4 May 2012. The Australasian Aquaculture Conferences have enjoyed positive feedback, growing attendance and commitment from the Executive team, which have all gone into making the past Conferences a successful.

Once again, the Executive Committee is confident that the 2012 Conference will grant any sponsor a chance to highlight their product or service to interested and relevant individuals. We recognise the importance of sponsorship and acknowledge contributions from regular sponsors. We look forward to working with past sponsors as well as valuing new interest.

Conference sponsorship offers significant opportunities for linkage with a large field of influential leaders and decision makers throughout the Australasia and Asian Pacific. The packages outlined in this Prospectus offer a variety of exposure levels at the Conference. The opportunity also exists to meet with delegates through attendance at the Conference and the social functions.

The Conference Committee appreciates your consideration of support for this event and looks forward to the opportunity to develop a mutually beneficial partnership.

We look forward to working with you in Melbourne.

# **AQUACULTURE IN VICTORIA**

It has been documented that thousands of years ago the Gunditjmara people in Western Victoria flourished through their ingenious method of channeling water flows and systematically harvesting eels to ensure a year round supply. This could arguably be the world's earliest aquaculture.

In recent times, aquaculture in Victoria has been growing over the past ten years. Aquaculture is managed under the *Fisheries Act (Victoria) 1995*. The Act provides for the management, development and promotion of an ecologically sustainable and viable aquaculture industry.

Victorian aquaculture is undertaken in a variety of offshore, coastal and inland facilities and includes the production of Rainbow Trout, Atlantic Salmon, Abalone, Blue Mussel, Aquarium Finfish, Eel, Murray Cod, Barramundi, Silver Perch, Golden Perch and Yabby.

All species listed are correct as per the Australian Fish Names Standard.

## DESTINATION

Melbourne has been voted the third most livable city in the world and one visit to this lively destination demonstrates why.

Greater Melbourne is set around the shores of Port Phillip Bay, while the city centre is located on the banks of the Yarra River. This style capital is renowned for its cosmopolitan ambience, combined with its fanatical love for the creative arts, good living and a statewide sports obsession. Aussie Rules, Rugby League and Rugby Union will be the main sports on in Melbourne at the time of the Conference.

Weaving a maze thorugh the city grid, Melbourne's laneways uncover hidden treasures and a charming, intimate atmosphere. Al fresco eateries, one-off shops and bars that are off the beaten track, all nestle side-by-side in laneways winding in all directions throughout the city. The city's famous trams take you around the landmarks as well as to many of Melbourne's suburbs, each with a distinct personality.

The Melbourne Convention and Exhibition Centre (MCEC) is superbly located right in the heart of Melbourne and on the edge of the Yarra River. The Centre is Melbourne's latest offering in architectural ingenuity and provides conferencing with a new standard of innovation, technology, creative catering and service options.

# EXECUTIVE COMMITTEE

Pheroze Jungalwalla Chairman, National Aquaculture Council John Cooksey Executive Director, Director of Conferences, World Aquaculture Society Craig Foster Past Chairman, National Aquaculture Council Peter Horvat Communications Manager, Fisheries Research and Development Corporation Lukas Manomaitis President, World Aquaculture Society, Asian Pacific C Roy Palmer CEO, Seafood Experience Australia Limited Neil Stump Director, National Aquaculture Council

### WHY EXHIBIT

Skretting Australasian Aquaculture is the premier aquaculture and primary industries event in the Asian Pacific region. It is proud to showcase some of the best suppliers in the industry.

Exhibiting at Australasian Aquaculture can:

- Increase your sales
- Build your brand
- Improve customer relations
- Expand your client potential
- Educate the market on your goods/services
- Offer networking opportunities

Australasian Aquaculture is the event that continues to be the gathering place for researchers, farmers and managers from all areas of the aquaculture and related fields. Over 1000 attendees from around the world converge to see the latest innovations in high performance products and services.

The Trade Show floor is a featured part of the three day Conference, giving delegates the opportunity to see first hand the tools (your products and services) they need to stay at the leading edge of their professions.

### **WHO EXHIBITS**

Exhibitors are made up of any company that supplies a product or service to the aquaculture industry – including stock and product suppliers – nutrition and feeding, culture techniques, quality control systems, husbandry and efficient production solutions; post-harvest products and services – processing equipment, grading and sorting mechanisms, packaging and distribution options and many more such as government departments and agencies, educational institutions and training providers, environmental and social sciences consultants, research and development investors and providers and seafood supply-chain specialists.

Companies looking for brand exposure may choose to exhibit at Skretting Australasian Aquaculture 2012. AA10 saw over 1200 people from 35 countries pass through the doors.

### **EXHIBITOR BENEFITS**

For three days in May 2012, Melbourne will become the place for the aquaculture and related industries to gather, collaborate, conduct business and experience the benefits of being part of this evolving event. Being an exhibitor at the Conference is a great way to raise your brand awareness and to show your products and services directly to your target audience through one-to-one interaction.

We are pleased to confirm Mario Stael, of MarEvent, our dedicated Trade Show Manager, will be back for the 2012 event. Mario provided an excellent service in 2010 offering a point of contact onsite and ensuring that all exhibitors found their Australasian Aquaculture experience a rewarding one.

We have taken into account your feedback regarding the 2010 Trade Soapbox and we are working to ensure this new initiative will function more effectively in 2012.

The 2012 Trade Show will be in the Melbourne Convention and Exhibition Centre's Exhibition Bays, within close proximity to the plenary and breakout sessions. The floor plan will be configured so as to ensure good visibility, access to all stands and maximisation of foot traffic throughout the space.

To maximise exhibitor contact with delegates; morning, afternoon tea and lunch will be served throughout the exhibition area.



### **INVITATION TO EXHIBIT**

#### TUESDAY 1 – FRIDAY 4 MAY 2012 MELBOURNE CONVENTION AND EXHIBITION CENTRE, MELBOURNE, VICTORIA, AUSTRALIA

AUSTRALASIAN AQUACULTURE 2012			
	WEDNESDAY	THURSDAY	FRIDAY
1 May	2 May	3 May	4 May
Move In*	Trade Show Open 10:10 - 18:30	Trade Show Open 9:00 - 17:30	Trade Show Open 9:00 - 15:00
			Maria Orit

Move Out 15:00 - 20:00

\* Times TBC

All figures quoted are inclusive of GST

#### **BOOTH INFORMATION**

All stands 3metres x 3metres

Standard Stand – \$3210.00 Corner Stand – \$3510.00

#### **BOOTH INCLUSIONS**

- Walls on three sides (corner stands, walls on 2 sides)
- Two spotlights
- One power outlet
- Fascia identification sign
- Two complimentary Full Registration Badges
- Two complimentary Trade Show Badges\* (these include NO catering other than coffee & tea.)

\*N.B. Trade Show Pass Upgrades can be purchased – 2012 Trade Show Pass Upgrades INCLUDE catering (morning/afternoon tea, lunch and Poster Session). Contact the Conference Office for further details.

# To reserve a booth, please complete the following form and forward with payment to the Conference Office:

Mail/fax/scan to: Australasian Aquaculture 2012 PO Box 370 Nelson Bay NSW 2315 Australia sarah-jane.day@aquaculture.org.au Tel +61 437 152 234 | fax +61 2 4984 1142

### **MARKETING AND PR**

A dedicated, integrated multi-media marketing campaign will be undertaken and will ensure we attract the field's leaders. The Conference is being marketed directly to potential interested parties and collaborations have been made with domestic and international organisations.

The Conference and Trade Show will be marketed to the aquaculture and related industry stakeholders and interested individuals in Australia and around the world via:

- A series of email announcements and other Conference industry updates
- Press releases to industry publications and news outlets
- Several registration brochures and a program (onsite) distributed to industry representatives
- The Conference webpage
- Special letters of invitation to government, industry officials and trade associations
- Postings on industry calendars of events
- Distribution of printed materials at aquaculture and seafood related conferences and events

A new initiative for 2012 will be the introduction of a monthly e-newsletter featuring exhibitor profiles. This will be available on the website and also distributed to the AA databases targeting several thousand industry contacts.

We are also launching an updated website dedicated to the Australasian Aquaculture Conferences and Trade Shows.

### **2010 EXHIBITORS**

- Accurate Detection Pty Ltd
- AirEng Ltd
- AKVA group
- AGK Technology/Fresh by Design
- Allied Industries/Wenger Manufacturing Inc USA
- AquaBuild
- AQUA Culture Asian Pacific
- Aqualine ASAquasonic Pty Ltd
- Aquatic Diagnostic Services International Pty Ltd
- AQ1 Systems Pty Ltd
- ATSA Defence Services/Sea Vision Technologies
- Aussnap
- Australian Centre for International Agricultural Research
- Australian Seafood Cooperative Research Centre
- Biomin Holding Gmb
- HBOC Limited
- BST Oyter Supplies
- Conlab Pty Ltd
- Department of Agriculture, Fisheries and Forestry
- Fisheries Research and Development Corporation
- Global Design Publication SLGTC Nutrition
- Hatchery International
- Imbros Pty td
- Industry and Investment NSW
- Intrafish Media
- Kinoshita Fishing Net Mfg. Co., Ltd
- Marine Innovation South Australia
- McIntyre Marine Products

- N-Viro Ltd & Commercial Diving Consultants
- PanLogica
- Power Equipment
- Praktisk Teknologi AS
- Primo Aquaculture/INVE
- Proaqua
- Reliance Aquaculture
- Ridley Aqua Feed
- Scanz Technologies Ltd
- Scielex Pty Ltd
- Seafarm Systems, Plastic Fabrications Pty Ltd
- Seafood Services Australia
- Sealite Pty Ltd
- SEAPA Pty Ltd
- SED Shellfish Equipment
- Skretting Australia
- Sunderland Marine Mutual Insurance
- Tasmania Pavilion
- Tasmanian Marine Distributors Pty Ltd
- Technolab Marketing Pty Ltd
- TenCate Aquagrid<sup>®</sup>
- TTP Plastics
- Universal Nets Pty Ltd
- VP Structures Pty Ltd
- Waterlife Design Group
- Weidmuller Pty Ltd
- Zapco Aquaculture Australia



## ADDITIONAL OPPORTUNITIES FOR INVOLVEMENT

#### SPONSORSHIP

Get more exposure during the Conference by becoming a sponsor of an official event. Increase that exposure by committing to Gold, Silver or Bronze level sponsorship.

#### ADVERTISING

Confirmed exhibitors have several premier advertising opportunities through the Conference Program. Further information will be available in the Exhibitor Manual, or alternatively contact Sarah-Jane Day, sarah-jane.day@aquaculture.org.au to reserve your advertising space today.

# **ADDITIONAL INFORMATION**

Visit the official website for further information www.australian-aquacultureportal.com

#### **AVAILABLE TO DOWNLOAD**

- Call for Papers Registration Brochure
- Floorplan PDF
- E-newsletters featuring monthly exhibitor profiles (as they become available)
- Exhibitor Manual (available late 2011)

### AUSTRALASIAN AQUACULTURE CORPORATE Responsibility project

As we look to "The Next Ten Years", we are proud to launch an exciting new initiative for 2012 - the Australasian Aquaculture Corporate Responsibility Project. It has been developed by the Executive Committee to give both exhibitors and visitors to Australasian Aquaculture an opportunity to increase their awareness and knowledge of environmental and social responsibility in relation to the Conference and Trade Show.

# **ENVIRONMENTAL INITIATIVES**

Each biennial Conference we will introduce new initiatives to strengthen our green credentials. Initiatives for AA12 will include:

• 'Share your Spares' USB recycling. Bring your spare (pre-cleaned) USB sticks to the registration desk and we will send them to charity for re-use.

- Requesting attendees use responsible travel methods (public transport) wherever possible whilst at the event.
- Offering accommodation options conveniently located to the venue so attendees can walk if possible.
- Reducing paper consumption in the office and onsite during the event.
- Using recycled paper where possible for printing purposes.
- Ensuring food and beverage suppliers use china and washable cutlery wherever possible.
- Hosting the event at the Melbourne Convention Centre, which is the first and only convention centre in the world with a '6 Star Green Star' environmental rating, representing world leadership in green design and operational features. Please visit http://www.mcec.com.au/mgreen.html#/mgreen/ for the MCEC's outline of green initiatives.

### HOW YOU CAN HELP MAKE AA12 MORE Environmentally friendly?

Whether you are exhibiting at or visiting the event you can help us make AA12 more environmentally friendly by:

- Carbon offseting your flights to AA12.
- Using the venue's recycling bins when possible.

# TIPS FOR GREEN EXHIBITING

- Use recycled or consumable products as giveaways.
- Use recycled paper to produce materials.
- Avoid bringing large quantities of collateral materials that could lead to waste.
- Return leftover paper goods to the home office rather than discarding as rubbish in Melbourne.
- Recycle cardboard, freight boxes, plastic wrappings.

### EXHIBIT RESERVATION FORM PRINT CLEARLY OR TYPE

#### Australasian Aquaculture 2012

#### 1 - 4 May 2012, Melbourne Convention and Exhibition Centre, Melbourne, Victoria, Australia

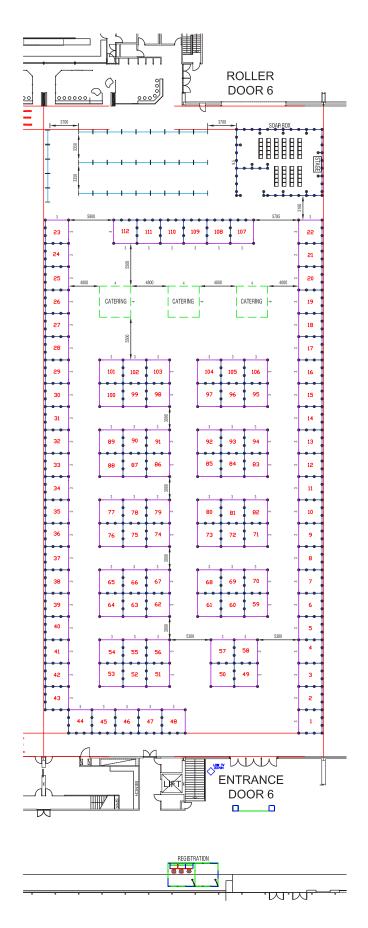
This information will be used for your listing in the Conference Program.

You will order your badges on the Master Order Form in the Exhibitor Manual, which will be sent to you late 2011.

Contact Name	Contact Email _		
Company			
Mailing Address			
City	State Postal (	Code	Country
Phone	Fax		
(include country and city cou	les)	(include count	ry and city codes)
Web	Company Email		
Do you need <u>continuous</u> water supply and/or drain other th	ian to fill and empty a tank?Yes	No	
Briefly describe your product or service (limit 60 words)			
Cost: inclusive of GST			Each 3 x 3 metre wide stand includes: back wall and sides, carpet, one power
3x3 metre stand			outlet, lights and fascia identification sign.
Regular Stand: AUD\$3210 (Incl GST)	Coner Stand : AUD\$3510 (Incl G	GST)	The hall is carpeted. All other equipment (including furniture) or services must be
Please reserve stand(s).			ordered from the Show Decorator. Each stand will receive two FULL Conference
Our choices are: 1 <sup>st</sup> #, 2 <sup>nd</sup> #			Registrations and two Trade Show Badges
(If your choices are not available, we will assign			(Catering not included).
Total Amount Due <b>AUD\$</b>			
Make cheques payable to: NAC Australasi	an Aquaculture		
Payment by Credit Card accepted:			
Name on Card	Credit Card #		Expires CCV
Exhibit Reservation Form must be return is received). Total balance must be paid		tal cost (your s	pace is not guaranteed until this deposit
•		total stand cost f	for handling. Please note there is no refund for
cancellations made after 1 February 2012.			or nananing. I rease note there is no reraina for
			Date:
Print name of signatory:			
Signed for Australasian Aquaculture 2012:			Date:
	or fax completed Exhibit Reservatio		
Australasia	in Aquaculture 2012, Conference C	oordinator, Sa	rah-Jane Day

PO Box 370 Nelson Bay NSW 2315 Australia | Tel: +61 437 152 234 | Fax: +61 2 4984 1142

# **FLOOR PLANS**





### **SPONSORSHIP BENEFITS**

Throughout 1 - 4 May 2012, Melbourne will become the place for the aquaculture and related industries to gather, collaborate, conduct business and experience the benefits of being part of this evolving event. Being a sponsor at the Conference is a great way to raise your brand awareness and to show your products and services directly to your target audience through one-to-one interaction.

There are numerous sponsorship opportunities and prime exhibition spaces on which you can showcase your products or services.

Becoming a sponsor at Skretting Australasian Aquaculture 2012 will provide the following benefits to your organisation:

- Exposure to aquaculture in Australasia and Asian Pacific
- An excellent opportunity to raise your profile to a valuable target audience
- Generate new business leads and cultivate existing customer relationships
- Gain greater knowledge of the aquaculture profession's 'players' and their roles
- Networking with key decision makers from government, research, not-for-profit sectors and industry
- Directly target over 1000 delegates either through pre-show or onsite marketing opportunities
- Opportunity to forge new partnerships and alliances

The Australasian Aquaculture team is committed to working closely with you to ensure your sponsorship investment is maximised and is effective.

Organisations can choose to support the event through one of the sponsorship categories outlined within this prospectus. Alternatively, we will happily discuss your requirements and offer a sponsorship solution to align with your promotional strategies.

We have a strategy covering your involvement before, during and after the Conference to ensure that together we make the most of the opportunity this event brings. Through our multifaceted campaign we will target our potential audience via direct mail, advertising and public relations, email campaigns, internet and media liaison.

Our dedicated AA team will also work closely with you to ensure that your support of Australasian Aquaculture is maximised at every available opportunity. The AA team understands that sponsorship is a partnership exercise. We look forward to discussing any specific requirements you may have so we can deliver a Sponsorship Package to achieve your desired outcome.

Confirm your sponsorship early to meet publishing timelines and make the most of long-term exposure of your brand.



## **SPONSORSHIP OPPORTUNITIES**

The Executive Committee of Skretting Australasian Aquaculture 2012 invites you to share in the benefits from the upcoming Conference and Trade Show (all amounts quoted are GST inclusive).

The following sponsorship opportunities are available:

#### SKRETTING AUSTRALASIAN AQUACULTURE 2012 CONFERENCE AND TRADE SHOW SPONSORSHIP PACKAGES

Naming Rights Sponsor	SOLD		
Gold Sponsor	\$55,000		
Silver Sponsor	\$33,000		
Bronze Sponsor	\$22,000		

#### **SESSION SPONSORSHIP PACKAGES**

Session Sponsor – (price & package inclusions to be determined by negotiation – 80% of funds goes directly to session, 20% withheld for administrative expenses.)

#### **OTHER SPONSORSHIP OPTIONS**

Welcome Reception	\$11,000
Networking Event	\$16,500
<ul> <li>Poster Session</li> </ul>	\$5,500
• Lanyards	\$5,500
Satchel Inserts	\$1,100
Conference Advertisement	\$550/\$1,100 (unlimited)
Conference Satchels	\$5,500
Conference Abstracts Memory Device	\$11,000

The various sponsorship levels and the associated packages/benefits will be detailed in your tailored sponsorship agreement. A package can be selected that best suits your marketing communication strategies and directions. The Executive Committee is committed to ensuring our supporters get as much out of their sponsorship arrangements as possible. We welcome the opportunity to meet with you to discuss your involvement and specific requirements in more detail.

### PAYMENT TERMS

The National Aquaculture Council of Australia (ABN: 96 912 231 582) is responsible for the financial management of Australasian Aquaculture 2012 on behalf of partner organisations.

If necessary, the payment structure car be further discussed.

#### Payments Schedule:

50% due upon confirmation of sponsorship 50% due by 15 January 2012

### CONTACT US TO DISCUSS SPONSORSHIP sponsorship coordinator boy palmer

Telephone:	0419 528 733
Postal Address:	PO Box 370
	Nelson Bay N

Email:

roydpalmer@gmail.com

	CONFERENCE		SESSION			
SPONSORSHIP CATEGORY	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	LEVEL A	LEVEL B	LEVEL C
Price	\$55,000	\$33,000	\$22,000	\$16,500	\$8,800	\$5,500
Inclusions						
TICKETS						
Full Conference Registrations	3	2	1	2	1	1
Trade-Show Registrations (these do not include catering other than coffee & tea, upgrades that include additional catering can be purchased)	5	5	5	2	2	1
Social Event Tickets	-3	2	1	2	2	1
CONFERENCE MATERIALS						
Logo on Conference Signage	X	Х	Х			
Logo on Cover of Registration Brochure	X	X	Х			
Logo placement - Conference Memory Device	Х	Х	Х			
Advertisment in Conference Program (i.e. Conference Memory Device)	Full Page	Half page	Half page	Half page	Half page	Half page
Logo on Conference PowerPoint Slides	X	Х	Χ	Х		
Conference Satchel Insert	Х	Х	Х	Х	Х	Х
Naming Rights to Session				Х		
Opening Address Presentation (5 minutes)	Х					
Conference Session Address (3 minutes)				Х	Х	
WEB						
Banner and Link on Conference Home Page						
Sponsors Page Logo, Description and Link	Х	Х	Х	Х	Х	Х
PROMOTION						
Dissemination of a Media Release	Х	Х	Х	Х		
Advertorial slot in Trade Soapbox	Х	Х				
Media Interview Opportunities	Х	Х	Х	Х	Х	
OTHER						
Exhibition Booths for the Trade Show (no further complimentary inclusions with booths)	1	1	1	1		
Lectern Signage for duration of Session				Х		
Logo on holding slides at beginning of each session	Х	Х	Х	Х	Х	Х
Signage on electronic boards throughout venue (if available at venue)	Х					



## **APPLICATION FOR SPONSORSHIP**

.....

I/We wish to become a Sponsor of Australasian	Aquaculture 2012
Contact Name:	
Organisation:	
Postal Address:	
Telephone:	Fax:
Email:	
The sponsorship opportunity we would like to un	
Conference and Trade Charry Cremership	Price (inc GST)
Conference and Trade Show Sponsorship  Naming Rights Sponsor	חוספ
Gold Sponsor	
□ Silver Sponsor	
□ Bronze Sponsor	
	φ22.000
Session Sponsor	
□ Price & package inclusions to be determined by negotiation –	80% of funds goes directly to Session,
20% remains in central Conference fund.	
Other Sponsorship Opportunities	
□ Welcome Reception	\$11 000
Networking Event	
Poster Session	\$5 500
□ Lanyards	\$5 500
□ Satchel Inserts	\$1 100
□ Conference Advertisement	\$550/\$1100 (unlimited)
Conference Satchels	\$5 500
□ Conference Abstracts Memory Device	\$11 000

#### □ Please Contact me to discuss sponsorship opportunities

# Please Mail or Fax completed Application for Sponsorship Form to:

 Fax (within Australia): 02 4984 1142
 Fax (international): +61 2 4984 1142

 Email: sarah-jane.day@aquaculture.org.au
 Post: PO Box 370, Nelson Bay NSW 2315 Australia

The National Aquaculture Council of Australia (ABN: 96 912 231 582) is responsible for financial management of Australasian Aquaculture 2012 on behalf of partner organisations. Your organisation will be required to enter into an agreement and will be invoiced accordingly.