

LambEx

Sponsorship & Exhibition Prospectus



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Sponsorship & trade exhibition
inquiries

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LambEX

is back!

7-9 August, 2024

Adelaide Convention Centre, SA

It's been a long wait since 2018 – but we are delighted to bring LambEx back to the industry that loves it. This whole-of-supply chain stella event convened *by* the Australian sheep and lamb industry, *for* the sheep and lamb industry, *with* the sheep and lamb industry, has everyone talking in anticipation.

LambEx organisers have handed the baton to South Australia to host the show – and there is every intent to curate a program that absolutely compels attendance if you work in or provide services to the Australian sheep and lamb industry.

Established in 2010, the event has rotated around major sheep producing states, with 2014 being the last time it was staged in Adelaide.

Our vision for LambEx 2024 is a trade show like none before it – taking full advantage of the expansive space that the Adelaide Convention Centre offers – jam packed with content, opportunity and interaction.

Together with our major partners TFI, JBS, MLA and Rabobank and underpinned by both the Federal Government and the South Australian State Government, we are already working on a conference speaking program that simply rocks – a combination of 'you heard it first' at LambEx; inspiration, information and entertainment, supported by a smorgasbord of latest technical and production information that can be applied on farm.

And then, there is the Grandlamb Dinner. More on that later! For now, we are pleased to provide industry with the opportunity to take advantage of this mega gathering to showcase their brand and product in front of a target audience that we anticipate that is 1200 plus – drawn from all states of Australia, plus a fair cohort of internationals.



The show format:

Wednesday August 7	
2.00pm - 5.00pm	Tech Talks & Trade Show
5.00pm - 7.00pm	Welcome Function around the Trade Show
Thursday August 8	
7.30am - 8.45am	Trade Show
9.00am - 5.00pm	Conference Day 1 - Plenary in main theatre & Trade Show during session breaks
6.30pm - 11.00pm	Grandslamb Gala Dinner
Friday August 9	
7.00am - 9.00am	Breakfast with 3 x concurrent sponsored technical sessions of choice - or continue your Trade Show exploration
9.30am - 3.00pm	Conference Day 2 - Plenary in the main theatre & Trade Show during session breaks

Platinum Partner



Major Partners



Supporting Partners



Premium Digital Media Partner



A note from the Chairperson.

It is with great anticipation and excitement that we welcome LambEx 2024 to South Australia.

The LambEx 2024 national conference is to be held on August 7-9th at the Adelaide Convention Centre, literally taking our sheep industry to the city – celebrating all things lamb!

LambEx has become renowned as the premier sheep industry conference in Australia, arguably the world. With the conference offering a smorgasbord of information & innovation to improve enterprise, whilst providing a platform for companies to network and promote their wares to a captivated audience of progressive sheep producers.

To coin the phrase “build it and they will come” encapsulates the ethos of our enthusiastic team of organisers, creating an inspiring and innovative program that is not to be missed, held at a venue that is tailor-made for the big crowd.

Those of us who have been fortunate to attend LambEx in the past know the buzz felt from the event, leaving with new knowledge, new contacts and an invigorated pride to be involved in the industry.

It's been a while since the last LambEx, with the vibe indicating that producers are keen to come in mobs from across the nation, with the addition of interest from potential international delegates, that are looking to Australia as their destination for the latest in sheep!

Here's where you come in.....

LambEx offers an opportunity to get amongst the people, attracting sheep producers that are willing to improve and invest in their sheep enterprise. The delegates attending will be actively researching and hoping to catch the face behind the service and/or product and likely looking to have a chat about how it can improve their lives out in the paddock or in the office.

I hope to see you there for the buzz – Life is better with lamb!

Jason Schulz
Chair LambEx 2024

Trailblazers Naming Rights

\$25,000 + gst

The LambEx Trailblazers program is all about our future showcasing the youngest and brightest of our future leaders in a multi-tiered competition that provides the sponsor with key profile opportunities throughout the lead up to LambEx – from the call for applicants, to preliminary judging rounds to the finalists who appear on the LambEx stage alongside their sponsor. This competition will grab the hearts and minds of the media and the industry public, and the sponsor of it is an organisation who focuses on nurturing our next generation of industry leaders.

This package allows the sponsor to:

- Be recognised and involved in all event publicity as the Trailblazers sponsor (print & electronic)
- Have a key role in finalising the design of the 2024 Trailblazers program and be involved in the judging and selection process
- Exclusively brand the plenary conference screen for the finals of the competition
- Be on stage to announce the winner and with the opportunity to also showcase a short company message.
- Logo and company link on conference website
- Half page feature article/ advertisement in the Conference Program
- Editorial feature in the regular LambEx E-Newsletter to stakeholder database
- Provide 1 item for inclusion in the conference satchel
- Receive 4 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Logo and line listing in the sponsor section within the delegate App
- Other benefits by individual request and negotiation



Keynote Speaker Sponsorship

\$15,000 + gst (2 only)

LambEx has a reputation for sourcing simply outstanding speakers. We aim to give our delegates access to people they otherwise would not have access to. With this culture comes the commercial opportunity for companies to associate themselves with a particular speaker. These positions are often not sold until the speakers are sourced – although intending sponsors should feel free to put forward names of persons who they think might fit this bill. As a keynote speaker sponsor – you get all the prestige of association. And obviously, the chance to do more with that speaker pre and post event.

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the sponsor of the selected keynote speaker – and all of the prestige that goes with that
- The opportunity to privately host (at sponsors cost) the keynote speaker with a small VIP delegation at an agreed point suitable to the speaker and LambEx, during the conference.
- The opportunity to make a short (max 5 minute) presentation as part of the introduction of the selected speaker
- Logo and company link on conference website
- Half page feature article/ advertisement in the Conference Program
- Editorial feature in the regular LambEx E-Newsletter to stakeholder database
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Logo and line listing in the sponsor section within the delegate App
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Other benefits by individual request and negotiation

FOR NOTATION

The speaker will ultimately be selected by the conference convenor however input may be sought from the sponsor depending upon the timing of the sponsorship commitment. The opportunity to host a private lunch with the speaker is contingent on the speaker agreeing



Breakfast Session

\$15,000 + gst (3 only)

There's nothing like the opportunity to curate a segment of LambEx. Well, sponsorship of one of three breakfast sessions allows the commercial opportunity to do exactly that. Breakfast sessions take place from 7.30am to 9.00am on Friday morning, 9 August. Each session has a seating capacity of 150 and the sponsor of the session has not only the naming rights to the session and room, but the privilege of hosting and delivering it. The only caveat we have is that the LambEx Organising Committee must approve the content – so that we can be confident you are providing highly topical, relevant and new information to LambEx delegates. Delegates to all three sessions will come together at 7.00am for breakfast in the foyer and then take the room of their choice for the next 1.5hours. Following your session, the Day 2 plenary session in the Theatre reconvenes at 9.30am.

This package allows the sponsor to:

- Have exclusive branding to their conference room from 7.30am to 9.00am
- Host the session
- Curate the content (subject to the approval of the LambEx Organising Committee)
- Be responsible for the costs of travel (and any fees) of the person/s you choose to present
- Have the content made available via all the LambEx pre and post event communication channels
- Be recognised in all event publicity (print and electronic) as the sponsor of the session
- Recognition in the regular LambEx E-Newsletter to stakeholder database
- Logo and company link on conference website
- Half page feature article/ advertisement in the Conference Program
- Receive 3 inclusive full delegate registrations, plus complimentary registrations for up to 2 of your speaker/s
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Logo and line listing in the sponsor section within the delegate App
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).



Lunch Sponsor

\$15,000 + gst (2 only)

Lunchtime at LambEx is a culinary feast as you might imagine. And there is much we can do to provide great exposure during this time for the Lunch sponsor. We look to appoint one each day and you can be assured there will be plenty of lamb on the menu!

This package allows the sponsor to:

- Be announced as delegates go to lunch as the lunch sponsor, with the MC providing a run down of how to connect with you during the break
- Run a 2-minute sponsor video prior to delegates leaving the conference theatre (video to be produced & supplied by the sponsor)
- Have exclusive naming rights and ownership of a central stage in the trade exhibition area – allowing you to run presentations/make announcements/engage/demonstrate/inform/get involved with the crowd in your own way, in a big way during your nominated lunch break
- Be recognised in all event publicity (print and electronic) as the lunch sponsor
- Recognition in the regular LambEx E-Newsletter to stakeholder database
- If you wish, supply the lunch waitstaff with your branded clothing (eg apron, cap, scarf etc) – so that everyone serving lunch represents your brand
- Logo and company link on conference website
- Half page feature article/ advertisement in the Conference Program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Logo and line listing in the sponsor section within the delegate App
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).



Supporting Sponsor

\$11,000 + gst

This package allows the sponsor to choose ONE of the following naming rights:

Delegate App Sponsor

Exclusive branding to our very clever conference App – the home of all the delegate names and the conference program and the ‘go to’ electronic answer to everything. This sponsor's name will be used in the personalised WiFi link and logo will prominently feature on the App.

Satchel Sponsor

The LambEx satchel is a keep sake and the place that everyone puts all of their collateral collected from the huge trade show. It's a great long lasting branding opportunity, and oh-so-many-photos are taken with a satchel slung over a shoulder and in full camera view. Sponsors logo to appear exclusively alongside the LambEx logo on the satchel.

Lanyard Sponsor

This is a branding no brainer. The Lanyard sponsorship gets your name and logo on every person, every day and night. It tells the audience ‘you are there, supporting this industry’. And of course, conveniently, appears in every picture post LambEx giving you a great footprint that extends beyond the event. Sponsors logo to appear exclusively alongside the LambEx logo on the delegate neck lanyard.

Beanie/ Cap Sponsor

Everyone loves a really warm beanie in the middle of winter (or perhaps a cap if you prefer). We plan to put one in every LambEx satchel – and it can have your company name on, co-branded with the LambEx logo. We'd make sure in our early preview of LambEx that our talking heads are wearing your beanie / cap and so like the satchel and lanyard – it has a footprint that is beyond LambEx the event.

Hydration Station

This becomes incredibly popular especially on Day 2 when people are a little dry after a big night! Your branding of the Hydration Station means your booth is directly adjacent – and it's the place people go to re-fill their water bottles. Delegates look for a water bottle during conference, so we suggest you provide a branded water bottle for every delegate too.

Coffee Cart Sponsor – three available

If you're looking to bring foot traffic to your stand – then take on the coffee cart sponsorship with a dedicated barista serving 'real coffee' right next to your booth. You may also want to provide branded coffee cups (quality reusable or recyclable environmentally friendly). If you want to drive traffic to your booth – this is the way to do it!

Delegate Lounge and Re-charge area

The beauty of the Adelaide Convention Centre is the space that comes with it. People need quiet/meeting time – and one of the ways to provide that is through a delegate lounge, in a great position but just to the side of the trade area. This is your opportunity to brand a space that is way bigger than a booth and offer the convenience of it also being the place to re-charge their digital equipment.

For whichever of the above categories you choose (first in, best dressed) your benefits include:

- Be recognised in all event publicity (print and electronic) as a supporting sponsor
- Quarter page feature article/ advertisement in the Conference Program
- Recognition in the regular LambEx E-Newsletter to stakeholder database
- Receive 2 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- Logo and line listing in the sponsor section within the delegate App
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

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1,200+ sheep and lamb
industry members.



TECH TALK

\$8,000 + gst (8 different opportunities)

This package is all about Wednesday – the day people arrive.

This innovative package invites service providers with a great story/message and wanting to deliver it, to take an hour slot during the 'introduction to the LambEx journey' within the trade show arena.

How it works:

As delegates arrive on Wednesday at 2pm they will be presented with a program of TechTalks. Each TechTalk runs for 30 minutes, commencing at 2.30pm. It is our intention to allow each Tech Talk to deliver their talk twice in this period. So, two lots of 30 minutes. The information-hungry delegate will be able to consume their 4 most preferred talks by the end of the period. But others may be so engaged in one Tech-Talk that they stay behind to get 'next steps' with the deliverer of that talk. That could be you!

The TechTalks are split between four stages in the exhibition area. Delegates to the Tech Talks will be given headphones to ensure they concentrate fully on their speaker and are not distracted by the activity of the Trade Show.

If you want to deliver a Tech Talk then:

- Hit apply (quick)
- Tell us what you want to talk about and who you reckon will do the talk
- And, subject to the approval of the LambEx Organising Committee – so long as we reckon the content is what the Australian sheep and lamb producer wants to know about – we'll give that a big tick!

In return for your \$8000 + GST investment you get:

- Be recognised in all event publicity (print and electronic) as a Tech Talker
- Quarter page feature article/ advertisement in the Conference Program
- Editorial Tech Talk feature in the regular LambEx E-Newsletter to stakeholder database
- Receive 1 inclusive full delegate registration
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area.
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).
- Opportunity to deliver your innovation or advanced tech to the crowd on Wednesday 7th August.

Morning or Afternoon Tea Sponsor

\$8,000 + gst (3 opportunities)

Morning and Afternoon Tea available on Conference Day 1 & Morning Tea on Conference Day 2

- Be recognised in all event publicity (print and electronic) as a break sponsor on Conference Day 1 and morning tea Day 2
- Provide and have played to the plenary audience prior to the break, a 1 minute video
- If you wish, supply the waitstaff with your branded clothing (eg apron, cap, scarf) – so that everyone serving morning or afternoon tea represents your brand
- Quarter page feature article/ advertisement in Conference Program
- Recognition in the regular LambEx E-Newsletter to stakeholder database
- Receive 1 inclusive full delegate registration
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area.
- Logo and line listing in the sponsor section within the delegate App
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

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now



Demonstration Stage Branding

\$5,000 + gst, per stage per day

- Be recognised in all event publicity (print and electronic) as the sponsor of the LambEx demonstration stage
- Enjoy the branding and profile that goes with the prominent position of the demonstration stage
- Have the opportunity to make a presentation at a nominated time on the stage
- Quarter page feature article/ advertisement in Conference Program
- Receive 1 inclusive full delegate registration
- Logo and line listing in the sponsor section within the delegate App
- Access to delegate scanning facility enabling you to capture delegate contact details on site (see terms and conditions for details).

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Whole of industry approach – the entire sheep and lamb supply chain.



Trade Exhibition Opportunities

The LambEx Trade Show will be nothing short of amazing! It will be a fantastic combination of booths, displays and interactive spaces in a layout that is set to optimise crowd flow, catering opportunities and optimal space to chat.

Trade Exhibition Booth

\$4,000 + gst, per 3 x 2m trade space

If you do nothing else, be sure to take a trade exhibition booth. And, don't feel you are restricted to a single 3 x 2 m space. Why not add on and make it 6x 2? Or 9x2 – or even 12 x 2 if you want to create real impact. We have loads of space, natural light and an opportunity to ensure you are seen.

The trade exhibition package provides you with a booth space and frame. We invite you to customise your booth with hire furniture, additional equipment and to get creative to entice delegates to your space. Please contact the LambEx Conference Manager who can put you in touch with a third-party supplier to assist with your booth needs.

Equipment Display

\$8,000 + gst, per 5 x 5m clear space

If you have equipment to showcase, this is the spot. You will be provided with 5 x 5m of clear space in the Trade Show.

As this is a clear space opportunity, any signage, furniture needs or electrical equipment will need to be organised by the exhibitor at own cost. Please contact the LambEx Conference Manager who can put you in touch with a third-party supplier to assist with your display needs.

Your benefits for a Trade Exhibition Booth or Equipment Display include:

- Receive 1 inclusive full delegate registration with every trade booth / space purchased
- Listing in the LambEx Exhibition list
- Opportunity to network with the finest in the Australian sheep and lamb industry

Additional tickets can be purchased that are for 'trade show' only (and don't provide for conference entry); or alternatively, you may wish to ensure your additional staff have full access to everything that LambEx offers with discounted ticket pricing especially for sponsors.

Have sheep and want to show them?

\$2,500 + GST

Plus a bond of \$500

Maximum total footprint 5m x 3m
(3x3 metres pen & 3x2 metres display space)

Maximum of 12 exhibitors

Well, we'd love to see you here too! After lengthy negotiations we are proud to be able to offer the opportunity for seed stock producers to show a pen of sheep. We don't suggest it's easy – but if you want to do it – it will be worth it, we promise. Here are the rules:

- You provide the pens, straw and carpet under sheep.
- Maximum of 4 sheep per site.
- Sites are strictly 5x3m space. This includes 3x3 metres for your pens for sheep and 3x2 metres space for promotion material, banners and other supporting literature. All within the allocated boundary.
- The sheep are not permitted to stay overnight therefore they must come in and out of the venue every day, Strictly, within the times we will provide for each day.
- LambEx will arrange for all exhibitors to house their sheep at a convenient off-site location. However, transport to and from that location each way will be the responsibility of the exhibitor.
- If you commit, you must exhibit your sheep each day. – that's Wednesday, Thursday and Friday.
- You are totally responsible for removing all penning and bedding and returning the space to as clean as you found it, by 5pm on August 9
- The bond will be refunded after LambEx is satisfied all rules have been achieved.
- You get one complimentary full conference ticket (including the Grandlamb Dinner) with your purchase

The further details of this are under development and will be available on our website. However, we do know that there is a maximum only of 12 spaces. So, reserve your spot quickly if you fancy this. We particularly encourage forward thinking genetic breeders, to consider this opportunity.



How to apply for sponsorship or exhibition at LambEx 2024

1. [Click here](#) to take you to the application form.
2. Once you have submitted your application form, we will acknowledge receipt.
3. For exhibitions, your application will enable us to immediately generate your invoice and confirmation.

Please see over for terms and conditions

apply
now



TERMS AND CONDITIONS

APPLICATION DETAILS

Payment is not required with the application. Once your application has been accepted you will be sent confirmation details and an invoice. By submitting an application, you are deemed to have read and accepted the terms and conditions below.

SPONSOR TERMS AND CONDITIONS

The details in this document are correct at the time of printing. LambEx does not accept responsibility for any changes that may occur.

CANCELLATION POLICY

(once sponsorship is confirmed)

- Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled more than 60 days from the commencement of the conference.
- Cancellations made within 60 days of the commencement of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the Conference Manager.

FORCE MAJEURE

Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

SPONSOR BENEFITS

Sponsorship and exhibition benefits vary. Please confirm at time of booking what your position includes. Advertising space and banner positions are at the discretion of the LambEx Conference Manager.

SPONSOR REGISTRATIONS

All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased for your staff at the sponsor discounted rate.

SPONSOR SPEAKER POSITIONS

Speaker fees and travel costs associated with any sponsored positions will not be covered by LambEx and the speaker conference registration is deemed as one of the inclusive registrations provided in the sponsorship package.

BOOTH ALLOCATIONS

A map of the trade hall will be provided in the lead up to the conference to allow sponsors to select three preferences for their desired booth location. Allocations of preferences will be made firstly based on sponsorship investment, then by date of sponsorship confirmation. Confirmation of sponsorship is made once payment is received.

DISPLAY BOOTHS

All display booths are 3 metres wide by 2 metres deep made with PVC white laminate built within an aluminium frame. Promotional material can ONLY be attached using blu tac, wall shelves (weight limits apply) or slat walls. All booths come with fascia name board (sponsor to confirm name requirements – limited to 30 characters) and one by 4 amp (1000W max) power point placed within each booth on the lower back wall. Placement

within the conference trade display area is at the discretion of the organisers who may make changes at any time due to logistics and safety reasons or otherwise.

DELEGATE LISTS

A delegate contact list will not be provided as part of any partnership package however a nametag scanning facility will be available on site for partners/exhibitors to 'scan' delegates resulting in delegate contact details going straight to the nominated partner/exhibitor. It is the responsibility of the exhibitor to attract delegates to their stand for the purpose of scanning nametags for contact details. In the process, all delegates must be made aware that the scanning process will result in the delegates contact details being made available to you.

LOGO PLACEMENT

Placement and size of logos included in the conference material will be at the discretion of the LambEx Conference Manager and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

WEB HYPERLINKS

LambEx requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

ACCOMMODATION

LambEx does not manage accommodation for the event.

SATCHEL INSERTS

For sponsors providing items in the conference satchels, the notified quantity of items must be delivered to the event by the required date using a delivery label that will be issued by the LambEx Conference Manager.

ADVERTISING

Where sponsorship includes advertising the advertising material must be supplied by the sponsor in the format and time frame required.

PAYMENT TERMS AND CONDITIONS

Once a sponsorship application has been accepted by LambEx the Conference Manager will issue you an invoice for the total amount required. Payment terms are 30 days. Full payment of this invoice is required by the due date to confirm your involvement as a sponsor. No sponsorships are considered firm until payment is received.

DISCLAIMER

Every effort has been made to ensure that the contents of this sponsorship document are correct. LambEx and the organisers retain the right to make changes where necessary. LambEx and the Conference Organisers will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of attending the conference.

LambEx