

# Food Innovation: Emerging Science, Technologies and Applications

## Higher Valued Foods: FIESTA 2010

18 & 19 August 2010, Melbourne, Australia



## SPONSORSHIP PROSPECTUS



# Invitation

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Welcome to the CSIRO Division of Food & Nutritional Sciences' 5th Innovative Foods Conference: Food Innovation: Emerging Science, Technologies and Applications (FIESTA 2010) presented in partnership with the Victorian Government and with support from the University of Melbourne. This year our biennial Conference will focus on addressing and discussing the opportunities for 'higher valued' food products across the supply chain to provide a competitive future with benefits for the Australian and international market place. A global picture of the food industry will be presented and Australia will be positioned within this context from a qualitative value chain and consumer's perspective.

FIESTA 2010 offers delegates a unique opportunity to interact with leading experts and gain insight into the latest international developments in emerging science and technology underpinning the creation of innovative higher valued agriculture products through the supply chain. This year's program offers an exciting line-up of speakers, including international experts, representing equipment suppliers, research agencies and businesses that have engaged in and benefited from innovative science and technologies across the supply chain.

Developments around nutrition, health and well being, safety, quality and functionality will be featured, in addition to presentations on processing, market opportunities and associated commercialisation case studies.

Opportunities for convenient or novel products, and advances from the farm to the market place utilising new production practices and novel technologies will be presented through sessions. The overarching themes will be based within food categories including: horticulture, grains, grapes and wine, dairy, meat and seafood.

Agri-food business and marketing leaders, researchers, policy makers, equipment manufacturers, suppliers and allied industries can look forward to a dynamic information exchange featuring the latest research, technologies, produce and market developments delivered by internationally recognised experts.

## Local Organising Committee

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Dr Lyndon Kurth, CSIRO Food and Nutritional Sciences, **Convenor**  
Dr Pablo Juliano, CSIRO Food and Nutritional Sciences,  
Ms Debbie Krause, CSIRO Food and Nutritional Sciences,  
Mr Lloyd Simons, CSIRO Food and Nutritional Sciences,  
Dr Kees Versteeg, CSIRO Food and Nutritional Sciences,  
Mr Russell Sully, Department of Primary Industries, Victoria  
Ms Nicki Marks, Department of Primary Industries, Victoria  
Dr Harsham Gill, Department of Primary Industries, Victoria  
A/Prof Muthupandian Ashokkumar, The University of Melbourne

## Conference Venue

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### **Bayview Eden Hotel**

6 Queens Road, Melbourne Victoria 3004

The Bayview Eden Hotel is an award winning 4½ star boutique hotel, situated conveniently on Queens Road overlooking the picturesque Albert Park Lake and Port Phillip Bay. It is located in the heart of the St Kilda Road business district and is only a short tram ride away from Melbourne's Central Business District and Crown Entertainment Complex.

Melbourne is set around the shores of Port Phillip Bay. The city itself, laid out in a large rectangle and boasting a lively and cosmopolitan pulse, sits on the northern banks of the Yarra River, about five kilometres from the bay.

# Sponsorship Opportunities

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All prices quoted are in Australian Dollars and are inclusive of the Goods and Services Tax.

## MAJOR SPONSOR

**Tailored packages from \$10,000 - \$20,000 available**

Major Sponsorship offers your company exclusive marketing opportunities. The benefits of the Major Sponsorship package for your company include:

### **Entitlements**

- Display of company banner during the Dinner and in the main plenary room (banner to be provided by sponsor)
- An allocated number of full registrations (to be agreed)
- An allocated number of Conference Dinner tickets (to be agreed)
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the Final Program and Book of Abstracts including promotional paragraph (provided by sponsor)
- One satchel insert (to be provided by sponsor subject to Committee approval)
- Table and display board
- Corporate logo on associated marketing material (website, dinner program, registration brochure, program, conference handbook)
- Verbal recognition as part of Master of Ceremonies scripts
- An opportunity to be directly involved in the event e.g. a company representative to act as session chair
- The opportunity to pre-organise meetings with selected international speakers
- Corporate logo recognition in any audio-visual components of the event
- Access to privacy-friendly information regarding event/s participants (delegates list)

## SESSION SPONSOR

**Investment \$5,500 (including GST)**

The opportunity to sponsor a session provides your company with prominent exposure at the Conference. The benefits of Session Sponsorship include:

### **Entitlements**

- Display of company banner displayed in the room during the session (banner to be provided by sponsor)
- PowerPoint slides displaying the company logo during the session
- Acknowledgment by the session chair at the commencement of session
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the Final Program and Book of Abstracts including promotional paragraph (provided by sponsor)
- One satchel insert to be provided by sponsor and subject to Committee approval
- Two full registrations
- Two Conference Dinner tickets
- Table and display board

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## **INTERNATIONAL SPEAKER SPONSOR**

### **Investment \$3,300 (including GST)**

The opportunity to sponsor an International Speaker provides the Sponsorship Organisers with prominent exposure at the Conference. The benefits of Speaker Sponsorship include:

#### ***Entitlements***

- Display of company banner in the room during the selected speaker session (banner to be provided by sponsor)
- PowerPoint slides displaying the company logo during the speaker session
- Acknowledgment by the session chair at the commencement of selected speaker's session
- Acknowledgment on Conference website
- Acknowledgment in the Final Program and Book of Abstracts including promotional paragraph (provided by sponsor)
- One satchel insert to be provided by sponsor and subject to Committee approval
- The opportunity to pre-organise a meeting with the international speaker.
- One full registration
- One Conference Dinner ticket
- Table and display board

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## **POSTER PROGRAM SPONSOR**

### **Investment \$2,200 (including GST)**

The poster display area will be an important part of the Scientific Program with dedicated poster viewing times scheduled in the program. This area will be incorporated within the catering area and will provide Sponsors with continued exposure.

#### ***Entitlements***

- Sponsor branding and acknowledgment in the dedicated poster area (subject to approval)
- Display of company banner in the poster area (to be provided by sponsor)
- PowerPoint slides displaying the company logo at the beginning and end of the session Acknowledgment by the session chair at the commencement of session
- Acknowledgment on Conference website with link back to sponsor's web page
- Acknowledgment in the Final Program and Book of Abstracts including promotional paragraph (provided by sponsor)
- One full registration
- One Conference Dinner ticket
- Opportunity to be part of the poster judging panel One satchel insert to be provided by sponsor and subject to Committee approval
- Table and display board

## **Additional Items**

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## **SACHEL SPONSOR**

### **Investment \$2,200 (including GST)**

The Satchel Sponsor will have a visual presence throughout the conference with their company logo present on the conference satchel, which all registered delegates will receive.

#### ***Entitlements***

- Acknowledgment in the Final Program and Book of Abstracts including promotional paragraph (provided by sponsor)
- Acknowledgment on Conference website
- One satchel insert to be provided by sponsor and subject to Committee approval
- One full registration
- One Conference Dinner ticket

## TABLE DISPLAY EXHIBITOR

**Investment \$1,850 (including GST)**

Table Top displays will be centrally located for maximum exposure during designated Conference breaks. Not only will Table Display Exhibitors have ample opportunity to have a visual presence but will also be able to meet and talk with delegates during the designated Conference breaks. As all social functions will take place in the same venue there is continuity of exposure right through the Conference.

### **Entitlements**

- Exposure to delegates throughout the Conference activity
- Acknowledgment in the Final Program and Book of Abstracts including promotional paragraph (provided by sponsor)
- One full registration
- One Conference Dinner ticket
- Table and display board

## SACHEL INSERT SPONSOR

**Investment \$550 (including GST)**

Organisations will reach all delegates directly by providing inserts in the Conference satchels, which all registered delegates will receive.

### **Entitlements**

- Inserts may take the form of an A4 sized brochure/flyer or sample, promoting your product or service
- Acknowledgment in the Final Program

## Other Opportunities

If these sponsorship opportunities do not meet your requirements, but you would like to support this Conference, please do not hesitate to contact the Conference Organisers (Sally Brown Conference Connections), on 07 3201 2808 or via email [sally.brown@uq.net.au](mailto:sally.brown@uq.net.au) to discuss alternative possibilities.

## Sponsorship Applications and Conditions

- Sponsorship applications must be received on the Official Application Contract Forms. A tax invoice will be issued upon receipt of this application form. The Sponsorship Application Form is located at the back of this prospectus.
- Full payment must be made within seven days from date of invoice.
- Sponsorship will not be assigned without a signed application and full payment upon receipt of invoice.
- The Organisers reserve the right at their total discretion to decline any application.
- All payments must be made in Australian Dollars. See payment details on application form.
- Payment can be made via cheque, bank transfer and credit card.
- If the full payment is not received, the Conference Office has the right to review the Sponsorship commitment and withdraw the application.

## Sponsorship Cancellation Policy

In exceptional circumstances the Organisers will be prepared to consider cancellation of their Contract with a Sponsor, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing.
- That the reason given for the cancellations is, in the opinion of the Organisers, well founded.
- That the Sponsor agrees that the Organisers shall retain 10% of the contract price if the cancellation is accepted more than six months before the Meeting, 50% of the contract price if the cancellation is accepted between six and two months prior to the Meeting and 100% of the contract price if the cancellation is accepted within two months of the opening of the Meeting.
- Cancellation will not be considered if the Organisers deem that sponsorship entitlements have already been provided prior to the submission of cancellation.

## Payment Details

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### CHEQUES

Please make all cheques/drafts payable to **FIESTA 2010** and send to the Conference Office:

5th Innovative Foods Conference 2010  
c/o Conference Connections  
PO Box 108  
Kenmore QLD 4069

### EFT payments

Please contact the Conference Office on 07 3201 2808 or [sally.brown@uq.net.au](mailto:sally.brown@uq.net.au) for EFT details.

## Further Information

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For further information or to arrange sponsorship for any of the items listed above, please return the enclosed application form to:

Sally Brown Conference Connections  
PO Box 108  
Kenmore QLD 4069  
Phone: + 61 7 3201 2808  
Fax: + 61 7 3201 2809  
Email: [sally.brown@uq.net.au](mailto:sally.brown@uq.net.au)

# FIESTA 2010 Sponsorship Application Form

FAX BACK TO + 61 7 3201 2809. Note: A Tax Invoice will be issued upon receipt of this application form.



Organisation Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

## SPONSORSHIP

We confirm the following sponsorship items. All amounts are in Australian dollars.

Sponsorship Item	Value	<input checked="" type="checkbox"/>	Total
Major Sponsor	To be agreed		
Session Sponsor	\$5,500		
Poster Program Sponsor	\$2,200		
International Speaker Sponsor	\$3,300		
Satchel Sponsor	\$2,200		
Table Display Exhibitor	\$1,850		
Satchel Insert Sponsor	\$550		

SPONSORSHIP TOTAL AMOUNT DUE \$ \_\_\_\_\_

I/We are authorised to sign documents on behalf of the company and I/we acknowledge that I/we have read rules and regulations governing the sponsorship and will comply with them in full.

NAME

SIGNATURE

DATE OF APPLICATION

### PAYMENT DETAILS

All payments must be made in Australian DOLLARS only. Payment in any other currency can NOT be accepted. Payments can be made via cheque, direct transfer or credit card. Please contact the Conference Office for all payment details and conditions. Full payment is required within 7 days from the date of the Tax invoice.

A Tax invoice will be issued upon receipt of application.

FIESTA 2010 Sponsorship Coordinator

Sally Brown Conference Connections, PO Box 108, Kenmore QLD 4069

Phone: +61 7 3201 2808 Fax: +61 7 3201 2809 Email: [sally.brown@uq.net.au](mailto:sally.brown@uq.net.au)