



Dairy
Australia

Your Levy at Work

An invitation to companies
providing goods and services to the
WA dairy industry to be part of a great WA
dairy industry tradition

The 20th Annual

DAIRY INNOVATION DAY 2019

SPONSORSHIP AND EXHIBITION PROSPECTUS

*Hosted by Mat & Sue Daubney, Bannister Downs
With additional visit to Wally & Julie Bettink, Westland Acres to follow
Bannister Downs: Muirillup Road, Northcliffe WA 6262
Westland Acres: 549 Riverway Road, Northcliffe WA 6262*

Thursday May 16th, 2019 – 9.00am to 3.30pm

Dairy Innovation Day – an event that continues to motivate, inspire, inform and entertain dairy farmers of Western Australia

Inquiries to
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WHAT IS DAIRY INNOVATION DAY ALL ABOUT?

The objective of Innovation Day is to put innovation and ideas in front of dairy farmers in order to inspire and encourage them to push the boundaries and look outside the square.

Western Dairy's Innovation Day was formed in 2000 and each year is staged on a different WA dairy farm, aiming to showcase a range of farm and production systems.

Previous farm hosts have included the Negus Family at Tutunup, the Kitchen family at Boyanup, the Harvey Agricultural College, the Noakes family at Witchcliffe, the Rodwell family at Boyanup, the Dunnett family of Scott River, the Boley family of Scott River, the McGregors of Busselton, the Hayes family of Cookernup, Ross Woodhouse at Warner Glen, the Guira family at Keysbrook, the Hortin family at Torbay near Albany, the Merritt family in Elgin, the Lammie family at Busselton, the Giumelli family at Bengier and this year, the Daubney family at Northcliffe.

Innovation Day traditionally attracts a large proportion of the state's dairy farmers and service providers and delivers an interactive, informative and entertaining day out in a relaxed atmosphere. The event is free to attend as a delegate – and so we rely heavily on the sponsorship and exhibition from the commercial sector supporting the dairy industry, to fund this remarkable service to the dairy industry.

We invite you to participate as a sponsor and or trade exhibitor at this year's Innovation Day.

PROGRAMMING AND EXPOSURE

Innovation Days continue to evolve in style and format and this year is no exception. Our host family this year offers a really unique story and venue, and we have programmed in time for delegates to visit the farms processing facility and browse the exhibits before commencement of the proceedings. Rest assured we have a great line up of speakers and always aim to have maximum exposure for our exhibitors and sponsors.

As each Innovation Day is different every year we program slightly differently. Depending on the speakers, the lay of the land and the host family, we always aim to optimise the delegate experience for the farming system involved, but always with a mind to how we can maximise our delegates time with exhibitors and sponsors.

Following from the success of the previous few Innovation Day dinners, we will once again hold a Dairy Industry Gala Dinner the night of Innovation Day, and this year the dinner will be held in Pemberton.

The final and detailed program will be released in February, along with further details on the Dairy Industry Gala Dinner.

GETTING INVOLVED COMMERCIALLY

Dairy Innovation Day could not operate without the support of the commercial providers who participate. And, we are pleased to offer the commercial service providers the opportunity to put their product in front of what is genuinely the largest gathering of dairy farmers on any single day in the state.

CATEGORY 1: DID DINNER SPONSOR \$5500 (CATEGORY TAKEN)

- Enjoy five minutes of presentation on the main stage to be programmed into dinner – in a fashion that is custom-designed as a ‘best fit’ for the company concerned
- A complimentary trade display space
- Extensive use of logo/acknowledgement on all event promotional literature
- Inclusion of up to 3 items in the satchel
- The right to display as many banners as you have in stock!
- Branding of the Dairy Industry Gala Dinner and two tickets to attend

CATEGORY 2: PRE-DINNER DRINKS SPONSOR \$3300 (CATEGORY TAKEN)

- Enjoy five minutes of presentation during the pre-dinner drinks – in a fashion that is custom-designed as a ‘best fit’ for the company concerned
- A complimentary trade display space at DID Day
- Extensive use of logo/acknowledgement on all event promotional literature
- Inclusion of up to 3 items in the satchel
- The right to display as many banners as you have in stock!
- Branding of the pre-dinner drinks function

CATEGORY 3: DID GOLD SPONSOR - 3 POSITIONS @ \$2200 (CATEGORY TAKEN)

The Gold Sponsors are afforded optimum exposure at DID-Day. Companies choosing this category have the opportunity to:

- Enjoy five minutes of main stage – in a fashion that is custom-designed as a ‘best fit’ for the company concerned
- A complimentary trade display space
- Extensive use of logo/acknowledgement on all event promotional literature
- Inclusion of up to 3 items in the satchel
- The right to display as many banners as you have in stock!

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CATEGORY 4: SILVER - NAME BADGE SPONSOR – \$1100 (CATEGORY TAKEN)

The Name Badge sponsor has one of the best logo exposures on the day. Every Delegate's name badge will carry your logo – and yours only. A silver sponsor is also entitled to a complimentary trade space, a satchel insert and acknowledgement on all event literature.

CATEGORY 5: SILVER - BAG SPONSOR – \$1100 (CATEGORY TAKEN)

The Bag Sponsor has great exposure too. The DID show bags are always a favourite and we make sure they are filled with quality information plus a handy few gimmicks. The Bag sponsor provides us with the bag, branded by them, and has the right to include up to five items in it. The Bag sponsor also has a complimentary trade space and acknowledgement on all event literature.

CATEGORY 6: SILVER – MORNING TEA SPONSOR – \$1100 (CATEGORY TAKEN)

DID has a reputation for generous and complimentary catering. The morning tea sponsor has exclusive branding rights to the morning tea area. You can if you like provide us with branded caps, napkins and other hospitality items to add an extra degree of branding to your space. In addition to this you receive a complimentary trade space, a satchel insert and acknowledgement on all event literature.

CATEGORY 7: SILVER – DEMONSTRATION SPONSOR – \$1100

This category is tailor made for companies that have a product or piece of equipment that is just crying out to be demonstrated. If you can prove to us that your equipment or product is genuinely new to the market and can attach a relevant story to it, then demonstration sponsors receive programming time to show and tell their story. As a silver sponsor you are entitled to a complimentary trade space and acknowledgement on all event literature.

CATEGORY 8: SILVER – LUNCH SPONSOR – AT PRODUCT/LABOUR COST (CATEGORY TAKEN)

Our lunch sponsor provides the product, BBQ and chefs to prepare the luncheon for delegates. And is also entitled to a complimentary trade space and acknowledgement on all event literature.

CATEGORY 9: EXHIBITORS AT \$550

This is the opportunity exists for anyone with a new product or piece of equipment to display – taking advantage of the breaks periods throughout the event. Exhibitors will be strategically positioned to ensure optimum crowd flow. Any exhibitor with a new product or innovation should advise us in advance, so we can promote this throughout the program as part of the day's "innovators".

Depending on the style of your exhibition, you may also need to hire a small 3 x 3 marquee together with a trestle table. We encourage you to talk to us about this and the best way to interface your display with the crowd.

We believe it is critical to be able to put quality information in front of our state's dairy farmers and make that readily accessible – so thank you for helping us do that.

Please see over to complete and return an application form if you wish to be involved in Innovation Day 2019.



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APPLICATION TO PARTICIPATE AT DAIRY INNOVATION DAY 2019

Please complete and return to Jessica Andony at Western Dairy on jessica@westerndairy.com.au

CONTACT NAME: _____
COMPANY: _____
POSTAL ADDRESS: _____
PHONE: _____
EMAIL: _____

- DINNER SPONSORSHIP AT \$5500
- PRE DINNER DRINKS SPONSORSHIP AT \$3300
- GOLD SPONSORSHIP AT \$2200
- SILVER SPONSORSHIP AT \$1100

Please state which category of Silver Sponsorship: _____

- TRADE EXHIBIT AT \$550

DO YOU ALSO REQUIRE EITHER OF THE FOLLOWING:

- 3 X 3 MARQUEE @ \$330
- 1800MM TRESTLE TABLE @ \$15

Prices quoted are inclusive of GST. On receipt of this form, an invoice will be raised, with payment required by March 30, 2019.

1. **Please tell us who from your company is attending DID 2019?** (For name badge and catering purposes)

2. **While there is no charge to attend Dairy Innovation Day, the Dairy Industry Gala Dinner is by purchased ticket only (Thursday 16th May). You can purchase tickets now via this form, or by online ticket sales at a later date. If via this form, for payment by invoice, please tell us how many tickets:**

@ \$80 = \$ _____

3. **Power: Do you require power to your site?** If so, please provide detail (e.g. to run a laptop or tv screen):

4. **Exhibit description: Please tell us a little bit about what your display entails, including dimensions and any unloading requirements if applicable. Please also include any particular innovation you would like us to highlight to delegates.** (and please include if you are bringing your own marquee):

