



Sponsorship Proposal



PLATINUM PARTNER

Nutrien
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POWERED BY

 **National
Farmers
Federation**

AgXchange Australia

The National Farmers' Federation's flagship conference is back with a bold new look and a fresh new location. AgXchange Australia is set to take place on the Gold Coast from 23-25 September.

AgXchange Australia is the pre-eminent event for Australia's agricultural industry, uniting stakeholders from every corner of the supply chain. From farm leaders and agribusiness professionals to policymakers and global experts, this flagship event offers a unique opportunity to collaborate, gain insights, and drive the future of agriculture.

Over two days, attendees will hear from Australia's most respected leaders in fields such as sustainability, consumer trends, trade, and technology, alongside perspectives from producers to international experts.

AgXchange is more than an event—it's a destination for fostering networks, it is an unmatched opportunity to make new connections and rekindle old ones as the industry's best and brightest converge on the Gold Coast.



2025 SPONSORSHIP PROSPECTUS



What to expect?

The conversation will take place through the lens of the NFF's 2030 Roadmap, which sets ambitious targets for our industry's future.

This year's program is guided by the NFF's **2030 Roadmap** and built around five key pillars:

- **Innovation:** Practical tools and emerging technologies to boost productivity and support new industries.
- **Sustainability:** Insights into carbon management, natural capital, water, waste, and the circular economy.
- **Risk:** Strategies to manage drought, biosecurity threats, geopolitical challenges, and succession planning.
- **Farming Communities:** Addressing workforce challenges, local services, mental health, Indigenous engagement, and farm safety.
- **Supply Chain:** Exploring food and fibre manufacturing, consumer trends, and opportunities in global trade.

Who will be at AgXchange Australia?

FARMERS

AGRIBUSINESS AND AGRICULTURAL SUPPORT
BUSINESSES

GOVERNMENT AGENCIES, POLITICIANS AND POLICYMAKERS

RESEARCHERS AND
ACADEMICS

SUPPLY CHAIN BUSINESSES

STUDENTS

Sponsoring AgXchange Australia 2025 offers your business a valuable opportunity to connect with senior decision-makers, influencers and producers in a forum focused on supporting the growth and success of Australian agriculture.

For any queries please contact Bec Wilde.
e: rwilde@nff.org.au
p: 02 6269 5627

2025 SPONSORSHIP PROSPECTUS



Platinum sponsor

EXCLUSIVE OPPORTUNITY

SOLD

AgXchange Australia is seeking a Platinum Sponsor, to partner with the **NFF** to deliver a highly engaging and thought-provoking agenda.

This level of sponsorship is suited to an organisation who wants to clearly demonstrate their active involvement and support of agriculture in Australia. The organisation will receive exclusive opportunities as well as wide-ranging brand exposure and recognition prior to and during the conference. We would be happy to work with you to customise a package, tailored to the organisation's goals and targets.

The Platinum Sponsor will ensure that speakers of the highest calibre can be secured for the event, with recognition provided to the Platinum Sponsor accordingly.

2025 SPONSORSHIP PROSPECTUS



Platinum sponsor

PLATINUM SPONSORSHIP PACKAGE

- A 10-minute speaking opportunity for a representative from your organisation in the opening session
- Exclusive sponsorship of the gala event held on the evening between the 2 full days
- Sponsorship of the AgXchange Australia MC
- One premium exhibition space (approximately 6m x 3m) in prime position in the exhibition arena
- Ten complimentary full registrations, including the gala dinner at The Star
- Eight additional complimentary tickets to the gala event
- Two complimentary ticket to the welcome event
- Option to purchase additional full registrations at a 20% discount
- Sponsor acknowledgement in all AgXchange Australia promotional materials print and digital
- Logo and blurb on the AgXchange Australia website, with a link to sponsor website or article of choice
- Logo on conference signage and visual displays, including holding slides in the main arena
- Sponsor profile included in EDM prior to the event
- Logo to be featured on AgXchange Australia media wall
- Exclusive networking opportunities with NFF members and key stakeholders as appropriate
- Exclusive use of a meeting space held for sponsors only, a great option if you need to host meetings whilst at the event
- Opportunity to host a breakfast bite at the Convention Centre on the second day. This will allow your organisation to coordinate and deliver a session of your choice. Additional cost of breakfast.

Gold sponsor

TWO AVAILABLE

REMINDER SOLD

\$55,000 (+ GST)

As one of eight **Gold Sponsors** of **AgXchange Australia**, we will work with you to design a customised sponsorship package reflecting your organisation's key objectives and setting your sponsorship apart as being both innovative and trailblazing in the industry.

Gold sponsors may select one of the options on the next page as part of their sponsorship package. We are also happy to discuss other options to meet your organisation's marketing goals.

- One premium exhibition space (approximately 3m x 3m) in the exhibition arena
- Six complimentary full registrations, including the gala dinner at The Star
- Two additional complimentary tickets to the welcome drinks
- Option to purchase additional full registrations at a 20% discount
- Logo on the AgXchange website, with a link to sponsor website or article of choice
- Logo to be featured on AgXchange Australia media wall
- Sponsor logo included in EDM prior to the event
- Exclusive networking opportunities with NFF members and key stakeholders as appropriate
- Exclusive use of a meeting space held for sponsors only, a great option if you need to host meetings whilst at the event.
- Opportunity to host a breakfast bite at the Convention Centre on the second day. This will allow your organisation to coordinate and deliver a session of your choice. Additional cost of breakfast.



Optional Extras

GOLD SPONSOR

COFFEE CART (two available)

The coffee carts, each with a barista, will be located in the exhibition area and branded with the sponsor logo. Sponsorship includes:

- Branded signage on coffee cart.
- Opportunity to provide branded coffee cups at sponsor's additional cost.

JUICE STATION (exclusive)

A juice station will be featured in the exhibition area alongside lunch service. Sponsorship includes:

- Branded signage on juice station.
- Small table at your exhibition booth to serve the juices.

WATER STATION (two available)

Water stations will be located around the exhibition area and branded with the sponsor logo. Sponsorship includes:

- Branded signage on water station.
- Small table at your exhibition booth to serve the water.

LANYARD SPONSOR (exclusive)

Lanyards will be worn by all attendees for the duration of the event. As the lanyard sponsor you are to supply the lanyards for all delegates.

BREAKFAST BITES SESSION SPONSOR (x4, additional costs payable)

4 x simultaneous breakfast sessions will be available to Gold Sponsors (first come, first served) on the morning of Day 2. This will be a dedicated session free for delegates to pre-register and sponsors are responsible for session content (AV, registrations and catering to be organised by conference organisers).

WELCOME DRINKS SPONSOR (exclusive, additional sponsorship charges apply)

Delegates will be offered the opportunity to attend welcome drinks at an iconic Gold Coast venue on the evening before the event commences.

- Prominent sponsor branding at welcome event.
- Opportunity to provide a welcome to attendees.

BUSINESS LOUNGE (exclusive, additional sponsorship charges apply)

An allocated area for delegates to set up business meetings, whip out their laptop to do some work, charge their devices or sit down to have their coffee. Sponsorship includes 6x tables & chairs in the designated area, all branding and extras are an additional cost to the sponsor.

*Options are subject to availability and will be provided on a first in first served basis.

Silver sponsor

FIVE AVAILABLE

\$30,000 (+ GST)

Up to five organisations are invited to support the **2025 AgXchange Australia** as **Silver Sponsors**. **Silver Sponsors** may select one of the options from the list on the next page as part of their sponsorship package.

- One exhibition space (approx 3m x 3m) in the exhibition arena
- Four complimentary full conference registrations, including the gala dinner at The Star
- Two additional complimentary tickets to the welcome drinks
- Option to purchase additional full conference registrations at a 20% discount
- Sponsor acknowledgement in AgXchange Australia promotional materials print and digital
- Logo on the conference website, with a link to sponsor website or article of choice
- Logo to be featured on AgXchange Australia media wall
- Sponsor logo included in EDM prior to the conference

**Options are subject to availability and will be provided on a first in first served basis.*



Silver sponsor

FIVE AVAILABLE

\$30,000 (+ GST)

NOTEPAD SPONSOR (exclusive)

- Notepads are a valuable resource for delegates to make notes at sessions and during the conference. The sponsor is invited to supply the notepad for all delegates.

PEN SPONSOR (exclusive)

- Pens are a valuable resource for delegates to make notes at sessions and during the conference. The sponsor is invited to supply the notepad for all delegates.

CONFERENCE SATCHEL SPONSOR (exclusive)

- Delegates need a bag to put all of the exhibitors merch and flyers in, this is an opportunity to provide the bags for all delegates.

SOCIAL MEDIA SPONSOR

- 1x post in the lead up to the conference to promote your business/organisation. This will be on Facebook, Instagram and X. Content to be provided by the sponsor and approved by NFF.

*Options are subject to availability and will be provided on a first in first served basis.



Bronze sponsor

SIX AVAILABLE

\$12,500 (+ GST)

There are up to six **Bronze Sponsorships** available at **AgXchange Australia**. **Bronze Sponsors** may select one of the below options as part of their sponsorship package.

- One exhibition space (approx 3m x 3m) in the exhibition arena
- Two complimentary full conference registrations, including the gala dinner at The Star
- Two additional complimentary tickets to the welcome drinks
- Option to purchase additional full conference registrations at a 20% discount
- Sponsor acknowledgement in AgXchange Australia promotional materials print and digital
- Logo on the conference website, with a link to sponsor website or article of choice
- Logo on conference signage and visual displays
- Sponsor logo included in EDM prior to the conference



Bronze sponsor

SIX AVAILABLE

\$12,500 (+ GST)

LUNCH SPONSOR (two available: one per day)

The sponsor will be acknowledged as supporting lunch for one day of the conference. Sponsorship includes:

- Opportunity to display pull up banner in showcase area during sponsored break (banner to be provided by sponsor).

MORNING TEA OR AFTERNOON TEA SPONSOR (four available: one each per day)

The sponsor will be acknowledged as supporting morning or afternoon tea for one day of the conference. Sponsorship includes:

- Opportunity to display pull up banner in showcase area during sponsored break (banner to be provided by sponsor)

*Options are subject to availability and will be provided on a first in first served basis.



Exhibitor

PACKAGE

\$6,500 (+ GST)

The conference will feature a dynamic and innovative showcase as the focus for delegates prior to accessing the main conference room. Morning, afternoon teas and lunches will be served in the exhibition area ensuring a captive audience at three key times each day.

The exhibition area is an opportunity to display and promote the latest agricultural innovations, as well as showcase your products, services and equipment.

It offers an excellent opportunity for organisations to network with Australia's leaders and innovators in agriculture.

- One exhibition space (approximately 3m x 3m) in the exhibition arena (larger spaces available on request)
- Exhibition space includes a back wall, a countertop, 2x stools, lighting and access to power
- Two complimentary full conference registrations, including the gala dinner
- One complimentary ticket to the welcome drinks
- Option to purchase additional full conference registrations at a 10% discount
- Sponsor acknowledgement in AgXchange Australia digital promotional materials
- Logo on the conference website, with a link to sponsor website or article of choice
- Sponsor logo included in EDM prior to the conference



Tech Showcase Exhibitor

PACKAGE

\$2,600 (+ GST)

As part of showcasing the industry's world-leading innovation and technology, we are offering concessional exhibition spaces for technology providers within a Telstra-branded innovation showcase.

- One exhibition space (1m x 0.5m) within the Telstra Tech Showcase
- Exhibition space includes a back wall, countertop and access to power
- One complimentary full conference registrations, including the gala dinner
- Logo on the AgXchange Australia website, with a link to sponsor website or article of choice



Bespoke packages available

UNLIMITED AVAILABILITY

Negotiated price (+ GST)

Want to support AgXchange Australia but the other sponsorship packages aren't quite right? Please reach out to chat to the team about what you are looking to achieve or what we can deliver within your budget.

Partnerships

UNLIMITED AVAILABILITY

10% discount

FutureAg

AgXchange Australia has partnered with FutureAg 2025 powered by Agritechnica to bring discounts for your organisation or business if you sponsor both events. A 10% discount will be applied to sponsorship packages at both events when you purchase a package for both AgXchange Australia & FutureAg

National Landcare Conference

AgXchange Australia has partnered with Landcare Australia's 2025 National Landcare Conference to bring discounts for your organisation or business if you sponsor both events. A 10% discount will be applied to sponsorship packages at both events when you purchase a package for both AgXchange Australia and the 2025 National Landcare Conference



2025 SPONSORSHIP PROSPECTUS

Terms & Conditions

By purchasing a sponsorship and/or exhibition package for AgXchange Australia 2025, you are agreeing to the full terms and conditions of the sponsorship.

Sponsorship and exhibition packages will be allocated in order of confirmation and deposit. Full payment must be received by 31 August 2025.

All deposits are non-refundable.

Cancellations must be made in writing and forwarded to NFF. For cancellation requests received prior to 30 June 2025, organisations will be held liable for 50% of the total sponsorship and/or exhibition commitment. For cancellation requests received after 30 June 2025, organisations will be held accountable for the full balance of their sponsorship and/or exhibition commitment.

The Organisers, NFF and the Venue accept no liability for personal accident nor loss or damage suffered by any participant, accompanying person, invited observer or any other person by whatever means. Neither do we accept liability for any equipment, software or other goods of whatever form brought to the event. It is recommended that all valuable items are locked down or removed when the booth is unoccupied. All vendors are responsible for obtaining insurance for their equipment in transit to and from the conference and at the conference venue.

The Organisers reserve the right to alter the exhibition floor plan at their discretion.

Exhibits must not be removed, and displays must not be dismantled either partially or in total before the closing time on the last day of the exhibition.

The organisers reserve the right to change the venue and duration if exceptional circumstances demand at their discretion. The sponsor will indemnify the Organisers in respect of any claims and demands in respect thereof. The sponsor must take out adequate insurance in respect of all claims.

Sponsors and/or exhibitors are required to ensure that they are adequately covered for public liability insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. The sponsor and/or exhibitor will indemnify the organiser's in respect to any claim and demands in respect thereof.



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