



2016

INI 2016 7th International Nitrogen Conference

4–8 DECEMBER 2016
MELBOURNE CRICKET GROUND
VICTORIA | AUSTRALIA



International Nitrogen Initiative
www.ini2016.com

Sponsorship &
Exhibition Prospectus

INVITATION

You are invited to participate in the 2016 International Nitrogen Conference. This meeting is organized as part of the International Nitrogen Initiative by the Victorian Government (Department of Economic Development, Jobs, Transport and Resources), and The University of Melbourne (Faculty of Veterinary and Agricultural Sciences). It will be held at the Melbourne Cricket Ground located walking distance from a wide range of accommodation within the CBD of Melbourne.

The theme of the 2016 conference is "Solutions to improve nitrogen use efficiency for the world". This theme responds to the grand challenge set in "Our Nutrient World" to reduce nutrient losses and improved nutrient use efficiency across all sectors, to develop a Green Economy that can produce more food and energy while reducing environmental pollution.

This meeting will have a strong focus on community and industry engagement around nitrogen management, including a high profile public discussion at a community forum in the Melbourne CBD.

Support of the Conference and Exhibition will provide your organisation with a number of key benefits:

- Exposure to a qualified, relevant and influential audience before, during and after the event.
- Networking opportunities during the Conference to promote an informed dialogue on the issues facing the sustainable use of nitrogen into the next century.
- Your organisation will be recognised as contributing to the addressing of the economic, environmental and social issues concerning N management now and in the future.
- Supporters of the Conference will consolidate existing industry relationships and develop new ones.

Over 400 local and international delegates are expected, including researchers, analysts, educationists, advisors, extension agents, land managers and policy makers.

Government, non-government and private sectors will be well represented.

CONFERENCE WEBSITE

www.ini2016.com

HOSTS



ORGANISING COMMITTEE

Professor Deli Chen

The University of Melbourne, Australia

Dr Cameron Gourley

Victorian State Government, Australia

Dr Robert Norton

International Plant Nutrition Institute, Australia

Associate Professor Richard Eckard

Primary Industries Climate Challenge Centre, Australia

Dr John Angus

Farmer and CSIRO, Australia

CONFERENCE MANAGERS

Please contact Ben Thiessen at Conference Design with any questions regarding the conference.



+ 61 3 6231 2999

mail@conferencedesign.com.au

www.conferencedesign.com.au



www.ini2016.com

LOCAL ADVISORY COMMITTEE

Dr Chris Anderson

CSIRO Publications, Australia

Professor Richard Bell

Murdoch University, Australia

Dr Michael Crawford

Victorian State Government, Australia

Mr Nick Drew

Fertilizer Australia, Australia

Dr Robert Edis

Australian Centre for International Agricultural Research,
Australia

Professor Peter Grace

Queensland University of Technology, Australia

Professor Mike Hedley

Massey University, New Zealand

Dr Phillip Mladenov

New Zealand Fertilizer Association, New Zealand

Dr Mark Peoples

CSIRO Plant Industry, Australia

Mr James Whiteside

Incitec Pivot Fertilizers, Australia

INTERNATIONAL ADVISORY COMMITTEE

Professor Tapan Adhya

Central Rice Research Institute, India

Dr Cecile de Klein

AgResearch, New Zealand

Professor Jim Galloway

Virginia University, United States of America

Dr Patrick Heffer

International Fertilizer Industry Association, France

Dr Kevin Hicks

Stockholm Environment Institute, United Kingdom

Dr Cargele Masso

International Institute of Tropical Agriculture, Kenya

PROGRAM OVERVIEW

Sunday 4 December 2016

- Welcome Reception, Exhibition Opens

Monday 5 December 2016

- Opening ceremony, Plenary sessions, Contributed papers, Poster exhibition.

Tuesday 6 December 2016

- Field Trips

Wednesday 7 December 2016

Plenary sessions, Contributed papers, Poster exhibition, Community Forum.

Thursday 8 December 2016

- Plenary sessions, Contributed papers, Poster exhibition, Closing ceremony.

CONFERENCE THEME

Solutions to improve nitrogen use efficiency for the world.

SUB-THEMES

1. Global and regional nitrogen assessment
2. Managing the complexity of nitrogen cycling in an urbanised world
3. Balancing the role of reactive nitrogen in emerging and developing economies
4. Sources and efficiency of nitrogen use in crop and animal production
5. Impacts of reactive nitrogen in terrestrial and marine ecosystems
6. Advances in measurement techniques and modelling of nitrogen fluxes and transformations
7. Integrated approaches, lifecycle analysis and indicators for monitoring performance
8. Improving communication and policy approaches



SPONSORSHIP PACKAGES

The following Sponsorship Packages are available to purchase. The organising committee welcomes discussion on any offers of support from science, industry, public interest or government groups, and has proposed the following Sponsorship packages available for purchase. If your organisation has specific needs not seen here, please contact the organisers. All figures in this proposal are in Australian Dollars and include Australian GST.

Conference Partner \$55,000

Becoming a Conference Partner gives your organization the opportunity to develop an ongoing relationship with the Conference delegates and the International Science community. The package is designed to give organizations a strong presence at the Conference and continue the relationship between conferences. Conference Partners will receive recognition and exposure through the conference website and throughout the conference.

Inclusions:

- Acknowledgement as a Conference Partner during the opening and closing sessions and in all pre- and during-Conference printed material
- Opportunity for a 2 minute introduction to a selected conference session
- Four banners displayed during the Conference: two in the plenary room and two in the exhibition area (supplied by the sponsor)
- PDF advertisement in the Conference App
- Four complimentary registrations including social functions
- Two Exhibition booths in a preferred position (subject to the date of booking)
- Logo displayed on the conference website until the conclusion of the Conference, hyperlinked to the sponsors website.
- 200-word company profile on the Conference website
- Logo printed in the Pocket Program

- Logo displayed on the sponsor's slide
- Logo displayed on the Conference website
- A hyperlink from the Conference Website
- PDF advertisement in the Conference App

Gold Sponsor \$33,000

Inclusions:

- Acknowledgement as a Gold Sponsor
- One banner displayed in the Conference foyer (supplied by the sponsor)
- Two complimentary registrations including social functions
- One Exhibition booth in a preferred position (subject to the date of booking)
- Logo printed in the Pocket Program
- Logo displayed on the sponsors slide
- Logo displayed on the Conference website
- A hyperlink from the Conference website
- PDF advertisement in the Conference App

Silver Sponsor \$16,500

Inclusions:

- Acknowledgement as a Silver Sponsor
- One complimentary registration including social functions
- One Exhibition booth in a preferred position (subject to the date of booking)
- Logo printed in the Pocket Program
- Logo displayed on the sponsor's slide
- Logo displayed on the Conference website
- A hyperlink from the Conference website
- PDF advertisement in the Conference App

Bronze Sponsor \$7,700

Inclusions:

- Acknowledgement as a Bronze Sponsor
- One complimentary registration including social functions
- Logo printed in the Pocket Program
- Logo displayed on the sponsor's slide
- Logo displayed on the Conference website
- A hyperlink from the Conference website

Conference Dinner Sponsor \$11,000

The Conference Dinner is always the highlight of the Conference. Sponsoring the Dinner is a fantastic opportunity to promote your brand in a fun and relaxed environment. A key feature of your sponsorship will be the opportunity to address delegates at the dinner.

Inclusions:



Sponsorship Packages

- Acknowledgement as the Conference Dinner sponsor
- Opportunity for company representative to briefly address guests (5 minutes)
- Prominent signage during the Conference Dinner (supplied by the sponsor)
- Four complimentary tickets to the Conference Dinner
- Opportunity for one promotional item to be placed at each table setting (supplied by the sponsor)
- Logo projected during Dinner (slide supplied by the sponsor)
- Logo printed in the Pocket Program
- Logo displayed on the Conference website
- Logo included with the dinner description in printed material and on the website.

Conference App Sponsor \$5,500

Inclusions:

- Acknowledged as the "The 2016 International Nitrogen Conference App Sponsor"
- A banner graphic within the app
- A sponsors page within the app
- Your logo will appear on the main screen
- Your page can include a banner graphic, general information, contact details, two links to PDFs and a link to your web site
- A sponsored survey with up to six questions
- Logo displayed on the web site
- Logo printed in the pocket program
- Logo displayed on the sponsor's slide
- Logo displayed in the app notification email sent to delegates
- Logo displayed in the app notification box on the web site

Welcome Reception Sponsor \$5,500

This event is always a highlight for delegates. It is the first opportunity for delegates to connect at the Conference. Your logo will be featured with the function description in all printed material and on the website. This is one of only two opportunities to address delegates at the Conference.

Inclusions:

- Acknowledgement as the Welcome Reception sponsor
- Opportunity for company representative to briefly address guests (5 minutes)
- Prominent signage during the Welcome Reception (supplied by the sponsor)
- Four complimentary tickets to the Welcome Reception
- Opportunity to distribute promotional items at the Welcome Reception (supplied by the sponsor)
- Logo printed in the Pocket Program

- Logo displayed on the Conference website
- Logo included with the Welcome Reception description in printed material and on the website.

Name Badges \$4,400

Each delegate will be issued a name badge printed with your logo. Your logo will be visible on every delegate at the Conference and be seen whenever a delegate looks at a name badge.

Inclusions:

- Company logo printed on the name badges
- Logo printed in the Pocket Program
- Logo displayed on the Conference website.
- Limited to one sponsor

Conference Website \$3,300

The Conference website is the main information source for delegates in the lead-up to the Conference. Regular updates and extensive program and speaker information will ensure delegates will be visiting regularly – seeing your logo each time.

Inclusions:

- Hyperlinked logo displayed on each page of website
- Logo printed in the Pocket Program

Exhibition sites \$5,500

The Exhibition will run for the duration of the Conference.

Morning tea, afternoon tea and lunch will be served in the Exhibition area. Service points will be strategically placed to ensure delegates are spread throughout the entire area as much as possible.

Each exhibition site includes:

- Area measuring 3-metres wide x 2-metres deep
- Booth structure with side walls and back wall
- Header board with your company name
- Trestle table with table cloth and two chairs
- Lighting and power
- Your organisation listed on the Conference website
- Your organisation listed in the Conference App
- Two registrations including the Welcome Reception (more exhibitors can be registered for an additional fee)

Visit the website for the latest floor plan



7th International Nitrogen Conference (INI 2016)

MCG, Melbourne, Victoria 4-8 December 2016

Sponsorship and Exhibition Booking Form

A PDF tax invoice will be sent on receipt of a completed booking form.

Tax Invoice
Conference Design Pty Ltd
ABN 72 050 482 507

Company Name: _____

Contact Name: _____

Postal Address: _____

Suburb/Town/City: _____ State: _____ Postcode: _____

Telephone: _____ Facsimile: _____ Email: _____

Sponsorship

Option: _____

Investment: _____

Comments: _____

Exhibition

Number of sites/booths required: _____

Preference 1: _____

Preference 2: _____

Preference 3: _____

Not located next to: _____

Do you require a: Booth structure
 Site only for a custom display

Each booth includes a trestle table and chairs, lighting and power.

Wording for header board (max. of 30 characters):

Description

For planning purposes, please give a brief description of any large, high or unusual equipment you will be displaying in your booth:

Authorised

Signed: _____

Name: _____

Date: _____

Payment Summary

Sponsorship Total: \$ _____

Exhibition Total: \$ _____

Total: \$ _____

Payment Terms

A payment of 50% of the sponsorship package and/or exhibition fee must accompany your completed booking form. The balance is to be paid four months prior to the Conference.

Cancellation Policy

A cancellation fee of 30% will be applicable for any sponsorship package or exhibition booking cancelled up to six months prior to the Conference. No refund will apply after this date.

Payment Options

Credit Card

Card Type: Visa MasterCard Amex

Card Holder: _____

Card Number: _____

CCV: _____ Expiry Date: _____

Signature: _____

EFT

Date: _____ Reference: _____

BSB: 017 324

Account #: 1085 82575

Account Name: Conference Design

Bank: ANZ, Sandy Bay Branch

Swift Code: ANZBAU3M



Conference Manager
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