



**AUSTRALIAN  
WINE INDUSTRY**

Technical Conference  
& Trade Exhibition



**WINETECH**

# Sponsorship Prospectus



# Our event

Designed by industry for industry, the Australian Wine Industry Technical Conference (AWITC) and WineTech trade exhibition represent the grape and wine sector's **'must attend'** technical event, covering the whole-of-chain process from the vineyard to the consumer. Held every three years since 1970, for decades it has been the largest event of its kind in Australia and now sees thousands of grapegrowers, winemakers, business owners, thought leaders and others converging to learn, network and prepare to take their grape and wine businesses to the next level.

The AWITC provides a fresh and relevant program across four days, incorporating the Australian sector's peak policy, economic and marketing conference (Australian Grape & Wine's Outlook Conference), as well as numerous technical sessions. The WineTech trade exhibition runs in conjunction with the conference, providing delegates and many other visitors with the opportunity to experience the latest innovative technologies from across the grape and wine production chain. These core offerings are complemented by a workshop program, technical poster display, Fresh Science sessions and networking opportunities such as the networking function, 'In the wine light' student forum and regional tastings.

## The AWITC is known for



### Business-relevant information

Delegates come in search of the latest developments in important issues such as climate change, sustainability, social licence, advancements in technology, new market trends, and production efficiencies.

### Innovative ideas

In addition to the speaker sessions, other elements of the conference including the workshop program and poster exhibition provide a voice for innovation and clever solutions.



### Focused participants

Over 3,000 wine industry members attend the conference and exhibition, keen to share and gain knowledge. They are on the lookout for solutions to problems and ideas for improvement.

### Quality

The conference is a prestigious event with a contemporary program, an experienced event team, respected speakers, a world-class venue, a variety of social events and quality conference materials.



# Our audience

Attracting delegates from across Australia's winemaking regions, capital cities and research centres, the AWITC and WineTech provide an opportunity for the whole of the Australian wine industry to come together.

“**It is an opportunity to get the industry all together at one time which is invaluable**”

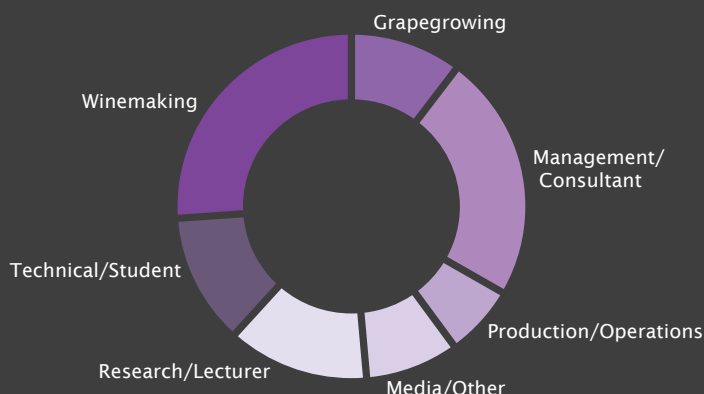
Our feedback shows that attendees come in search of the latest knowledge, research and technical information, as well as the fantastic opportunities to network with their peers. Businesses represented range from small owner-operator enterprises through to those listed on the ASX.



Over **3,000** people attended various aspects of the event in Adelaide in 2019.



attendees would recommend the AWITC to their colleagues.



**90%** of attendees were 'satisfied' or 'very satisfied' with the relevance of the content in the 17th AWITC program.

# Why partner with us?

## Growth strategy

Exposure to the main players of the industry at one time and your association with the wine industry's most renowned event will help you 'leap frog' your competitors on recognition and reputation.



## New product or service

A high profile presence could aid the launch and subsequent take-up of a new product or service due for release around the time of the conference. Are your new customers sitting in our audience?



## Reach

Your brand in front of over 3,000 industry representatives attending the conference and trade exhibition, many of whom will be key decision-makers.



## Enhancing your WineTech presence

How do you differentiate from competitors who are also exhibiting at WineTech? A business partnership can enable innovative cross-promotion opportunities to maximise the value of your involvement in both WineTech and the conference.



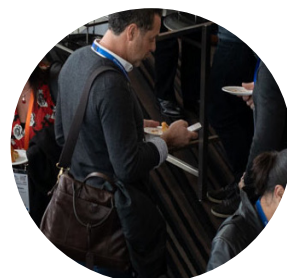
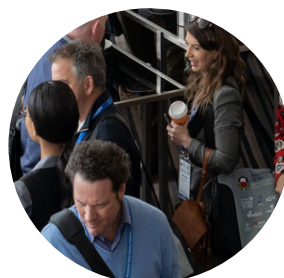
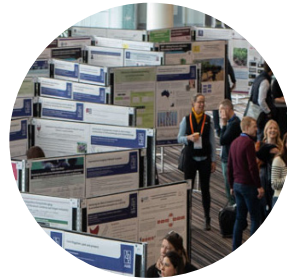
## Supporting the industry

Your partnership will visibly demonstrate your support of the Australian wine industry so that it continues to thrive through access to the latest in technical knowledge, innovation and ideas.



“**My notebook is now full of ideas which I can consider implementing in my business**”

# Opportunities





# Principal Partner

The Principal Partner is the main commercial partner of the event, and consequently receives an associated level of recognition and attention. Your company will be integrally associated with the entire conference, recognised as our primary business partner at all official occasions and afforded opportunities that fit with the business objectives of your partnership.

Inclusions:

## Brand Awareness

- ◆ Your logo on/in the:
  - ◆ Conference app
  - ◆ Program information book (or equivalent)
  - ◆ Front page of the conference website (with a link to your website)
  - ◆ Conference items (along with the logos of the AWRI, ASVO and government partners)
  - ◆ Static slide as the backdrop to the stage in the main auditorium of the event venue for the duration of the conference
  - ◆ Foyer signage
  - ◆ Registration desk conference signage
  - ◆ Delegates' nametags
  - ◆ Delegates' lanyards (1 colour print)
  - ◆ Conference webcasts
- ◆ Pull-up banners by auditorium entrance
- ◆ Immediate inclusion of your logo on conference correspondence
- ◆ Immediate inclusion of the AWITC logo on your correspondence

## Communicating your message

- ◆ Full page colour advertisement in the Program information book (or equivalent; inside front cover)
- ◆ Conference delegate item or flyer
- ◆ Social media acknowledgement of partnership
- ◆ Acknowledgement via Twitter/Instagram during the event of your support. Acknowledgement could also direct attendees to your exhibition stand or website.
- ◆ Scrolling advertisement on conference app
- ◆ Advertisement and acknowledgement in sponsors section of the conference app

## Networking

- ◆ 6 x conference registrations
- ◆ 4 x one-day conference registrations
- ◆ 6 x additional networking function tickets
- ◆ 15 x tickets to the workshop program

**Cost: \$50,000 + GST**

# Business Partner

## Workshop Program

The workshop program is a highly regarded part of the AWITC. Attendees receive practical, hands-on knowledge and the latest in technical information to apply in their workplace. With over 900 attendees participating in 2019, the workshop program provides a business partner a captive audience with which to engage.

### Inclusions:

- ◆ Your logo on/in the:
  - ◆ Workshop program booklet and any materials provided
  - ◆ Conference app
  - ◆ Program information book (or equivalent)
  - ◆ Screen of each workshop room
  - ◆ Event website (sponsor page with a link to your website)
  - ◆ Workshop page of event website (with a link to your website)
- ◆ Immediate inclusion of the AWITC logo on your correspondence
- ◆ Opportunity to erect promotional stand outside workshop rooms
- ◆ Half-page advertisement in the Program information book (or equivalent)
- ◆ Opportunity to supply workshop support staff (AWITC) with branded clothing
- ◆ 2 x conference registrations
- ◆ 2 x one-day conference registrations
- ◆ 2 x additional tickets to the conference networking function
- ◆ 8 x tickets to the workshop program
- ◆ Opportunity to hold a business card 'lucky draw'
- ◆ Opportunity to host private gathering of own guests with a workshop presenter

**Cost: \$10,000 + GST (2 available)**

## Program Session

Composed of 11 sessions with topics across the value chain, the program is the main attraction for delegates. With each session following a theme, you have an opportunity to partner with the AWITC to get your brand in front of an audience specifically interested in your area of expertise.

### Inclusions:

- ◆ Your logo on/in the:
  - ◆ Screen at the start and between each speaker within the session
  - ◆ Conference app
  - ◆ Program information book (or equivalent)
  - ◆ Event website (sponsor page with a link to your website)
- ◆ Session chair will acknowledge the Business Partner's support as part of their introduction, with a brief partner message integrated into their opening comments.
- ◆ Full page advertisement in the Program information book (or equivalent)
- ◆ Conference delegate item or flyer
- ◆ 2 x conference registrations
- ◆ 2 x one-day conference registrations to attend your session
- ◆ 6 x additional tickets to the conference networking function

**Cost: \$10,000 + GST (11 available)**



# Business Partner

## International Speaker

The AWITC is a world-class event that keeps the Australian wine industry informed of the very latest developments both here and overseas. Speaker Business Partners assist by funding international speakers to present at the conference.

### Inclusions:

- ◇ Your logo on/in the:
  - ◇ Screen at the beginning of the presentation to be given by the international speaker
  - ◇ Conference app
  - ◇ Program information book (or equivalent)
  - ◇ Event website (sponsor page with a link to your website)
- ◇ Session chair will acknowledge the Business Partner's support as part of their introduction, with a brief partner message integrated into their opening comments
- ◇ Full page advertisement in the Program information book (or equivalent)
- ◇ Conference delegate item or flyer
- ◇ 4 x one-day conference registrations to attend the session in which your speaker presents

**Cost: \$7,000 + GST**

# Networking Partner

## Coffee Carts

Meet you for coffee? Interact with your potential customers in a more personal way via our coffee carts. The coffee carts are a popular spot for attendees to network, share ideas and relax between sessions.

### Inclusions:

- ◆ Your company banner near the coffee carts
- ◆ Your logo on/in the:
  - ◆ Signage acknowledging your support at the carts
  - ◆ Conference app
  - ◆ Program information book (or equivalent)
  - ◆ Event website (sponsor page with a link to your website)
- ◆ Half-page advertisement in the Program information book (or equivalent)
- ◆ 2 x conference registrations
- ◆ 2 x additional tickets to the conference networking function
- ◆ Partner could also consider providing delegates with a reusable cup or branded paper cups

**Cost: \$5,000 + GST**

## Networking Function

With over 90% of delegates rating networking as 'extremely important' and 'important' in post-conference surveys, networking is heavily featured throughout the conference. The conference networking function is a relaxed opportunity for delegates to meet while enjoying a private viewing of the WineTech exhibition.

### Inclusions:

- ◆ Your company banner at the entrance to the networking function
- ◆ Your company banner displayed within the trade exhibition for the duration of the networking function
- ◆ Your logo on/in the:
  - ◆ Conference app
  - ◆ Program information book (or equivalent)
  - ◆ Event website (sponsor page with a link to your website)
- ◆ Half-page advertisement in the Program information book (or equivalent)
- ◆ 1 x conference registration
- ◆ 6 x additional tickets to the conference networking function
- ◆ Opportunity for a Partner 'goodie' bag for the networking function presented to guests as they arrive. Bag can contain a 'lucky number' drawn during the evening.
- ◆ Opportunity for wait staff to wear aprons with your logo and message

**Cost: \$5,000 + GST**

# Networking Partner

## Student forum:

### *In the wine light*

*In the wine light* is an entertaining introduction to the future people and projects in grape and wine research; 14 students, one slide each to answer the age old questions: "What are you researching?" and "Why does it matter?"

#### Inclusions:

- ◇ Your company banner at the *In the wine light* session.
- ◇ Your logo on/in the:
  - ◇ Screen at the start and in between speakers during the session
  - ◇ Conference app
  - ◇ Program information book (or equivalent)
  - ◇ Event website (sponsor page with a link to your website)
- ◇ Your company may provide and present the people's choice prize to the student voted as the best presenter by the audience
- ◇ Half-page advertisement in the Program information book (or equivalent)
- ◇ 1 x conference registration

**Cost: \$5,000 + GST\***

\*based on 150 attendees and subject to review

# Business Supporter

## Conference Supporter

From wine to wi-fi there are many opportunities to support Australia's largest wine industry technical conference. To acknowledge your support the AWITC would tailor a package to suit your brand and level of support.

**Cost: TBA**

## Poster Prize

Prizes are awarded for 'best' poster in categories including viticulture, oenology, microbiology, fermentation, student, wine production, metabolomics and a people's choice winner.

Inclusions:

- ◇ Your logo on/in the:
  - ◇ Screen during the poster prize winner announcement
  - ◇ Program information book (or equivalent)
  - ◇ Event website (sponsor page with a link to your website)
- ◇ Your nominated representative will have the opportunity to present (not announce) the sponsored prize
- ◇ The opportunity to add an additional prize to the recipients of your sponsored category

**Cost: \$1,000 + GST**  
(4 available)

## Fresh Science Prize

Prizes are awarded for 'best' viticulture and wine presentations.

Inclusions:

- ◇ Your logo on/in the:
  - ◇ Screen during the prize winner announcement
  - ◇ Program information book (or equivalent)
  - ◇ Event website (sponsor page with a link to your website)
- ◇ Your nominated representative will have the opportunity to present (not announce) the sponsored prize
- ◇ The opportunity to add an additional prize to the recipients of your sponsored category

**Cost: \$1,000 + GST**

# Business Supporter

## **Conference Delegate Item**

Have a useful product or sample you would like to provide to conference delegates? Would you like to offer delegates a personal invitation to visit your exhibition stand? Consider supplying an item for our delegates at the conference registration desk. Possible items could include product samples, promotional material, water bottle, magnets or pens

**Cost: \$1,000 + GST**

# Media

The biggest technical event in the industry calendar, the AWITC and WineTech receives extensive media coverage both prior to and during the event.

Prior event media coverage has included:

The Advertiser  
The Australian  
The Independent (UK)  
Sydney Morning Herald  
Business Spectator  
Yahoo 7 News  
The Lead SA  
The Independent Weekly  
ABC Country Hour  
ABC Radio  
Newstyle Media (WBM)  
Winetitles  
The Week That Was  
Farm Business  
Wine Preservation  
Daily Wine News  
Tizwine.com  
Adelaide BioNews  
The Australian & New Zealand Wine Industry Journal  
The Australian & New Zealand Grapegrower & Winemaker

The AWITC and WineTech implement social campaigns prior to and during the event.



@The\_AWITC



@the\_awitc

# Terms & Conditions

## Acceptance

Acceptance of sponsorship applications will be subject to approval by the AWITC. The AWITC reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the conference.

## Payment

Partnership investment can be made in two payments, with the final payment due prior to the conference.

## General

Partner/Supporter must supply artwork for electronic or printed advertisement.

For the 18th AWITC, alternatives to a hard copy program information book are under consideration on the grounds of environmental sustainability. AWITC will liaise with the business partner to ensure that they receive an appropriate level of recognition within the option selected.

Partner to supply any promotional banners used. Quantity, size and placement subject to the approval of the AWITC.

Partner to supply any staff required to service promotional stands.

Partner to supply any promotional material where necessary.

Workshop places to be pre-booked and subject to availability.

## *Workshop program*

Any workshop support staff branded clothing to be supplied by partner. Advertising or message subject to approval by the AWITC.

Any business card 'lucky draw' to be arranged and conducted by partner.

VIP gathering with workshop presenter and guests subject to availability of presenter. Catering to be supplied by partner.

## *Networking function*

Partner to organise and supply goodie bag, contents and 'lucky number' prize.

Wait staff apron to be supplied by partner. Any message on wait staff apron is subject to approval by the AWITC.

## *Coffee carts*

Partner to supply any branded coffee cups.

## *In the wine light*

Prize subject to approval by the AWITC. Prize at partner's cost.

## *Conference delegate items/flyer*

Size and weight restrictions may apply.

Items to be supplied by partner/supporter and subject to approval by the AWITC.

## *Prizes*

Any additional prizes awarded are subject to approval by the AWITC.

## Cancellation Policy

Non-payment of the total amount due will lead to the cancellation of the sponsorship.



For further information contact:

**Kate Beames**

Conference Manager  
kate.beames@awitc.com.au  
+61 (0)8 8313 6821

**Chris Day**

Treasurer  
chris.day@awri.com.au  
+61 (0)8 8313 6600