

## 18-21 APRIL 2023 CAIRNS CONVENTION CENTRE

# **44TH ANNUAL CONFERENCE:**WORKING TOGETHER, GROWING TOGETHER



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## **WELCOME**

The annual ASSCT conference is the flagship event of the Australian Society of Sugar Cane Technologists Ltd, an association of scientists, technologists, growers, millers, managers, institutions and companies concerned with the technical advancement and sustainability of the Australian cane sugar industry.

The Queensland Society of Sugar Cane Technologists was founded in March 1929. When the mills in northern NSW sought closer association with the Queensland Society, a newly constituted organisation was created in 1979 called the Australian Society of Sugar Cane Technologists. It is a great opportunity for the industry technologists and practitioners to meet with equipment manufacturers and suppliers to discuss the latest innovations, products and services available to the industry.

Sponsors and exhibitors also have the opportunity to present a non-peer reviewed extended abstract of a case study/studies showing the benefits of new product(s), service(s) and/or technology, with a 10-minute oral presentation during the conference.

You are encouraged to participate in the 2023 ASSCT conference to be held at the Cairns Convention Centre during the period 18-21 April 2023



Dr. Jason Eglinton
President
Australian Society of Sugar Cane Technologists

## 44th Annual Conference:

## Working Together, Growing Together

## Benefits of sponsoring and/or exhibiting



Meet and do business with players in the sugar cane industry.



A unique opportunity to meet with the Society's members in a friendly, focused environment.



Meeting sessions are interwoven with generous networking opportunities during refreshment breaks and other social activities.



A conference program with the leading professionals in the industry, a mix of scientists, engineers, institutions, farmers, companies and individuals.



Contribute to a diverse conference with inspiring speakers, key researchers and opinion leaders, and emerging professionals..

The 2023 ASSCT Annual Conference will bring together stakeholders including the best researchers, key industry sectors and Australia's sugar cane institutions.



## Did you know?

- The attendance number of the 2022 Annual Conference was
  - than at the 2021 Conference in Bundaberg.
- The 2022 conference recorded the highest attendance since the 2003 conference in Townsville.

# Venue







## **CONFERENCE VENUE**



The world class Cairns Convention Centre is everything you would expect from an international purpose-built venue located amidst natures pristine playground.

Cairns is the only place in the world where the 'rainforest meets the reef'. Home to two of the world's greatest wonders - the world-heritage listed Great Barrier Reef and the world's oldest rainforest, the Daintree.

At Cairns Convention Centre your event will be hosted by a team of collaborative and passionate industry professionals with experience across a broad range of disciplines including event management, AV, food & beverages, IT and administration.

Cairns Convention Centre is owned by the Queensland Government and is proudly managed by ASM Global. ASM Global is the world's leading venue management and services company.

At the Cairns Convention Centre you'll never feel like a small part of something bigger. On the contrary, you'll feel the passion of a whole city behind your event.



## **SPONSORSHIP PACKAGES**

Package entitlements	Principal \$11,000	Gold \$8,800	Silver \$5,500	Bronze \$3,300	Elementary \$1,100
COST (inc GST)	\$11,000	φο,σσσ	<b>\$5,500</b>	<b>\$3,300</b>	<b>\$1,100</b>
Shared naming rights to Welcome Function and Dinner with provided banners/logos on display	Х				
Spokesperson to present relevant case study	Χ	Χ			
Trade exhibition booth	Х	Χ			
Provided pull up banner in registration area	Х	Х			
Shared naming rights to breaks and lunches	Х	X	Х		
Logo onscreen preceding start of technical sessions	X	Χ	Х	X	
Company description in newsletter/e-blasts (words)	125	100	75	50	
Social media promos (FB, LinkedIn)	4	3	2	2	
Logo on ASSCT website	Χ	Χ	Χ	X	X
Marketing/promotional material in delegate pack	Х	Х	Х	X	Х
Company logo on program	Х	Х	Х	Х	Х
Advertisement in newsletter	Double page	Full	Half	Quarter	Eighth
Conference registrations	3	2	2	1	1

NB: Conference registration includes full access to:

- Welcome Function
- Industry Equipment Exhibition
- Technical Sessions
- Morning/afternoon teas & lunches
- Happy Hour
- Gala Dinner
- Field Trips
- Delegate Pack
- USB containing conference proceedings









## HAPPY HOUR SPONSOR - \$1,500

Happy Hour will be held for all delegates of the Conference and Industry Equipment Exhibition. As the Happy Hour Sponsor you will receive the following entitlements:

- Exclusive Happy Hour naming rights
- Opportunity to give a 5 minute presentation during the event
- Your corporate signage displayed throughout Happy Hour. To be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Quarter page advertisement and company recognition in ASSCT Newsletter
- Acknowledgement as the Happy Hour Sponsor during the Conference



## **LOUNGE SPONSOR - \$5,500**

The Lounge will be a great place for delegates to network, relax and provide a unique space to do business. The sponsor will have the opportunity to brand and add signage to complete the space and will receive the following entitlements::

- Exclusive Lounge Sponsor naming rights
- Opportunity to give a 5 minute presentation during the event
- Your corporate signage displayed at the event. To be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Half page advertisement and company recognition in ASSCT Newsletter
- Acknowledgement as the Lounge Sponsor during the Conference
- Social media promo on lead up to conference
- Acknowledgement as Lounge Sponsor during the conference



## **DELEGATE BACKPACK SPONSOR - \$5,000**

Each delegate attending the Conference will receive a satchel which is a valued event souvenir, and will be re-used by delegates long after the Conference. As the Delegate Backpack Sponsor you will receive the following entitlements:

- Logo featured in conjunction with the ASSCT logo on the satchel
- Opportunity to give a 5 minute presentation during the event
- Your corporate signage displayed at the event. To be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Half page advertisement and company recognition in ASSCT Newsletter
- Social media promo on lead up to conference
- Acknowledgement as Lounge Sponsor during the conference



## MERCHANDISE SPONSOR - \$3,500

A drink bottle or similar branded with your company logo to be distributed to each delegate upon registration in the Delegate Packs. As the Merchandise Sponsor you will receive the following entitlements:

- Opportunity to give a 5 minute presentation during the event
- Your corporate signage displayed at the event. To be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Quarter page advertisement and company recognition in ASSCT Newsletter
- Acknowledgement as the Merchandise Sponsor during the Conference



## BARISTA SPONSOR - \$5,000

At some point throughout the conference, almost every attendee will be tempted by the coffee vans offerings. As the Barista Sponsor, you will receive the following entitlements:

- Opportunity to give a 5 minute presentation during the event
- Your corporate signage prominently displayed at the Barista stand. Free standing banner to be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Quarter page advertisement and company recognition in ASSCT Newsletter
- Acknowledgement as the Barista Sponsor during the Conference
- Opportunity to supply branded cups at sponsor's own expense



## **KEYNOTE SPEAKER SPONSOR - \$1,500**

As a Keynote Speaker Sponsor, your company name will be associated with one of the main plenary speakers within the conference Program. Each Keynote Speaker brings something new to the Program to share with the audience. This can be motivational, educational or a life changing experience.

- Opportunity to give a 5 minute presentation during the event
- Your corporate signage displayed at the event. To be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Quarter page advertisement and company recognition in ASSCT Newsletter
- Acknowledgement as the Keynote Speaker Sponsor during the Conference



## FOOTPRINTS SPONSOR - \$1,000

Always look where you're going. With these footprints, placed in the exhibition area, you can direct attendees to your booth. Mark out the path to your stand using floor tiles leading participants directly to you. Footprints to be provided by sponsor.

- Opportunity to give a 5 minute presentation during the event
- Your corporate signage displayed at the event. To be supplied by sponsor.
- Logo displayed on the ASSCT website and hyperlinked to your company website
- Marketing /promotional material in Delegate packs
- Quarter page advertisement and company recognition in ASSCT Newsletter







## SPONSORSHIP APPLICATION FORM

#### WE WISH TO PARTICIPATE AS A SPONSOR OF THE 2023 ASSCT CONFERENCE TO BE HELD FROM TUESDAY 18 APRIL TO THURSDAY 21 APRIL 2023 IN THE CAIRNS CONVENTION CENTRE, CAIRNS CITY, QLD.

COMPANY NAME	
COMPANY ABN	
Name of Contact Person (Please Print)	
Postal Address for Contact Person	
Telephone number for Contact Person	
Mobile number for Contact Person	
Email address for Contact Person	

SPONSORSHIP PACKAGES (PLEASE TICK PREFERENCE)				
	Principal Sponsor	\$11,000		
	Gold Sponsor	\$8,800		
	Silver Sponsor	\$5,500		
	Bronze Sponsor	\$3,300		
	Elementary Sponsor	\$1,100		
	Happy Hour Sponsor	\$1,500		
	Lounge Sponsor	\$5,500		
	Delegate Backpack Sponsor	\$5,000		
	Merchandise Sponsor	\$3,500		
	Barista Sponsor	\$5,000		
	Keynote Speaker Sponsor	\$1,500		
	Footprints Sponsor (FIG)	\$1,000		

I/ WE AGREE TO THE TERMS AND CONDITIONS SET OUT IN THIS CONFERENCE SPONSORSHIP AND EXHIBITION PROSPECTUS Signature
Date

PLEASE RETURN THIS FORM TO: ASSCT Admin: Sarah Edwards Office Number: (07) 4954 3956 Email Address: admin@assct.com.au For any further inquiries, please contact: General Secretary: Rod Steindl

Email Address: secretariat@assct.com.au

Mobile Number: 0439 427 680



## **INDUSTRY EQUIPMENT EXHIBITION**



The 2023 ASSCT Industry Equipment Exhibition will be held from Tuesday 18 April to Friday 21 April 2023, in the Cairns Convention Centre, Cairns City, QLD.

It is proposed that the Exhibition will be set up on Tuesday 18 April and conduct the official opening of the exhibition prior to the start of the Welcome Drinks Function, Tuesday evening. The program will run to Friday including field trips with exhibitors packing up during this time on Friday 21 April 2023.

Morning and afternoon tea and coffee will be provided in the Exhibition area during breaks in Conference sessions. Lunch will be provided to Conference delegates as part of the Registration Fee and will be served in the Industry Equipment Exhibition.

The exhibition application fee includes one full conference registration per booth. Additional booth staff will need to be registered and paid for. It is important that all booth occupiers complete the conference registration process.





Conference delegates represent a broad cross-section of the sugar industry and include factory personnel (managers, engineers and chemists), field personnel (cane inspectors, transport staff and cane growers), research workers and overseas visitors.

It is important that Exhibitors reserve their space with an early application. The IEE is currently limited to 56 booths. While every application is important, preference must be given in order to sponsors, early applications and then late applications.

Two size booths will be available for the 2023 Industry Equipment Exhibition. Cost per 3m x 3m booth will be \$3400 and 3m x 2m booth will be \$3150. Unfortunately, costs have been increased for this conference because of the significantly higher costs being imposed on ASSCT by the Local suppliers.

All costs are GST inclusive. The application Form with Terms and Conditions is attached. The ASSCT Executive discourages any function held away from the Conference Centre during business hours 0800 - 1730.



#### Note:

The information in this brochure and the Conference information is available on the ASSCT website at https://www.assct.com.au/conference/industry-equipment-exhibition/applications

## **INDUSTRY EQUIPMENT EXHIBITION**

NQ Exhibitions have been appointed as the official exhibition boothing and furniture supplier. They will be available to assist you with your furniture hire, lighting, power, signage, booth and custom display requirements.

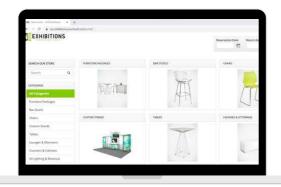


Official Exhibition Boothing & Furniture Supplier

#### **Exhibitor Care Programme**

You will receive service through their Exhibitor Care Programme which includes:

- Convenient online ordering through the online shop
- Access to a dedicated exhibitor coordinator for all your requirements
- Operational support for corporate owned displays
- 24/7 on call staff for the duration of the event



#### **Booking your exhibition needs**

You will receive an email with link to the online shop on the NQ Exhibitions website. The shop will allow you to browse and book items from their extensive range. If you would like to book and order in the meantime, please go to our online shop <u>here</u>.

## Exhibitor Order Cut-off: 3rd April 2023

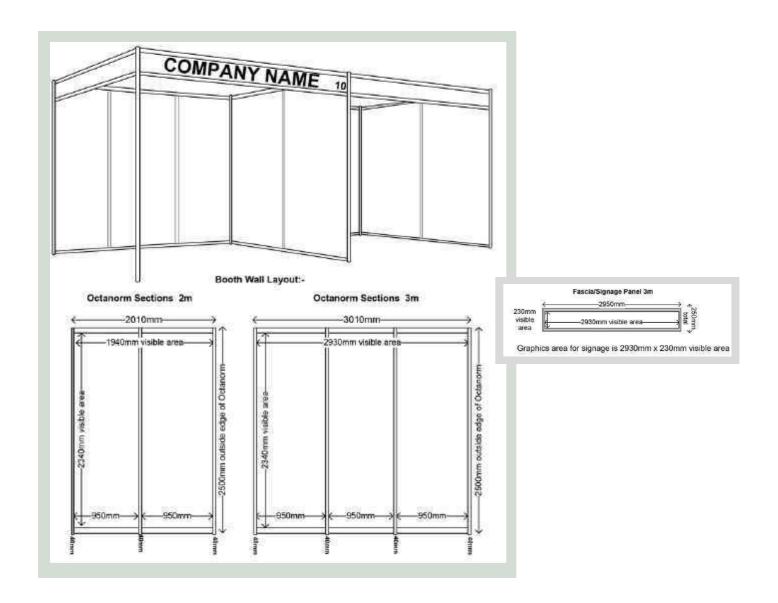
NQ Exhibitions

224-226 Spence St, Cairns, QLD 4870

Telephone: +61 07 4041 2703 Facsimile: +61 07 4041 2701

Email: admin@nqexhibitions.com.au Website: www.nqexhibitions.com.au

### 3M x 2M OCTANORM BOOTH



#### **About Your Booth**

The exhibition booth framework is constructed from aluminium "Octanorm" professional Framework:

display system components.

Walls: Booth walls are white melamine.

Fascia: The white fascia panels has a visible area of 230mm. A fascia is provided for all open sides of

the booth.

Signage: One sign is provided for the fascia panel on each booth. This sign is a standard style, limited

to 28 letters. Logos and corporate fonts are available for an additional charge.

Dual 60 watt track mounted spotlights will be installed on the fascia pointing at the back Spotlights:

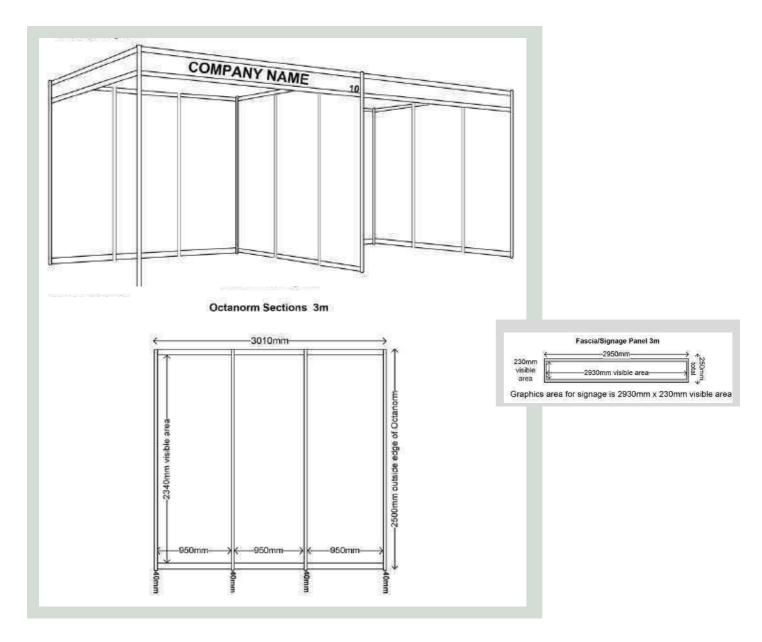
wall of each exhibition booth.

Power: A 4amp power supply is included in the booth package.

Additions and modifications to the exhibition booth may be ordered direct from NQ Additions:

Exhibitions prior to the event.

### 3M x 3M OCTANORM BOOTH



#### **About Your Booth**

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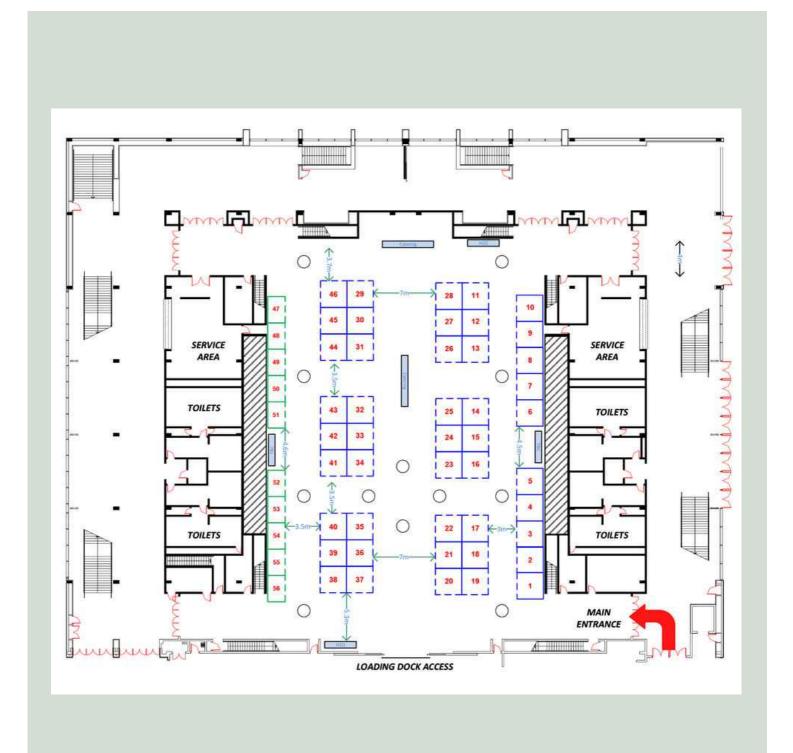
wall of each exhibition booth.

Power: A 4amp power supply is included in the booth package.

Additions: Additions and modifications to the exhibition booth may be ordered direct from NQ

Exhibitions prior to the event.

## **FLOOR PLAN**



## **INDUSTRY EQUIPMENT EXHIBITION APPLICATION**

WE WISH TO PARTICIPATE IN THE 2023 INDUSTRY EQUIPMENT EXHIBITION TO BE HELD FROM TUESDAY 18 APRIL TO FRIDAY 21 APRIL 2023 IN THE CAIRNS CONVENTION CENTRE, CAIRNS CITY, QLD.

COMPANY NAME		
COMPANY ABN		
Name of Booth Organiser (Please Print)		
Postal Address for Booth Organiser		
Telephone Number for Booth Organiser		
Mobile Number for Booth Organiser		
Email address for Booth Organiser		
<b>3m x 3m Booth:</b> No of booths required. First booth @ \$3400, second & subsequent booths @ \$3100 each. All pricing is inclusive of GST		
<b>3m x 2m Booth:</b> No of booths required. First booth @ \$3150, second & subsequent booths @ \$2850 each.		
One Conference Registration is provided to the primary occupier of a booth at the Industry Equipment		

Exhibition which includes full access to:

- Welcome Function
- Industry Equipment Exhibition
- Technical Sessions
- Morning/afternoon teas & lunches
- Happy Hour

- Gala Dinner
- Field Trip
- Delegate pack
- USB containing conference proceedings

Exhibitors may also require extra assistance at their booth.

All Exhibition Support Staff must be registered for the relevant ticket type which includes access to:

- Industry Equipment Exhibition
- Welcome Function
- Technical Sessions
- Morning/afternoon teas & lunches
- Happy Hour
- Delegate pack
- USB containing conference proceedings

Please note: Exhibition Support Staff registrations do not include field trip or attendance at the Conference Dinner. Tickets to this function can be purchased separately.

## **TERMS & CONDITIONS**

#### 1. TERMS OF REFERENCE

- 1.1. In these terms and conditions of Contract the following terms shall have the following meanings:
  - Conference shall mean the annual Australian Society of Sugar Cane Technologists (ASSCT) Conference;
  - Contract means this agreement for a booth at the Industry Equipment Exhibition entered into between the Organisers and the Exhibitor which incorporates these terms and conditions;
  - **Exhibition Contractor** shall mean the company supplying the exhibition shells to the ASSCT; **Exhibitor** shall include all employees, servants and agents of any company, partnership, firm or individual to whom spaces have been allocated for the purpose of equipment exhibiting;
  - **Exhibits** means all and any objects, items, documents, equipment, machinery photographs, charts, goods and products used or displayed at the Conference;
  - **Industry Equipment Exhibition** means the period that the Exhibits are displayed at the Conference;
  - **Organisers** shall mean the Conference Organising Committee as appointed by the Executive Committee of the ASSCT, PO Box 5596, Mackay Mail Centre QLD 4741;
  - **Exhibition Coordinator** shall mean the person selected by the Conference Organising Committee to coordinate the setting up and operation of the Industry Equipment Exhibition.

#### 2. APPLICATION FOR PARTICIPATION

- 2.1. The application shall be submitted to the Organisers accompanied by the required deposit. The submission of the deposit shall be deemed to be confirmation of acceptance of these TERMS AND CONDITIONS OF CONTRACT.
- 2.2. The Organisers reserve the right to accept or refuse any application without giving any reason.

#### 3. ALLOCATION OF BOOTHS

- 3.1. Booths will be allocated on a first come-first served basis with the exception that Principal & Gold Sponsors will be given first preference.
- 3.2. The Organisers reserve the right to change the booth allocated to the Exhibitor at any time prior to the commencement of the Industry Equipment Exhibition.

#### **TERMS & CONDITIONS**

#### 4. USE OF BOOTHS

- 4.1. Exhibitors are bound to exhibit their products during all hours of operation of the Industry Equipment Exhibition.
- 4.2. Exhibitors will be liable for any damage to the walls of booths, or walls of the Cairns Convention Centre (CCC), in which their exhibits are placed and must not paint or otherwise alter the floors, ceilings, pillars or walls of the MECC.
- 4.3. Should an Exhibitor require special walls or flooring or require heavy or bulky items to be placed in their designated booth area, they must contact the Exhibition Contractor with their special requirements. All costs will be at the Exhibitors expense and arrangement.
- 4.4. The use of nails and/or screws on walls or floors is strictly prohibited. Any damage will be charged to the individual Exhibitor operating their booth.
- 4.5. Flammable and toxic products such as solvents, gases, or combustible liquids must not be brought into the Industry Equipment Exhibition without the prior approval of the Exhibition Coordinator.
- 4.6. The Exhibitor acknowledges that it is a requirement of Workplace, Health and Safety that no exhibit extends into the aisles of the Industry Equipment Exhibition.
- 4.7. Exhibitors must keep their display within the confines of their designated booth area. In exceptional circumstances, this ruling may be waived, if the Exhibitor seeks and obtains prior approval from the Exhibition Coordinator.

#### 5. TERMS OF PAYMENT

- 5.1. The fee for each 3mx3m booth shall be \$3,400 (inc GST). The fee for any additional 3mx3m booths shall be \$3,100 (inc GST) per booth.
- 5.2 The fee for each 3mx2m booth shall be \$3,150 (inc GST). The fee for any additional 3mx2m booths shall be \$2850 (inc GST) per booth.
- 5.3. A deposit of \$300 for each booth is payable upon issue of tax invoice. The balance shall be paid by 28 February 2023. Payment by the stipulated date is a pre-requisite to participate in the Industry Equipment Exhibition.
- 5.4. In the event of default in payment by the stipulated date, the Organisers reserve the right to refuse participation, and to claim all dues from the defaulting Exhibitor who shall not be entitled to any form of compensation.

#### 6. WITHDRAWAL BY EXHIBITOR

6.1. If an Exhibitor cancels the booth allocated after the deposit has been paid, the Exhibitor will forfeit the deposit paid. If cancellation occurs less than thirty days prior to the commencement of the Industry Equipment Exhibition, fifty (50) per cent of the cost of the booth will be retained by the Organisers.

#### **TERMS & CONDITIONS**

#### 7. CHANGES

- 7.1. The Organisers reserve the right to change the venue and duration of the Industry Equipment Exhibition, if circumstances demand. In the event of a change of venue and/or duration, the agreement to participate shall remain in force, so long as the Exhibitor is informed at least one month before the commencement date of the Conference and Industry Equipment Exhibition.
- 7.2. In the event of a change of venue, change of date or cancellation of the Industry Equipment Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with their booking.

#### 8. MOVEMENT OF EXHIBITS

- 8.1. The Exhibitors are responsible for arranging the transport of their exhibits at their own expense to and from the Industry Equipment Exhibition venue.
- 8.2. Exhibitors must make their own arrangements for freight, storage and warehousing of their exhibits, according to the guidelines of the ASSCT circulars. CCC may store gear for up to 2 weeks prior.
- 8.3. Exhibitors must remove all exhibits from the CCC at the conclusion of the Industry Equipment Exhibition within the period stipulated by the Organisers, and shall indemnify the Organisers against any loss by reason of delay or damage to the Centre.

#### 9. FAILURE OF SERVICES

- 9.1. The Organisers shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension or reduction of the scheduled Industry Equipment Exhibition from the period advertised or specified due to:
  - (a) Force Majeure.
  - (b) Acts of War, Military Activity, Municipal Statutory, Civil authority requisition or acts of
  - (c) Fire, flood, tempest, excessively inclement weather, earthquake or a combination of the same.
  - (d) Damage caused by an aerial object or aircraft.
  - (e) Strikes or lockouts by workmen AND in the event the Industry Equipment Exhibition is cancelled, reduced or postponed then and in any event the fees paid to the Organisers, or any part thereof may be refunded at the absolute discretion of the Organisers to the Exhibitor BUT without prejudice to the Organiser's right to appropriate the entire sum or any part thereof for its own purpose.

#### 10. SECURITY

10.1. The Organisers shall take security precautions in the interest of the Exhibitors and visitors. However, the Organisers shall not be held responsible for any loss, theft of or damage to exhibits at the Industry Equipment Exhibition during the build-up, exhibition and dismantling period. The Organisers shall not be held responsible for any loss of or damage to exhibits or any articles belonging to the Exhibitor.

#### **TERMS & CONDITIONS**

#### 11. INSURANCE, LIABILITY AND RISKS

- 11.1. All Exhibitors must insure, indemnify and hold the Organisers harmless in respect of all damages, injuries, costs, claims, demands, expenses and interest for which the Organisers may become liable as a result of injury, loss or damage arising to any persons howsoever caused while such person or persons are upon, examining or passing the Exhibitor's Industry Equipment Exhibition booth, during the course of the Industry Equipment Exhibition.
- 11.2. The liability or risks of the employees, agents or exhibits shall be the sole responsibility of the Exhibitor.
- 11.3 All Exhibits shall be at the risk of the Exhibitor and the Organisers shall not be held responsible for any theft, loss or damage of Exhibits prior to, during or after completion of the Industry Equipment Exhibition. Exhibitors shall effect and maintain insurance for an amount equal to or greater than the value of the Exhibits.
- 11.4. All care must be taken by the Exhibitor to ensure that persons visiting their booth cannot be injured or damaged in any way by their exhibit.
- 11.5. All activities carried on at the Industry Equipment Exhibition must comply with the Queensland Workplace Health and Safety Act.
- 11.6. Prior to the Industry Equipment Exhibition, Exhibitors MUST ensure that all electrical equipment, leads, switchboards and plugs are tested and tagged in accordance with the Australian Standard 3760.

#### 12. SERVICE CONNECTIONS

12.1. Wireless internet may be available at the conference venue.

#### 13. SUPPLEMENTARY CLAUSES

- 13.1. Whenever necessary, the Organisers shall have the right to issue supplementary regulations or instructions in addition to those contained in this Contract to ensure the smooth management of the Industry Equipment Exhibition. Any additional written regulations or instructions shall form part of the TERMS AND CONDITIONS OF CONTRACT and they shall be binding on the Exhibitor.
- 13.2. A copy of the CCC Terms and Conditions will also be provided to you. Exhibitors must ensure these conditions are adhered to.



18-21 APRIL 2023 CAIRNS CONVENTION CENTRE