

45th ANNUAL CONFERENCE:

PROFITABILITY SUSTAINABILITY ADAPTABILITY

16-19 APRIL 2024
Townsville Entertainment and Convention Centre



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the PRESIDENT'S MESSAGE

I am delighted to announce the upcoming Australian Society of Sugar
Cane Technologists (ASSCT) Conference, which will be held in the vibrant
city of Townsville from 15th to 19th April 2024. As the President of ASSCT, it is my
honour to extend a warm invitation to all of you to participate in this esteemed event.

The 2024 conference holds special significance as it revolves around the theme of "Profitability, Sustainability, and Adaptability" This theme aptly reflects the everchanging landscape of our industry and the crucial role that adaptability plays in navigating the challenges and opportunities that lie ahead. By embracing sustainability and adaptability we can secure a prosperous and resilient future for the sugar industry.

To ensure that this conference is a resounding success and delivers valuable insights to all participants, we are calling for conference papers that align with the theme. We encourage researchers, experts, and professionals from all corners of the sugarcane community to submit their contributions. Whether it's innovative farming practices, cutting-edge technological advancements, or sustainable solutions, your expertise can pave the way for a sustainable and successful industry.

As we gather in Townsville, let us seize this opportunity to share knowledge, exchange ideas, and foster meaningful connections with fellow professionals. Our collective efforts will shape the future of sugar cane technology and ensure its continued prosperity in the face of evolving global challenges.

I encourage each one of you to mark your calendars for this momentous occasion. Let us come together and celebrate the achievements of our industry while working collaboratively to chart a course towards a sustainable and adaptive future. We anticipate a high level of interest and participation, so early engagement is encouraged.

Thank you for your continued support and commitment to the Australian Society of Sugar Cane Technologists. I eagerly await the opportunity to welcome you all in person to the ASSCT Conference 2024 in Townsville.

Mr. Jay Venning

President

Australian Society of Sugar Cane Technologists







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 emerging professionals.

The 2024 ASSCT
Annual Conference will bring together stakeholders including the best researchers, key industry sectors and Australia's sugar cane institutions.



Did you know?

- The conference has been attended by an average of over 350 delegates for the past 2 years.
- The 2023 conference was represented by delegates and exhibitors from over 10 different countries.



The Townsville Entertainment & Convention Centre is a versatile facility in northern Australia. The Centre is centrally located overlooked by Townsville's iconic Castle Hill and is positioned on the waterfront, which is within close distance to Magnetic Island, the central business district, the Strand precinct and is close to many hotels and restaurants.

Townsville continues to grow into an exciting hub for business and events. Your options in Townsville are unlimited with the very best of everything from excellent accommodation, tours and attractions, and the North's best restaurants.

Townsville Entertainment & Convention Center

The Townsville Entertainment & Convention Centre plays host to a variety of events including concerts, public and trade exhibitions, conferences, gala banquets and sporting events.



2024

SPONSORSHIP PACKAGES

The ASSCT offers
Sponsorhips for the Annual
Conference. These
Sponsorships need to be
organised well in advance of
the Conference.



SPONSORSHIP PACKAGES

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

EXCLUSIVE OPPORTUNITY

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 Signage to be supplied by sponsor
- Logo displayed on the ASSCT website and hyperlinked to your company website
- No less than 4 social media promotions
- Marketing /promotional material in Delegate packs
- Full page advertisement and company recognition in ASSCT Newsletter
- Acknowledgement as the Happy Hour Sponsor during the Conference



EXCLUSIVE OPPORTUNITY

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. Signage 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

EXCLUSIVE OPPORTUNITY

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. Signage 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

EXCLUSIVE OPPORTUNITY

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



EXCLUSIVE OPPORTUNITY

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. Signage 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

SPONSORSHIP APPLICATION FORM

WE WISH TO PARTICIPATE AS A SPONSOR OF THE 2024 ASSCT CONFERENCE TO BE HELD FROM TUESDAY 16 APRIL TO THURSDAY 19 APRIL 2024 IN THE TOWNSVILLE ENTERTAINMENT AND CONVENTION CENTRE.

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

SPONSORSHIP PACKAGES (PLEASE TICK PREFERENCE)					
	Platinum Sponsor	\$11,000			
	Gold Sponsor	\$8,800			
	Silver Sponsor	\$5,500			
	Bronze Sponsor	\$3,300			
	Elementary Sponsor	\$1,100			
	Happy Hour Sponsor	\$2,500			
	Delegate Backpack Sponsor	\$5,000			
	Merchandise Sponsor	\$3,500			
	Barista Sponsor	\$5,000			
	Keynote Speaker Sponsor	\$1,500			

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: Monica Lumsden
Office Number: (07) 4954 3956
Email Address: admin@assct.com.au

For any further inquiries, please contact:

General Secretary: Rod Steindl Mobile Number: 0439 427 680

Email Address: secretariat@assct.com.au



INDUSTRY EQUIPMENT EXHIBITION

The 2024 ASSCT Industry
Equipment Exhibition will be
held from Tuesday 16 April to
Friday 19 April 2024, in the
Townsville Entertainment and
Convention Centre,
Townsville, QLD.



INDUSTRY EQUIPMENT EXHIBITION



The 2024 ASSCT Industry Equipment Exhibition will be held from Tuesday 16 April to Friday 19 April 2024, in the Townsville Entertainment and Convention Centre.

It is proposed that the Exhibition will be set up on Tuesday 16 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 from Thursday after 3.45pm.



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 crosssection 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 55 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 2024 Industry Equipment Exhibition. Cost per $3m \times 3m$ booth will be \$3400 and $3m \times 2m$ booth will be \$3150.

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.

INDUSTRY EQUIPMENT EXHIBITION

Compass Events Hire has 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.

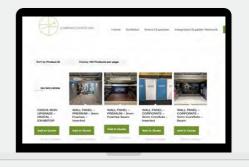


Official Exhibition Boothing & Furniture Supplier

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 Compass Events Hire 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: 18th March 2024

Compass Events Hire
PO Box 896
Main Beach, Queensland 4217
Telephone: +61 <u>0414 460 232</u>

Email: <u>sales@CompassEvents.com.au</u>
Website: www.compassevents.com.au

ABOUT YOUR BOOTH



Display Panels: Aluminium framed, Velcro adhesive, silver Vertiface wall (1m w x 2.3m h)

Booth Sizes: 2m d x 3m w x 2.3m h or;

3m d x 3m w x 2.3m h

Fascia: Aluminium framed, Velcro adhesive, silver Vertiface fascia (3m x 0.3m) above panel.

Accessories: All electrical equipment is tested & tagged and installed by professionally trained staff

Power: 1 x 4 amp power point (connected to venue source points)

Lighting: 2 x 25 watt LED spotlights installed at the sides of the display booth

Signage: 1 x (1.8m x 0.2m) single colour text, 30 capital letters

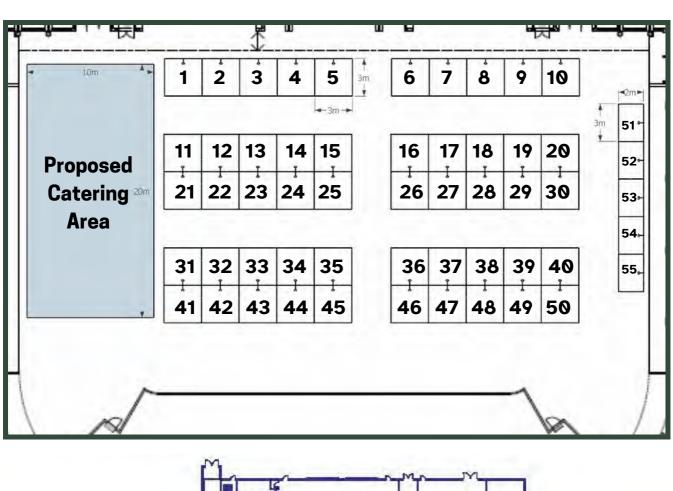
Upgrades: All electrical equipment is tested & tagged and installed by professionally trained staff

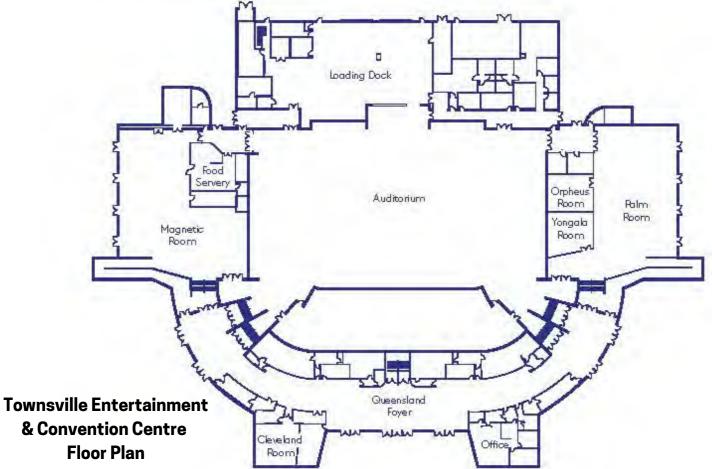
Signs: Full colour text & graphics

Furniture: Corporate, premium & designer

Rules of use: Velcro dots & strips only. No adhesive staples, pins, screws, bolts.

FLOOR PLANS





INDUSTRY EQUIPMENT EXHIBITION APPLICATION

WE WISH TO PARTICIPATE IN THE 2024 INDUSTRY EQUIPMENT EXHIBITION TO BE HELD FROM TUESDAY 16
APRIL TO FRIDAY 19 APRIL 2024 IN THE TOWNSVILLE ENTERTAINMENT AND CONVENTION CENTRE

COMPANY NAME	
COMPANY ABN	
Name of Booth Organiser (Please Print)	
Postal Address of Company	
Telephone Number for Booth Organiser	
Mobile Number for Booth Organiser	
Email address for Booth Organiser	
3m x 3m Booth: No of booths required. First booth @ \$3400, second & subsequent booths @ \$3100 each (Inc GST) *Please provide top 6 booth number preferences at the time of booking	
3m x 2m Booth: No of booths required. First booth @ \$3150, second & subsequent booths @ \$2850 each (Inc GST) *Please provide top 3 booth number preferences at the time of booking	
One Conference Registration is provided to the primary occupier of	a booth at the Industry Equipment Exhibition

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.

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. 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 Platinum & 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.

SPONSORSHIP AND 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 Townsville Entertainment & Convention Centre (TECC), in which their exhibits are placed and must not paint or otherwise alter the floors, ceilings, pillars or walls of the TECC.
- 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 2024. 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.

SPONSORSHIP AND EXHIBITION 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. TECC may store gear for up to 2 weeks prior.
- 8.3. Exhibitors must remove all exhibits from the TECC 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 Terrorism.
 - (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.

SPONSORSHIP AND EXHIBITION 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 TECC Terms and Conditions will also be provided to you. Exhibitors must ensure these conditions are adhered to.



16-19 APRIL 2024

TOWNSVILLE ENTERTAINMENT AND CONVENTION CENTRE