

BIOENERGY STRONG 2018

DRIVING COMMERCIAL OUTCOMES

17-18 OCTOBER

SPONSORSHIP PROSPECTUS

 **BIOENERGY
AUSTRALIA**
FUEL | GAS | HEAT | POWER

The last 12 months for Bioenergy Australia have been incredible and we are looking forward to highlighting the significant industry advancements at the upcoming Bioenergy Strong 2018 – National Conference.

Since July 2017 we have welcomed a 41% growth in membership, with the majority of those from the commercial sector and include large corporate supporters of Bioenergy and Biofuels such as Qantas, Virgin, Optimal, Aquatec Maxcon, BPO Limited, ENEA, Southern Oil, Biodiesel Industries Australia to name a few. We look forward to showcasing our deeper connection with the Bioenergy Industry at the conference, and feel it is a perfect time to hold a conference that is focussed on Driving commercial outcomes in the Bioenergy sector.

Some of the upcoming highlights for Bioenergy Australia include:

- Bioenergy Strong 2018 – National Conference in Brisbane, October 2018
- Inaugural Bioenergy Innovation Awards program
- Deliver a strong advocacy agenda for the next Federal election and upcoming State elections
- Increasing our IEA Task involvement from 5 to 7 Tasks in 2019
- Develop support tools and content to encourage local bioenergy initiatives
- Delivering an all of sector report
- The State of Bioenergy in Australia

Over the last 12 months we have advocated for and connected the Industry, some of the achievements include:

- Creating 4 National Working Groups: Liquid Biofuel Committee, Biogas Taskforce, Heat and Power Committee and Municipal Waste Taskforce
- Responding to 7 Government submissions
- Since September 2017 have held over 50 meetings with Federal and State Ministers and staffers
- Being appointed on 6 Committees including:
 - International Energy Agency
 - Bioenergy, Australian Exco
 - Committee Member
 - Member of the Commonwealth Fuel Standards Consultative Committee



Member of the NSW Forest Industries Taskforce R&D Advisory Group
Member of the ACCC Fuel Consultative Committee
Member of the NSW Government Biofuels Expert Panel
Member of the QLD Bio futures Industry Advisory Group

- Launch of the QUT Biofuels to Bioproducts report at Parliament House Canberra and Parliament House NSW
- Bioenergy Australia participated in:
 - The Commonwealth Department of Environment and Energy Biofuels Roundtable
 - A Transport roundtable hosted by Mark Butler MP and Anthony Albanese MP
- Bioenergy Australia was invited by the NSW Deputy Premier to attend his Boardroom lunch on Energy in May

In addition to above, we have refreshed the organisation and profiled the industry

- Launching a new website, socials and newsletter
- Delivery of the 2017 National Conference
- Joining forces with the Biofuels Association of Australia
- Driving a strong level of engagement with IEA Bioenergy
- Initiating a formal collaboration with Bioenergy Association of New Zealand
- We have pushed out over 11 press releases to media and achieved some significant press including:
 - Biofuel, the forgotten renewable energy by Cole Latimer (SMH, AGE, Canberra Times and nationally syndicated)
 - Sky News on the Hour with Bob Katter & Heather Bone
 - Biofuel targets could add \$1 billion, thousands of jobs for regions if national mandate introduced, ABC Rural By Cassandra Hough
 - Report: Biofuels mandate would address inadequate policy, The Land Sydney
 - ABC TV National News - a live interview with BA CEO
- Appointment of a new team to the Board
- Recruited a new team of staff for the organisation

We are committed to accelerating Australia's bioeconomy. Our mission is to foster the bioenergy sector to generate jobs, secure investment, maximise the value of local resources, minimise waste and environmental impact, and develop and promote national bioenergy expertise into international markets. I look forward to seeing you at the Conference and hope that you will see sponsorship as a valuable opportunity for your organisation.



Shahana McKenzie
CEO
Bioenergy Australia

ON BEHALF OF BIOENERGY AUSTRALIA, WE WOULD LIKE TO INVITE YOU TO SUPPORT THE 19TH BIOENERGY AUSTRALIA NATIONAL CONFERENCE. THE CONFERENCE WILL BE HELD IN BRISBANE FROM THE 16TH TO 19TH OF OCTOBER 2018 AT THE STUNNING STATE LIBRARY OF QUEENSLAND.

This prospectus outlines the sponsorship and exhibition opportunities available to you to promote your company and increase its profile to a diverse group of over 200 professionals working in bioenergy.

Bioenergy Australia has to-date held eighteen very successful conferences and integrated exhibitions from 2000 – 2017, the most recent conference being held in Sydney during November. Over the past several years this conference has attracted between 200 – 300 delegates from across Australia and from overseas.

The conference theme this year is “Bioenergy Strong – Driving Commercial Outcomes”. The aim of this Conference is to empower, share knowledge, and connect Australian bioenergy producers, investors, researchers, and users to make Australia’s bioeconomy world-class. Bioenergy Australia is keen to see commercial growth in the industry that takes advantage of bioenergy’s unique potential – from reliable, dispatchable electricity through to advanced biofuels and new regional industries.



The conference will seek to enhance commercial outcomes for industry. The program for the Bioenergy Australia 2018 National Conference will consist of:

- Two full days of conference sessions on Wednesday 17 and Thursday 18 October at the State Library of Queensland
- Welcome Reception on Tuesday 16 October at the Queensland Gallery of Modern Art (QGOMA)
- Bioenergy Innovation Awards Dinner on Wednesday 17 October on the Maiwar Green between the State Library of Queensland and the QGOMA
- The trade exhibition will be located on the terrace next to the conference session rooms and is where delegates will congregate for morning/afternoon teas and lunches each day, as well as pre-Awards dinner drinks
- Optional site tours will be held on Friday 19 October

We look forward to welcoming and working with you as a valued partner of the Bioenergy Strong 2018 Conference in Brisbane.

For all sponsorship enquiries please contact:

Catherine Scheen

Bioenergy Australia

catherine@bioenergyaustralia.org.au

+61(0)424184469

SPONSORSHIP OPPORTUNITIES

If the below opportunities do not address your company's needs, we will gladly consider other suggestions.
Please email: catherine@bioenergyaustralia.org.au

All sponsorship amounts are in Australian dollars and include GST.

PRINCIPAL SPONSORS	PLATINUM (EXCLUSIVE) \$11,000	GOLD \$7,500	SESSION SPONSOR \$5,500	BIOENERGY INNOVATION AWARDS \$10,000
Company representative introduces a conference session	* Conference welcome/opening	*Including Welcome drinks	✓	
Company logo in Final Program Book, Website (with hyperlink)	✓	✓	✓	✓
Logo on relevant marketing communications	✓	✓	✓	✓
Logo on screen	✓	✓	✓	✓
Company overview & contact details in Final Program Book	150 words	100 words	75 words	75 words
Insert in delegate satchel (sponsor to supply) e.g promo item	1	1	1	1
Sponsor recognition throughout conference	✓	✓	✓	* Only at awards function
Delegate list (name, organisation and state only) in accordance with Privacy Legislation	✓	✓	✓	✓
Banners to be displayed (sponsor to supply)	4	2	2	2
Full 2 day conference tickets (including all social functions)	3	2	1	1
Complimentary ticket to the off-site tour on Friday 19 October	1	1	1	1
Table display within exhibition zone	1	1	1	
Opportunity to give a welcome address at the Conference Dinner (5 minutes)				* Only at awards function
Delegate satchel sponsorship (logo on satchel)	✓			
Additional tickets to conference and functions discounted to cost price	✓	✓	✓	✓
Opportunity to implement additional sponsorship activation activity	✓			

ADDITIONAL SPONSORSHIP PACKAGES AVAILABLE

COFFEE CART SPONSOR

SOLD OUT
\$3,500 | EXCLUSIVE

Branding on coffee cart and cups throughout the conference duration

- Product included in the cost
- Acknowledgement as an Additional Sponsor in the Final Program

PRE-AWARDS DRINKS ON THE TERRACE

SOLD OUT
\$3,500

Naming rights to 1 hour of drinks 5-6pm

- Logo on all marketing for the event, including drink coasters and napkins
- Opportunity for sponsor to deliver at event activation

DELEGATE LANYARD SPONSOR

SOLD OUT
\$2,000 | EXCLUSIVE

Company logo displayed on delegate's lanyard worn by all delegates for the conference duration

- Product included in cost
- Acknowledgement as an Additional Sponsor in the Final Program

DELEGATE NAME BADGE SPONSOR

\$1,500 | EXCLUSIVE

- Company logo displayed on delegates' name badges worn by all delegates for the conference duration
- Product included in cost
- Acknowledgment as an Additional Sponsor in the Final Program

AWARDS CATEGORY SPONSOR

\$2,500 | 6 AVAILABLE

ONLY 4 LEFT!

- Company representative to call out winner on stage and present award
- Ticket to the Awards function
- Additional tickets to be purchased at cost price
- Company logo displayed in Awards marketing and presentation slides
- Acknowledgment as an Additional Sponsor in the Final Program

EXHIBITOR

\$2,750

- One (1) trade table display (trestle table, cloth, power access & 2 x chairs)
- One (1) complimentary exhibitor pass (access to conference sessions)
- Acknowledgment as an Exhibitor in the Final Program
- Acknowledgment as an Exhibitor on the Sponsor Board displayed prominently for the duration of the conference

SATCHEL INSERT

\$395

- One (1) company insert included in the delegate satchel (sponsor to supply insert)

IF NONE OF THE SPONSORSHIP OPPORTUNITIES APPEAL, WE WOULD BE HAPPY TO TAILOR AN INDIVIDUAL PACKAGE TO SUIT YOUR NEEDS! YOU MAY EVEN CONSIDER SOME OF THE BELOW IDEAS:

- Branded sustainable drinking water bottles
- Magnum icecream for afternoon tea
- Mobile phone charge bar
- Popcorn station
- Pick 'n' Mix lolly station
- Fresh Juice station

APPLICATION FORM

Contact:			
Position:			
Company:			
Address:			
Suburb:	State:	Postcode:	Country:
Telephone:	Mobile:		
Email:			

SPONSORSHIP OPPORTUNITIES

All sponsorship amounts are in Australian dollars and include GST.

Platinum	\$11,000	☐
Gold	\$7,500	☐
Silver	\$5,500	☐
Bioenergy Innovation Awards	\$10,000	☐
The Great Debate	\$11,000	☐
Pre-awards Drinks On The Terrace	\$2,000	☐
Delegate Lanyard	\$1,500	☐
Delegate Name Badge	\$1,500	☐
Awards Category Sponsor	\$2,500	☐
Satchel Insert	\$395	☐

Exhibitor
Table Display \$2,750 each ☐ QTY

Upon receipt and processing of your application, Catherine Scheen, Bioenergy Australia will confirm your participation with a confirmation email and tax invoice.

Signed:	Date:
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TERMS & CONDITIONS: Sponsorship will only be allocated on receipt of the signed sponsorship and exhibition application form. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the total amount of sponsorship, which must be paid within 30 days and no later than 45 days prior to the conference. All cancellations or alterations must be made in writing to Catherine Scheen, Bioenergy Australia.

If cancellation is received in writing:

- On or before 17 September 2018 - \$100 cancellation fee will apply
- After 17 September 2018 – No refund will be given

PLEASE COMPLETE AND FORWARD APPLICATION TO:

Catherine Scheen, Bioenergy Australia
EMAIL: catherine@bioenergyaustralia.org.au