



SPONSORSHIP PROSPECTUS

2025 AUSTRALASIA-PACIFIC EXTENSION NETWORK INTERNATIONAL CONFERENCE

Brisbane Showgrounds
Brisbane, Queensland

Tuesday 14 to
Thursday 16 October

www.apen.org.au



ABOUT US



About APEN

The Australasia-Pacific Extension Network (APEN) is the leading professional organisation for extension professionals working with people to enable change and innovation in primary industries, natural resource management and communities. With over 400 members across Australia, New Zealand, and beyond, the organisation is leading the resurgence in the profession of extension and facilitating change. APEN members are involved in government and industry agencies, agribusiness, agricultural consulting, community and rural development, adult education, communication, rural health, and educational institutions.

Many different organisations and industries are realising the need to be involved in facilitating change across communities. Everyone has an interest in ensuring that farmers and regional communities are supported toward positive change. To effect these changes, extension practitioners need to learn new skills and draw on the learning and resources of others to improve their practice and theory. APEN's vision is to be the peak body for professionals working with people to facilitate change and innovation in primary industries, natural resource management and communities.



APEN 2025 INTERNATIONAL CONFERENCE

About the Conference

APEN will be holding its next international conference in Brisbane, Queensland. The conference will be face-to-face, attracting around 260 delegates from across Australia and the Asia-Pacific.

The theme for this year's conference is 'Tech + Extension: A Powerful Partnership for Change'. In a rapidly changing world, APEN 2025 will provide an opportunity to appreciate better the new roles and functions played by tech and extension. Together, we will discuss the necessary mindsets, skills and capabilities, approaches, methods and instruments useful to improve effectiveness and impact.

The program will include high-profile and inspirational key note speakers; stimulating and motivating workshops, with opportunities for participants to discuss and share their experiences and learnings. The conference will include field trips and masterclasses, with a strong focus on socialising and networking. Functions include a welcome event and a gala awards dinner and much more.

As a sponsor, you will have the opportunity to identify and target key areas of the conference for promoting your organisation and your work in the areas most aligned with your goals.

Please refer to the conference website for the latest updates:
<https://www.apen.org.au/events/2025-conference>

Meet the team

Caroline Coppo from QDPI is the Conference Convenor, supported by Beck Burgess as the Conference Organiser along with the conference organising committee:

Justine Baillie, USQ
Krystel Gough, BEDA
Emma Grabham, Agrifutures Australia
Shannon Grainger
Alice Long
Peter Long
Jane Oorschot, NQ Drought Hub

Noel Ainsworth, QDPI
Ossie Lang, RMCG
Roy Murray-Prior
Matt Reynolds, Hort Innovation
Lauren Thornton, FRDC
Olivia Weatherburn, Beef & Lamb, NZ
Jane Wightman, Jane Wightman Consulting



APEN 2025 INTERNATIONAL CONFERENCE



True Value

In making a commitment to becoming a sponsor, your company will be assured of high-profile exposure, both at the APEN Conference and via the related promotional activities. This exposure will include using some of the most innovative technology options available. We'll make sure everyone knows that your organisation is leading the way in promoting professional development, and supporting extension to increase the capacity of rural industries, communities, and professionals. You will have access to key stakeholders throughout the conference, including governmental organisations, industry groups, community groups, rural leaders, researchers and much more! Be confident in knowing your sponsorship will enable volunteers and delegates from all over the Asia-Pacific to attend the conference, and access valuable professional development and networking opportunities. There are also opportunities to support registration of disadvantaged participants or students.

The APEN Conference will be promoted broadly across Australia, New Zealand the Pacific and South-East Asia. APEN is expecting over 260 delegates to join us in October 2025 for the conference in Queensland. To secure your place at the APEN Conference, simply choose the sponsorship option that best suits you, by completing and submitting an application form. See the conference website for further information, or if you wish to speak to the Conference Organiser, please call Beck Burgess on 0438 262 966.



SPONSORSHIP OPPORTUNITIES

PACKAGE LEVEL (COST EX. GST) *	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	FRIENDS OF APEN \$500
Recognition as a Platinum Partner	✓				
Complimentary conference registrations – face-to-face	6	4	2	1	
Gala Dinner pass	6	4	2	1	
Access to discounted rates for additional registrations	✓	✓			
Digital conference programme advertisement **	Full Page	Half Page	Quarter Page	Quarter Page	
Address the conference or suggest a speaker	✓				
Opportunity to supply a promotional video	✓				
Logo displayed on delegate lanyard pass	✓	✓			
Promotional item for delegates	✓	✓	✓		
Acknowledgement throughout conference and dinner	✓	✓	✓		
Promotional banner space	2 (main conference venue)	2 (main conference venue)	1	1	
Dedicated expo area	✓	✓			
Corporate logo on all promotional material	✓	✓	✓	✓	
Corporate logo displayed on conference website with link	✓	✓	✓	✓	✓
Receipt of the delegates list with email addresses noting privacy requirements	✓	✓	✓	✓	



ADDITIONAL OPPORTUNITIES

OPPORTUNITY	BENEFITS	COST (EX. GST)
Award Sponsor (2 available)	Opportunity to speak at gala dinner and present award (as well as all Bronze Package offering)	\$3000
Welcome event sponsor (1 available)	Opportunity to speak at the welcome event and/or share a promotional video and (as well as all Silver Package offering)	\$6,000
Field trip sponsor (3 available)	Logo and promotional material on field trip material as well as A) a visit to your location or profile your extension activity B) Input onto filed site locations (as well as all Bronze Package offering)	\$3,000
Keynote speaker sponsor (3 available)	Opportunity to introduce keynote speaker, banner on stage during keynote presentation (as well as all Bronze Package offering). The Organising committee welcomes suggestions on keynote speakers, although APEN will have the final say on the selection and booking keynote speakers.	\$4000
Masterclass sponsor (3 available)	Logo and promotional material at the Masterclass as well as A) a brief presentation aligned with the Masterclass topic or B) Providing an introduction to the Masterclass (as well as all Bronze Package offering)	\$4,000
Morning/Afternoon Tea Sponsor (4 available)	Organisation logo featured on main screen during break and special mention	\$1000
Gala Dinner Sponsor	Opportunity to speak at the Gala Dinner and/or share a promotional video and (as well as all Silver Package offering)	\$6000
APEN Conference App	Exclusive branding rights (as well as all Bronze Package offering)	\$3000
Bursaries (e.g Student/ International etc)	Opportunity to sponsor attendees. Benefits linked to relevant package.	As per ticket pricing

** Logos, banners, and promotional items are to be provided by the sponsoring organisation.

** Publishing deadlines apply to conference programme and promotional material (TBC with organisers).



APPLICATION TO SPONSOR

Please complete this form and return to: info@apen.org.au

Organisation details

Organisation: _____
Contact Name: _____
Telephone: _____
Email: _____
Address: _____
ABN: _____

Please select a Sponsorship Opportunity and/or an Additional Opportunity

SPONSORSHIP OPPORTUNITY	COST
Platinum Sponsor	\$15,000
Gold Sponsor	\$10,000
Silver Sponsor	\$5,000
Bronze Sponsor	\$2,500
Friends of APEN Sponsor	\$500
ADDITIONAL OPPORTUNITY	
Award Sponsor	\$3,000
Welcome Event Sponsor	\$6,000
Field Trip Sponsor	\$3,000
Keynote Speaker Sponsor	\$4,000
Masterclass Sponsor	\$4000
Morning/Afternoon tea sponsor	\$1,000
Gala Dinner Sponsor	\$6,000
APEN Conference App	\$3,000
Bursaries	\$

*WE understand that the sponsorship packages will be awarded strictly in order of receipt of the application form and payment.
I/WE understand we must provide our logo in an applicable format, banners, promotional items, and advertising materials by the due date which will be discussed upon agreement.
I/WE accept APEN's terms and conditions.*

Name: _____

Signed: _____ Date: _____



TERMS AND CONDITIONS

Things you need to know

- The following terms and conditions apply to your application to become a sponsor of the APEN 2025 Conference:
- You (sponsoring organisation) by returning a completed, signed and dated 'Application to sponsor' form accept these terms and conditions.
- We/Us representing APEN and the conference organising committee do not accept responsibility for any errors, omissions or changes.
- Details may change without notice.
- Please refer to the event website for the latest information.

Payment terms

- All prices are quoted in Australian Dollars and exclude 10% GST.
- We will issue a tax invoice for the 'Sponsorship opportunity' and/or the 'Additional opportunity' payment identified on the 'Application to sponsor' form. The tax invoice is payable within 14 days in full.
- All outstanding payments must be paid prior to the APEN 2025 Conference.
- If payment is not received within 30 days, sponsorship preferences may be forfeited.
- If you pay by electronic funds transfer or an international cheque you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay via credit card, a merchant fee may be charged. Debits to your credit card, except for accommodation, will appear as APEN on your statement.

If you need to cancel

- You must notify us in writing if you need to cancel.
- Cancellations made before 29 August 2025 will be refunded less 50% of the total payment price.
- Cancellations made after 29 August 2025 will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.

Event cancellation terms

- The extent of refunds will be a matter for APEN (the underwriter) to decide.
- We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.
- If the event is cancelled due to COVID-19, we will credit sponsorship to a future event, or where necessary at our discretion, refunds will be issued less any costs.

You and your staff – onsite

- Your application to sponsor does not constitute an attendee registration. You will need to do that separately via the relevant form.

Print entitlements

- Logos and/or company names will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be provided in .eps or .ai format (preferred for website).
- No print or web recognition will be given unless Payment Terms have been met.

Privacy statement

- Event organisers, APEN are required to collect contact details of all registered delegates to communicate all relevant event information. Your name and contact information, including electronic address and phone number, may be used by parties directly related to the event such as APEN, approved stakeholders and sponsors for relevant purposes such as promotion, networking and administration of this and future events of this type, and for other communication purposes in accordance with the National Privacy Principles outlined in the Privacy Act 1988. If you do not consent to your contact details being provided to approved stakeholders of the event (such as sponsors) please contact info@apen.org.au
- In addition, your name, position, organisation and state/country of origin may be published on the delegate list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in the delegate list, please contact info@apen.org.au