



Australasian Honey Bee Conference 2021

BETTER BEES ~ BETTER BUSINESS

29 June – 3 July

The University Club of Western Australia

Sponsorship & Trade exhibition

Prospectus



www.honeyresearch.com.au

Welcome

The Bee Industry Council of Western Australia (BICWA) and National Peak body, the Australian Honey Bee Industry Council (AHBIC), have joined together with the Cooperative Research Centre (CRC) for Honey Bee Products to bring you the Australasian Honey Bee 2021 Conference – ‘Better bees, better business’.

To cater for all beekeepers and researchers across our region, the conference will address both beekeeper challenges as well as the latest scientific discoveries for Australasia to sustain better bees, and that makes for better business. To keep the interactive nature of the conference, and to be inclusive of all beekeepers and researchers world-wide, the conference will be held in-person and streamed online.

Interest in beekeeping in this region has driven the doubling of managed honey bees in the world, and this intensive focus has identified many new bioactive honey bee products breaking historic price records. Sustaining flora for honey bees, because of their important role in our region’s food security, is more vital than ever with the changing landscape, and protecting our product quality from hive to the customer grows in importance as we understand their rarity.

Honey bee research has expanded with countless scientists offering their skills from all over Australasia to support this fast-growing industry. The conference is to bring everyone with an interest in honey bees together for an intense two days of listening, learning and exchange of ideas to be held at The University of Western Australia.

We believe this will be the biggest showcase of honey bee research in Australasia and welcome you to share your innovation and support the next generation of discovery for this industry.

Dr Liz Barbour

CEO, CRC for Honey Bee Products



Australian Government
Department of Industry, Science,
Energy and Resources

Business
Cooperative Research
Centres Program



**Australian Honey Bee
INDUSTRY COUNCIL**



Beekeeping has gained great interest over the past years and shows an exponential growth of new beekeepers entering the industry especially in the recreational sector. BICWA thrives to provide the resources and education necessary to keep the whole industry sustainable, healthy and enjoyable to all its members alike. This conference provides a great opportunity to bring together recreational and commercial beekeepers with researchers to share knowledge, values and contacts.

Off to a bright future with Better Bees, Better Business!

Brendon Fewster

Chair, The Bee Industry Council of Western Australia



Program Outline

BUSINESS EVENTS PERTH

Monday and Tuesday 28 and 29 June

- Workshops (ticketed)

Wednesday 30 June

- Conference registration
- **Beekeeper Breakfast** (ticketed)
- **Morning coffee cart**
- Full day conference program (three concurrent sessions)
- Lunch and refreshment breaks served in the trade exhibition and research poster area
- **Trade show and research poster evening and sundowner**

Thursday 1 July

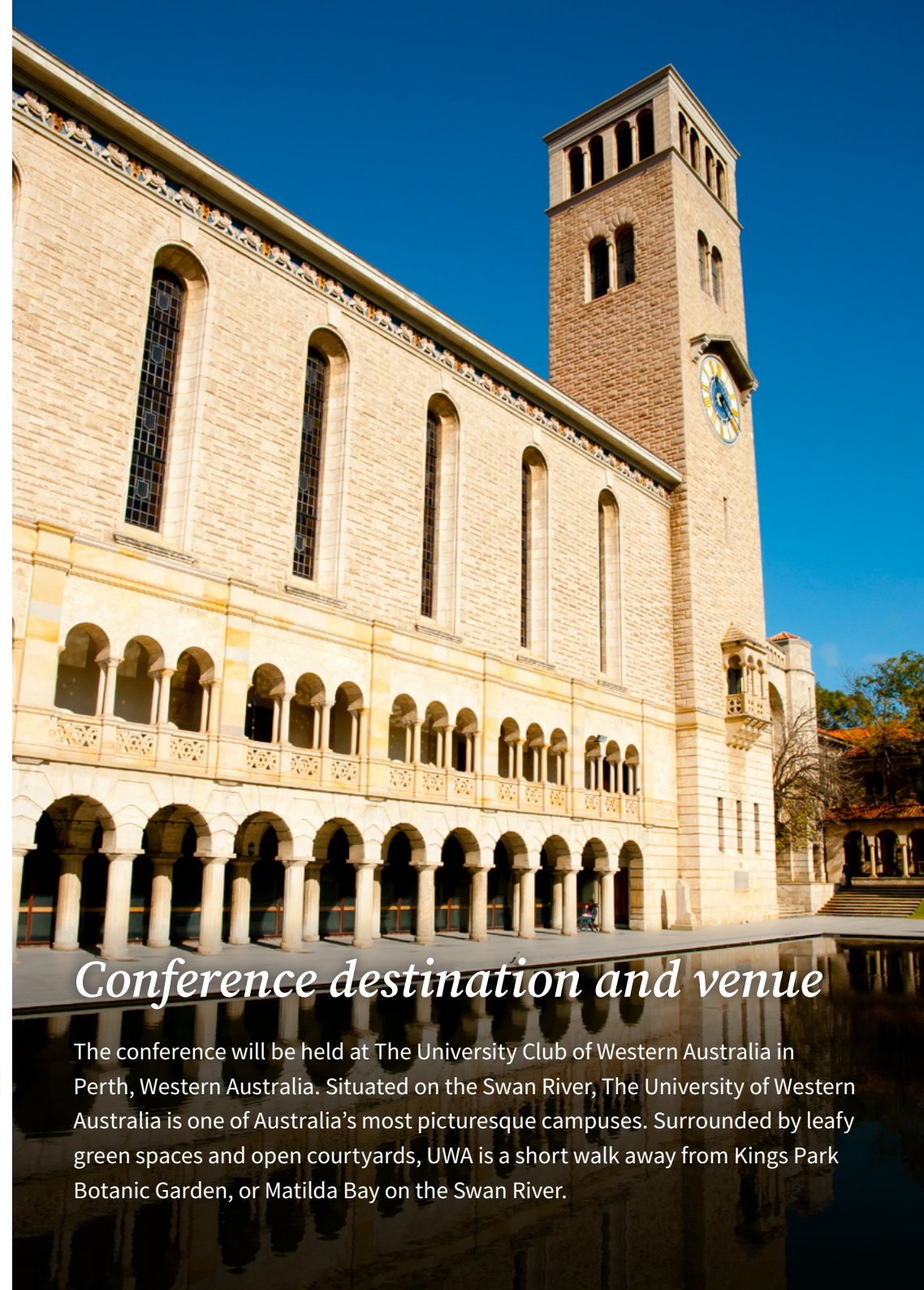
- **Beekeeper Breakfast** (ticketed)
- **Morning coffee cart**
- Full day conference program (three concurrent sessions)
- Lunch and refreshment breaks served in the trade exhibition and research poster area
- **Conference dinner with entertainment** (ticketed)

Friday 2 July

- Workshop opportunities (ticketed)
- **Industry tours** (ticketed)

Saturday 3 July

- Going bush with beekeepers – tours (ticketed)
- Perth tours



Conference destination and venue

The conference will be held at The University Club of Western Australia in Perth, Western Australia. Situated on the Swan River, The University of Western Australia is one of Australia's most picturesque campuses. Surrounded by leafy green spaces and open courtyards, UWA is a short walk away from Kings Park Botanic Garden, or Matilda Bay on the Swan River.

Platinum Partner

your investment \$11,000

Only one opportunity available

Recognised as the major partner of the Australasian Honey bee 2021 Conference laying foundations for future directions of the Australasian honey bee industry – better bees, better business.

- **Industry address** at the opening of the conference (max 5 minutes)
- One **large trade exhibition booth** in the trade show
- **Four full conference tickets** including the **conference dinner**
- Partner **logo printed on bags**
- Partner **logo on delegate lanyards**
- Acknowledgement **signage on conference slides** with BICWA and CRCHBP
- **Recognition as the platinum partner** in conference program book
- One **full page advertisement** in the conference program book (artwork to be supplied by partner)
- **Two corporate banners** displayed at the opening stage (supplied by partner)
- **Acknowledgement on the conference website** as platinum partner including name, logo and link to website
- One **bag insert**
- List of **delegate contact details** provided after the conference

Gold Partner: Industry or Research

your investment \$7,700

One of each available

Recognised as the gold partner of either honey bee industry or honey bee research of the Australasian Honey bee 2021 Conference.

- One **standard trade exhibition booth** in the trade show
- **Two full conference tickets** including the **conference dinner**
- Partner **logo printed on bags**
- Partner **logo on delegate lanyards**
- Acknowledgement **signage on conference slides** with BICWA and CRCHBP
- **Recognition as a gold partner in conference program book**
- One **full page advertisement** in the conference program book (artwork to be supplied by partner)
- One **corporate banner** displayed at the opening stage (supplied by partner)
- **Acknowledgement on the conference website** as gold partner including name, logo and link to website
- One **bag insert**
- List of **delegate contact details** provided after the conference

Partnership Opportunities

Sponsorship Opportunities

Panel Session

\$1,100

Two available

Wednesday 30 June
or Thursday 1 July
afternoon sessions

- **Banner displayed at panel session** (supplied by sponsor)
- **Acknowledgement on conference website** with link to company website
- **Half-page advertisement in conference program book** (artwork supplied by sponsor)
- One **single-day conference ticket**

Beekeeper Breakfast

\$2,200

Two available

Wednesday 30 June
or Thursday 1 July
breakfast

- **Banner displayed at breakfast** (supplied by sponsor)
- **Speaker presentation at breakfast** (max 5 minutes)
- **Acknowledgement on conference website** with link to company website
- Up to **two conference tickets half price**
- **Two breakfast tickets and up to two half price**

Coffee Cart

\$2,200

One available

Wednesday 30 June
and Thursday 1 July
morning breaks

- **Sponsor logo on coffee cart** (artwork supplied by sponsor)
- **Acknowledgement on conference website** with link to company website
- **Half-page advertisement in conference program book** (artwork supplied by sponsor)
- One **full conference ticket**

Industry Tours

\$2,200

Two available

Friday 2 July
all day tours

- **Banner** (supplied by sponsor)
- **Bus ticket business card** – one side sponsor business card (artwork supplied by sponsor)
- **Speaker presentation on bus** as travelling
- **Acknowledgement on conference website** with link to company website
- **Half page advertisement in conference program book** (artwork supplied by sponsor)
- One **full conference ticket**

Trade Show

\$6,600

One available

Wednesday 30 June
all day and Thursday 1 July
until after lunch

- **Banner displayed at entrance** (supplied by sponsor)
- **Large trade exhibition booth in the trade show** including two days catering for two people
- **Speaker presentation at trade show and research poster sundowner** (max 5 minutes)
- **Acknowledgement on conference website** with link to company website
- **Full page advertisement in conference program book** (artwork supplied by sponsor)
- One **bag insert**

Conference Dinner

\$6,600

One available

Wednesday 30 June
evening

- **Banner displayed at dinner** (supplied by sponsor)
- **Speaker presentation at dinner** (max 5 minutes)
- **Acknowledgement on conference website** with link to company website
- **Full-page advertisement in conference program book** (artwork supplied by sponsor)
- One **bag insert**
- **Two full conference tickets**
- **Four conference dinner tickets**

Trade Show Opportunities

Presentation Table

\$440

[Five available](#)

Wednesday 30 June and Thursday 1 July

- **Standard trestle table** located within the food area supplied with **two chairs**
- **Listed as an exhibitor in the conference program book**
- One **bag insert**
- **Two day catering** for one person

Large Trade Exhibition Booth

\$990

[Three available](#)

Wednesday 30 June and Thursday 1 July

- **3.0 m x 3.0 m booth** located within the food area supplied with **power, lighting, fascia sign, two trestle tables** and **four chairs**
- **Listed as an exhibitor on the conference website** with link to company website
- **Listed as an exhibitor in the conference program book**
- One **bag insert**
- **Two day catering** for one person

Standard Trade Exhibition Booth

\$770

[Seven available](#)

Wednesday 30 June and Thursday 1 July

- **3.0 m x 2.0 m booth** located within the food area supplied with **power, lighting** and **fascia sign**
- **Listed as an exhibitor on the conference website** with link to company website
- **Listed as an exhibitor in the conference program book**
- One **bag insert**
- **Two day catering** for one person

Business Promotion Opportunities

Half-page advertisement

\$110

[Option one](#)

Half-page advertisement in the conference program book (artwork supplied by business) with the same artwork displayed on the conference website

Full-page advertisement

\$220

[Option two](#)

Full-page advertisement in the conference program book (artwork supplied by business) with the same artwork displayed on the conference website

Fifteen-second movie

\$220

[Option three](#)

Fifteen-second advertising movie live-streamed during the conference

Sponsorship Conditions

Following are explanations of the various elements contained within the sponsorship packages.

To confirm sponsorship please complete the [Sponsorship Application Form](#) on the conference website.

Full conference registration

'Full Conference Registration' includes lunches, morning teas, conference program book and materials, name badge, conference bag and one ticket to the Trade Show Evening Function.

Additional company representatives (above the sponsorship or trade show package entitlement) wishing to attend the conference sessions will need to register via the conference registration form at regular registration rates.

For additional representatives only staffing a trade display, and not attending any of the conference sessions, additional exhibitor passes are available for \$330 for two days, including GST (includes day catering during the conference and attendance at the Trade Show Evening).

Conference website

All sponsor logos will be included on the conference website once full payment has been received and logos have been forwarded to the Conference Secretariat.

Conference program book and web page

All sponsorship packages include sponsor recognition in the conference program book, which will be distributed to all delegates when they arrive

at the conference. All artwork for advertisements in the program book and conference web page must be sent to the Conference Secretariat according to the specifications provided, by the deadline given.

Trade exhibition site allocation

Where a trade exhibition booth is included in the sponsorship package, confirmed sponsors will be given first choice of preferred site location at the conference venue.

Any sponsors wishing to purchase additional exhibition booth space will be given priority in booth site selection. Booking forms and payment, however, must be received before **Tuesday 30 March 2021** to guarantee this preference.

Sponsorship/trade exhibition site sharing

Sponsors/exhibitors are not permitted to share, assign, sublet or apportion the whole or any part of their package/booked space unless prior consent from conference organisers has been provided.

Bag Insert

Bag items (quantity to be confirmed) are to be supplied to the conference venue approximately one week prior to the start of the conference (shipping information will be supplied). One double-sided flyer (up to A4 size) is allowed. Other promotional material or product samples are subject to approval – please email details to bicwaconf@gmail.com.

Costs

All costs quoted are inclusive of GST.

Payment

A Tax Invoice will be forwarded once your completed booking form has been received. Payment is due within 14 days of the tax invoice being issued.

Sponsorship entitlements will be confirmed upon receipt of full payment.

Cancellations and Refunds

Once a booking form has been received, any cancellation must be advised in writing. If the cancellation is received on or before **Friday 14 May 2021**, a cancellation fee of 50% of the total fees will be retained. For cancellations after this date, the full amount of the total fees will be retained. These cancellation terms apply whether or not payment has been received at the time of cancellation. By submitting the booking form, you are agreeing to these terms.

Disclaimer

Every effort has been made to present all the information contained in this document as accurately as possible. The organisers do not accept any liability for any inaccuracy or mis-description, nor for any delay or damage, including personal injury or death, howsoever caused resulting from or arising out of reliance upon any general or specific information published in this document. The Organisers reserve the right to alter any or all of these details. The Conference Committee reserve the right to refuse any sponsorship or exhibition application.

Trade Show Conditions

Following are explanations of the various elements contained within the trade show packages.

To confirm your booking please complete the [Trade Exhibition Booking Form](#) (and include your Public & Product Liability Insurance documentation) on the conference website.

Exhibitor pass

Exhibitor passes must be purchased for all additional exhibitor representatives (in addition to the included one full conference registration) at a cost of \$330 each, including GST (includes day catering during the conference and attendance at the trade show evening). If additional representatives also wish to attend the conference program, they must be registered as a full conference delegate.

Exhibition opening times

It is anticipated that the exhibition will be open daily during the day conference sessions, from 8.00 am on Wednesday 30 June until 2 pm Thursday 1 July 2021. Bump-in time is Wednesday morning from 6 am to 8 am and bump-out time is Thursday between 2 pm and 4 pm. All morning tea breaks and lunches will be served in the trade show and research poster area and there is a special trade show and research poster sundowner on Wednesday evening from 5 pm to 7 pm.

Site allocation

Confirmed sponsors wishing to purchase additional exhibition booth space will be given priority in booth site selection. Booking forms, however, must

be received before **Tuesday 30 March 2021** to guarantee this preference.

All other exhibition booth space purchases will be allocated site locations in order of payment received.

Forklift

No forklift is available at the venue. All equipment needs to be carried in.

Tested and tagged electrical equipment

In accordance with Australian Standard 3760, all portable electrical equipment brought onto UWA premises must have been tested and tagged by an authorised contractor and the tag must be valid.

Public and product liability insurance

Australian regulations require that all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$10,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition area. Please ensure a copy of your current Public Liability Insurance is forwarded to bicwaconf@gmail.com with your booking form. Any equipment needs to be covered by your own insurance in case of damage.

Costs

All costs quoted are inclusive of GST.

Payment

A tax invoice will be forwarded once your completed booking form has been received. Payment is due within 14 days of the tax invoice being issued (or

before the conference commences if booking is received less than 30 days prior to the conference commencing).

Cancellations and refunds

Once a booking form has been received, any cancellation must be advised in writing. If the cancellation is received on or before **Friday 14 May 2021**, a cancellation fee of 50% of the total fees will be retained. For cancellations after this date, the full amount of the total fees will be retained. These cancellation terms apply whether or not payment has been received at the time of cancellation. By submitting the booking form, you are agreeing to these terms.

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