

CELEBRATING 70 YEARS



INSTITUTE OF
BREWING &
DISTILLING

ASIA PACIFIC SECTION 37TH CONVENTION

ADELAIDE 2023



SPONSORSHIP PROSPECTUS

MARCH 20 - 23, 2023

FOR MORE INFO, PLEASE VISIT
WWW.APIBD2023.COM

INVITATION TO SPONSOR

For an industry with its very foundations in sociability and learning, it has been too long since we all came together face to face! Adelaide 2023 is our big comeback, and we know that the industry is counting down the days!

The Asia Pacific Section of The Institute of Brewing and Distilling (IBD) invites you to be part of this memorable event.

For the first time since Wellington 2018 we will finally reconnect with old friends and colleagues and create new friendships among members of our brewing and distilling communities, whilst being enlightened with the latest knowledge and new technologies developing in our industry.

This convention also has special meaning as we celebrate the 70th anniversary of the establishment of the IBD Asia Pacific Section and our first ever convention - held in Adelaide back in 1953. We are honouring this milestone with our Convention theme: "Celebrating 70 years, embracing our history and innovating for a sustainable future". We encourage our brewing and distilling community both local and abroad to adopt and share this theme during the convention.

2023 will see a 3-day convention from Tuesday 21st to Thursday 23rd March preceded by a fabulous welcoming function on the Monday evening. And our traditional evening social activities are back - including the famous "Trade Night", the spectacular Convention Dinner overlooking the Adelaide city skyline, finally closing with optional farewell events on the Friday.

For the first time, our technical programme will feature parallel sessions for brewers and distillers - allowing a full day dedicated to the distilling industry. And the 2½ day trade exhibition will include two dedicated half-day sessions without competing plenary sessions to allow delegates more time to engage with exhibitors – both in the exhibition hall and at exhibitor workshop sessions.

We have chosen the world-renowned sporting venue of Adelaide Oval to hold the convention as this historic ground offers not only the facilities for lectures and exhibitions but other unique experiences and promotional opportunities: Stadium tours, a thrilling RoofClimb and the best dining experience a top restaurant can offer whilst overlooking the hallowed turf of Adelaide Oval.

Adelaide boasts a vibrant brewing and distilling scene that is on par with, if not the best Australia can offer. Also known as the festival state, Adelaide is rich in arts and cultural venues and is surrounded by scenic parklands as well as offering some of Australia's best pristine beaches and coastal towns. Adelaide is also the wine capital of Australia for those of you who wish to experience the charms of the wine regions before or after the convention. There are several arts and musical events happening before the convention, including WOMA Adelaide and The Adelaide Festival not to mention the Fringe Festival, that delegates may wish to see during their visit.

For Sponsors, this is your opportunity to be a part of something special, and once again revitalise your customer engagement, and share the enjoyment and opportunities that have made our conventions famous. The following prospectus offer a wide range of sponsorship classes that caters for each companies' level of involvement and something that we hope can satisfy your marketing objectives.

Dr Jon Meneses,
Convention Chairman





CONVENTION PROGRAMME

MONDAY 20 MARCH

Exhibitors bump in	2pm onwards	Adelaide Oval
Welcome Function	6pm – 11pm	Plant 4 Bowden

TUESDAY 21 MARCH

Technical Session, Workshops & Poster Viewing	9am – 5pm	Adelaide Oval
Trade Show	11am – 5pm	Adelaide Oval
Trade Night	6pm onwards	Selected venues around Adelaide

WEDNESDAY 22 MARCH

Technical Sessions, Poster Viewing	9am – 5pm	Adelaide Oval
Trade Show	9am – 5pm	Adelaide Oval
Sponsor & Speaker Function (by invitation only)	6pm – 9pm	Venue to be confirmed

THURSDAY 23 MARCH

Technical Session, Workshops & Poster Viewing	9am – 5pm	Adelaide Oval
Trade Show	9am – 3pm	Adelaide Oval
Gala Dinner	7pm – midnight	Adelaide Oval

FRIDAY 24 MARCH

Optional Site Visits & Tours		Details to follow
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Please note: Agenda subject to change.

SPONSORSHIP PACKAGES

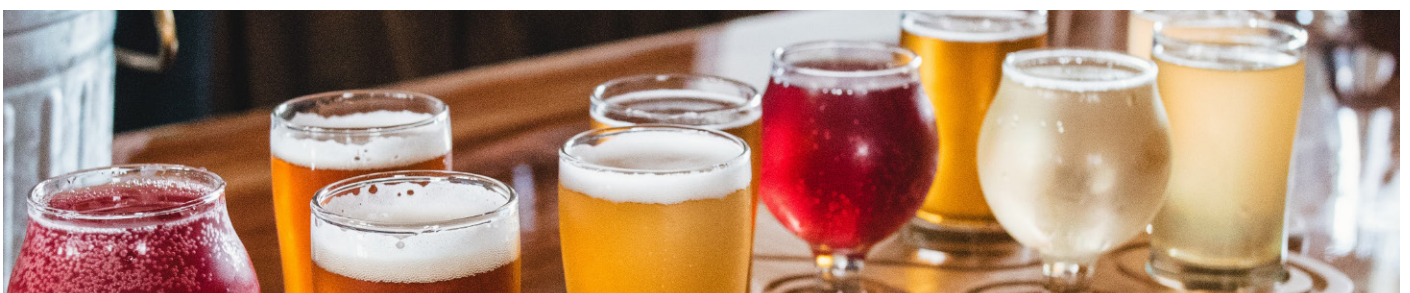
By sponsoring and/or exhibiting at the 37th Convention of the IBD Asia Pacific Section in Adelaide in March 2023, you will have unique access to promote your organisation and market your brand to influential industry stakeholders, with the Convention providing a perfect platform to interact directly with delegates from a wide range of backgrounds, expertise and influence, from across the brewing and distilling industry.

	DIAMOND SOLD OUT COOPERS MALT	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
SPONSORSHIP PACKAGE COST	\$50,000	\$45,000	\$35,000	\$25,000	\$15,000	\$5,000
AVAILABLE PACKAGES	1	4	4	5	Unlimited	Unlimited
EXHIBITION BOOTH SIZE & LOCATION WITHIN EXHIBITION	✓ Extra large (6x6m) booth in a prime location	✓ Large (6x3m) booth in a prime location	✓ Regular size (3x3m) booth in a prime location	✓ Regular size (3x3m) booth. IBD to select location	✓ Regular size (3x3m) booth. IBD to select location	✓ Regular size (3x3m) booth. IBD to select location
COMPANY BIO IN CONVENTION DELEGATE APP	✓	✓	✓	✓	✓	✓
LOGO RECOGNITION ON CONVENTION WEBSITE AND MOBILE APP	✓	✓	✓	✓	✓	✓



SPONSORSHIP PACKAGES

	DIAMOND SOLD OUT COOPERS MALT	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
SPONSORSHIP PACKAGE COST	\$50,000	\$45,000	\$35,000	\$25,000	\$15,000	\$5,000
ELECTRONIC ADVERTISEMENT ON MAJOR SCREENS AT ADELAIDE OVAL	<p>✓</p> <p>Access to Telstra Plaza Entrance Screens (2) located at South Gate (to play content throughout Convention days)</p> <p>Access to Replay Superscreen inside stadium (3) for advertisement</p> <p>Access to LED ribbon boards inside stadium for advertisement (3 Ribbon Tiers)</p> <p>(share exposure time with Platinum, Gold & Silver Sponsors. Exposure time based on Sponsorship Level)</p>	<p>✓</p> <p>Access to Telstra Plaza Entrance Screens (2) located at South Gate (to play content throughout Convention days)</p> <p>Access to Replay Superscreen inside stadium (3) for advertisement</p> <p>Access to LED ribbon boards inside stadium for advertisement (3 Ribbon Tiers)</p> <p>(share exposure time with Diamond, Gold & Silver Sponsors. Exposure time based on Sponsorship Level)</p>	<p>✓</p> <p>Access to Telstra Plaza Entrance Screens (2) located at South Gate (to play content throughout Convention days)</p> <p>Access to Replay Superscreen inside stadium (3) for advertisement</p> <p>Access to LED ribbon boards inside stadium for advertisement (3 Ribbon Tiers)</p> <p>(share exposure time with Diamond, Platinum & Silver Sponsors. Exposure time based on Sponsorship Level)</p>			
ELECTRONIC ADVERTISEMENT ON CONFERENCE SCREENS DURING PLENARY SESSIONS	✓	✓	✓	✓	✓	



SPONSORSHIP PACKAGES

	DIAMOND SOLD OUT COOPERS MALT	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
SPONSORSHIP PACKAGE COST	\$50,000	\$45,000	\$35,000	\$25,000	\$15,000	\$5,000
ELECTRONIC ADVERTISEMENT ON SCREENS IN WILLIAM MAGAREY ROOM PLUS FOYER (EXHIBITION)	✓	✓	✓	✓	✓	✓
ELECTRONIC ADVERTISEMENT ON SCREENS IN IAN MCLACHLAN ROOM PLUS FOYER (CONFERENCE)	✓	✓	✓	✓	✓	
NAMING RIGHTS TO ONE SOCIAL FUNCTION		✓ <u>Monday</u> Welcome Function <u>Tuesday</u> Trade Night <u>Wednesday</u> Speaker/Sponsor Function <u>Thursday</u> Gala Dinner Allocation subject to discussion with IBD Convention Committee	✓ <u>Monday</u> Welcome Function <u>Tuesday</u> Trade Night <u>Wednesday</u> Speaker/Sponsor Function <u>Thursday</u> Gala Dinner Allocation subject to discussion with IBD Convention Committee			
NAMING RIGHTS OF BARS (2) IN EXHIBITION HALL (AFTERNOON POST EXPO DRINKS ON TUE/WED ONLY) TUE 3-5PM WED 3-6PM (TIME TBC)	✓ Sharing with beer donor and other sponsors	✓ Sharing with beer donor and other sponsors	✓ Sharing with beer donor and other sponsors	✓ Sharing with beer donor and other sponsors		

SPONSORSHIP PACKAGES

	DIAMOND SOLD OUT COOPERS MALT	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR
SPONSORSHIP PACKAGE COST	\$50,000	\$45,000	\$35,000	\$25,000	\$15,000	\$5,000
OTHER NAMING RIGHTS	<p>✓</p> <p>Conference opening session (Day 1- TUE)</p> <p>1 x Keynote Speech</p> <p>2 x conference plenary sessions <i>(allocation at the discretion of the IBD Convention Committee)</i></p> <p>Convention WIFI</p>	<p>✓</p> <p>1 x conference plenary session <i>(allocation at the discretion of the IBD Convention Committee)</i></p>	<p>✓</p> <p>1 x conference plenary session <i>(allocation at the discretion of the IBD Convention Committee)</i></p> <p>Morning Tea, Afternoon Tea or Lunch on one day of the Convention (Tue/Wed/Thu)</p> <p><i>(allocation at the discretion of the IBD Convention Committee)</i></p> <p>(share branding with other Gold and Silver Sponsors)</p>	<p>✓</p> <p>Morning Tea, Afternoon Tea or Lunch on one day of the Convention (Tue/Wed/Thu)</p> <p><i>(allocation at the discretion of the IBD Convention Committee)</i></p> <p>(share branding with other Gold and Silver Sponsors)</p>		
SUPPLIER WORKSHOPS DURING EXHIBITION SESSION	<p>✓</p> <p>1 presentation Up to 30 min</p>	<p>✓</p> <p>1 presentation Up to 30 min</p>	<p>✓</p> <p>1 presentation Up to 30 min</p>	<p>✓</p> <p>1 presentation Up to 30 min</p>		
TECHNICAL PRESENTATION DURING A PLENARY SESSION	<p>✓</p> <p>1 presentation Up to 30 min</p>	<p>✓</p> <p>1 presentation Up to 30 min</p>				
RECOGNITION ON ALL CONVENTION PUBLICATIONS	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>
COMPLIMENTARY FULL REGISTRATIONS	4	3	2	2	2	
SPECIAL OFFER REGISTRATION PRICE OF \$1,000.00 PER ADDITIONAL ATTENDEE	<p>✓</p> <p>2</p>	<p>✓</p> <p>2</p>	<p>✓</p> <p>1</p>			

OTHER SPONSORSHIP OPPORTUNITIES

We have a number of Sponsorship opportunities that can put your brand in front of relevant decision makers during the 2023 IBD Convention.

Should you be interested in purchasing some of the options listed below, please contact us.

Alternatively, sponsorship opportunities can also be purchased via the registration link when you book your Sponsorship Package online via the IBD2023 Convention website, due to launch by 1st of May 2022.

Offers are limited and will be based on first in, best dressed!

Please note that the following may be purchased at an additional cost to your sponsorship package.

CONVENTION LANYARDS

COST: AU\$2,000 incl GST

QUANTITY: 1 lanyard per delegate

INCLUDES:

- Logo recognition (colour printed) on the convention lanyard



CONVENTION SACHELS

Sponsor the convention satchel

COST: AU\$9,500 incl GST

QUANTITY: 1 satchel per delegate

INCLUDES:

- Logo recognition (colour printed) on the convention satchel

Note: Final satchel design still to be confirmed



OTHER SPONSORSHIP OPPORTUNITIES

BRANDING OF COFFEE CART(S)

Sponsor 1 coffee cart or a set of 2 for one day or multiple days during the convention.

COST: AUD\$1,200 incl GST per cart per day

QUANTITY: 2 carts are available per day to sponsor

INCLUDES:

- Naming Right to (1) coffee cart for one day (Tue/Wed or Thu)
- Logo recognition on coffee cart (artwork to be supplied by sponsor)
- Opportunity for you as a sponsor to supply branded coffee cups (at your own cost)

Note: Delegates to pay for their own coffee (not part of sponsoring the cart). Location of cart (exhibition and/or conference area) and event day is at the discretion of the IBD Convention Committee. Requests are welcome.



OTHER SPONSORSHIP OPPORTUNITIES

MUSEUM TOUR - THE BRADMAN COLLECTION

Sponsor a selected group of delegate on a private Museum Tour during the course of the convention

COST: \$25 - \$32 per person incl GST
(subject to a group size of max 30)

Pricing is subject to duration of tour

INCLUDES:

- Guided Museum Tour (45min to 60min) – maximum group size 30
- Provision of delegate attendee list for sponsor to invite selected people

Should you be interested in arranging a “Private Museum Tour” please contact the convention organisers (e: apibd2023@tribe-group.com.au) to discuss day & timing.



OVAL ROOFTOP CLIMB

Sponsor a selected group of delegates on a private Rooftop Climb during the course of the convention

COST: \$105 per person incl GST
(subject to a group size of max 14)

INCLUDES:

- Guided Rooftop Climb (2 hours) – maximum group size 14
- Provision of delegate attendee list for sponsor to invite selected people

Note: The tour duration consists of an estimate of 45min for briefing and gear up followed by a 75min climb/tour.

Should you be interested in arranging a “Private Rooftop Climb” please contact the convention organisers (e: apibd2023@tribe-group.com.au) to discuss day & timing.



Please contact the convention organisers (e: apibd2023@tribe-group.com.au) to discuss your requirements

TRADE SHOW INFORMATION

The Exhibition will be held in the William Magarey Room at Adelaide Oval on Tuesday, Wednesday and Thursday.

As a Sponsor/Exhibitor you will receive a booth with the following inclusions:

- **Booth:** Shell scheme stands measuring 6x6m (Diamond), 6x3m (Platinum), 3x3m (all other Sponsors) with a height of 2.48m
- **Fascia sign:** digitally printed with single colour text on a white background. A fascia sign will be installed over each open side of the booth
- **Lighting:** 2 x LED spotlights per 3x3m booth
- **Power:** 1 x 4amp power point per 3x3m booth
- **Flooring:** The William Magarey room is fully carpeted in a grey/black tone
- **Furniture:** 1 x trestle table with 2 chairs (if required)

Note: Other furniture, display solutions, audio-visual equipment (LCD screen), plants and other booth enhancements can be purchased at your own expense.

The Exhibition Floorplan will be confirmed closer to the event. The position of your exhibition booth will be at the discretion of the IBD Convention Committee.



ADELAIDE OVAL VIRTUAL TOUR

For more a virtual tour of the venue spaces please visit: <https://cloudtour.cc/adelaideoval/>



HOW ELSE TO GET INVOLVED

JOIN THE IBD



Credibility. Knowledge. Contacts. They are vitally important in any industry and certainly play a critical role if you have chosen to pursue a career in brewing or distilling.

Becoming a member of The Institute of Brewing & Distilling (IBD) places you at the heart of a thriving community and helps you prepare for the challenges and opportunities that lie ahead within the industry.

Through events, meetings and workshops, you can learn from experts and spend time with fellow professionals who share your interests. There are many opportunities to network, socialise and improve your skills and knowledge.

Embrace a community which was created for you and has your professional interests at its heart.

For more details, please click [here](#) or visit:

<https://www.ibd.org.uk/ibd-membership/join-the-ibd/member-benefits/>

CALL FOR ABSTRACTS

Are you a subject matter expert? Influential in your area of industry? We are seeking speakers to present at the IBD Convention 2023 in Adelaide.

If interested, we encourage you to please contact Jeff Potter at the IBD for further information:
E: jeff.potter@ibdasiapac.com.au

Alternatively, submit your abstract online by visiting www.apibd2023.com

Abstracts will be reviewed by the Technical Committee on a competitive basis to ensure quality and compatibility with the convention.



CONTACT US

If you have any questions regarding the Sponsorship Prospectus, please do not hesitate to contact us:

GENERAL CONVENTION ENQUIRIES

Dr Jon Meneses

Brewing & Supply Chain Manager at Coopers Brewery (Convention Chair)

E: jonm@coopers.com.au | M: 0413 945 902

SPONSOR/EXHIBITOR PACKAGES | SPONSORSHIP OPPORTUNITIES

Nick Sterenberg

Operations Manager at Coopers Brewery (Member of the Convention Committee)

E: nicks@coopers.com.au

ABSTRACT SUBMISSION | PAPERS

Jeff Potter

Executive Manager, IBD Asia Pacific (Member of the Convention Committee)

E: jeff.potter@ibdasiapac.com.au

GENERAL CONVENTION ENQUIRIES & SPONSOR/EXHIBITOR REGISTRATION

Martin Klopfer

TRIBE Events

P: 03 8578 3151 | E: apibd2023@tribe-group.com.au

Please note, over the course of the next few months, the convention organisers will be updating the website as new information is available. If you cannot find the information you are looking for, please revisit the website at a later stage or contact the event organisers from TRIBE Events.

FOR FURTHER INFORMATION, PLEASE VISIT
WWW.APIBD2023.COM

**We look forward to welcoming you to
Adelaide in March 2023!**