



**AGSA CONFERENCE 2014**  
**64TH AUSTRALIAN CEREAL CHEMISTRY CONFERENCE**  
**Brisbane Convention and Exhibition Centre, Queensland**  
**24<sup>th</sup>-27<sup>th</sup> August, 2014**

**Technical Expo**

***Invitation***

This is your organisation's chance to enjoy the benefits from being involved in the AGSA CONFERENCE 2014 (64<sup>th</sup> Australian Cereal Chemistry Conference) to be held in Brisbane, Queensland.

<http://www.ausgrainscience.org.au/index.php/conference>

The conference brings together international and Australian scientific and technical experts under the theme '**Opportunities for grains from breakthrough science**'.

Session focus themes are:

- **Breakthrough science relevant to the applications and uses of grains**
- **Impact of genome science on breeding for yield and quality**
- **Value adding of grains for the food sector**

Invited speakers include Professor Christophe Courtin, KU Leuven, Belgium, Professor Geoff Fincher, Univ of Adelaide, Professor Yong Cheng Shi, Kansas State Univ and Dr Peter Schutz, Chair of Food Innovation Australia Ltd.

The conference is being held at the Brisbane Convention and Exhibition Centre, Corner of Merivale & Glenelg Street, South Bank, Queensland, Australia 4101.

<http://www.bcec.com.au/attend-an-event> on the Boulevard level

<http://www.bcec.com.au/rooms-spaces/boulevard-level>.

The conference is being held from 24<sup>th</sup> to 27<sup>th</sup> August 2014. Conference events include a Welcome Reception on Sunday evening 24<sup>th</sup> August and a Gala Dinner on Tuesday evening 26<sup>th</sup> August.



The Technical Expo is an integral part of the conference and it will be located immediately adjacent to the conference sessions in the Boulevard Auditorium foyer. It will be open to delegates from Sunday 24<sup>th</sup> August, commencing with an evening welcome reception in the Expo area and throughout Monday 25<sup>th</sup> August and Tuesday 26<sup>th</sup> August. Arrival tea and coffee prior to sessions, lunches and coffee breaks will be held in the Technical Expo area throughout Monday and Tuesday to maximise your networking opportunities.

### **Technical Expo Opportunities**

<input type="checkbox"/>	<b>Table Top</b> <ul style="list-style-type: none"><li>• exhibition table with cloth topper approx. 1.8m x 0.8m</li><li>• 2 chairs</li><li>• 1 poster board behind exhibition table</li><li>• Power</li><li>• 1 Registration including Welcome Reception and Conference Dinner.</li></ul>	AUD 2,000.00 incl. GST
<input type="checkbox"/>	<b>Other</b> <ul style="list-style-type: none"><li>• Additional Trade Registrations (Monday and Tuesday Technical Expo access and catering)</li><li>• Additional tickets to Welcome Reception</li><li>• Additional tickets to Conference Dinner</li></ul>	AUD 190.00 incl. GST  AUD 60.00 incl. GST  AUD 125.00 incl. GST

### **Additional Information**

Technical Expo set up time will be from 7:00 am Sunday 24<sup>th</sup> August and should be completed prior to the Welcome Reception. Pack up time will be after 5:30pm on Tuesday 26<sup>th</sup> August to maximise your time with delegates over two days.

You will receive more detailed information prior to the conference, including a floor plan and invitation to select your preferred tabletop position. Tabletop positions will be allocated in the order that bookings are confirmed and we will endeavour to meet your special requests.



### **Sponsorship alternatives**

If the trade exhibition is not the right option for you, comprehensive, gold, silver and bronze sponsorships, plus event sponsorships are available. An individual sponsorship package can be designed to meet your needs.

	<p><b>Gold Sponsorship</b></p> <ul style="list-style-type: none"><li>• Your banner or signage in a prominent position throughout the conference.</li><li>• Technical Expo exhibition table with cloth topper approx. 1.8m x 0.8m, 2 chairs, 1 poster board behind exhibition table, power.</li><li>• Two full Conference registrations.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in the Conference satchel.</li><li>• Logo and link on AGSA Conference website.</li></ul>	AUD 10,000.00 incl. GST
	<p><b>Silver Sponsorship</b></p> <ul style="list-style-type: none"><li>• Your banner or signage in a prominent position throughout the conference.</li><li>• Technical Expo exhibition table with cloth topper approx. 1.8m x 0.8m, 2 chairs, 1 poster board behind exhibition table, power.</li><li>• One full Conference registration.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in the Conference satchel.</li><li>• Logo and link on AGSA Conference website.</li></ul>	AUD 8,000.00 incl. GST



	<p><b>Bronze Sponsorship</b></p> <ul style="list-style-type: none"><li>• Your banner or signage in a prominent position throughout the conference.</li><li>• Technical Expo exhibition table with cloth topper approx. 1.8m x 0.8m, 2 chairs, 1 poster board behind exhibition table, power.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in the Conference satchel.</li><li>• Logo and link on AGSA Conference website.</li></ul>	<p>AUD 5,000.00 incl. GST</p>
	<p><b>Welcome Reception, Sunday 24 August</b></p> <ul style="list-style-type: none"><li>• Your banner or signage at the event.</li><li>• Your company / organisation acknowledged at the event.</li><li>• Your representative may deliver a short presentation at the event.</li><li>• Two tickets to Welcome Reception.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in the Conference satchel.</li><li>• Logo and link on AGSA Conference website.</li></ul>	<p>AUD 8,000.00 incl. GST</p>



	<p><b>Happy Hour, Monday 25 August</b></p> <ul style="list-style-type: none"><li>• Your banner or signage at the event.</li><li>• Your company / organisation acknowledged at the event.</li><li>• Your representative may deliver a short presentation at the event.</li><li>• Two tickets to Happy Hour.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in the Conference satchel.</li><li>• Logo and link on AGSA Conference website.</li></ul>	<p>AUD 8,000.00 incl. GST</p>
	<p><b>Lunch Break</b></p> <ul style="list-style-type: none"><li>• Your banner or signage at the event.</li><li>• Your company / organisation acknowledged at the event.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in the Conference satchel.</li><li>• Logo and link on AGSA Conference website.</li></ul>	<p>AUD 5,000.00 incl. GST</p>
	<p><b>Morning / Afternoon Tea Break</b></p> <ul style="list-style-type: none"><li>• Your company / organisation acknowledged at the event.</li><li>• Acknowledgment in the program and handbook and in a lecture room slideshow between sessions.</li><li>• Your leaflet in Conference satchel.</li></ul>	<p>AUD 1,500.00 incl. GST</p>



***To discuss your requirements and make your booking***

Please contact Bronwyn Elliott: [bronwyne67@hotmail.com](mailto:bronwyne67@hotmail.com).

***To make your payment***

Once you have booked, you will receive a tax invoice with payment details from Melissa Fitzgerald, AGSA Treasurer (Email: [m.fitzgerald2@ug.edu.au](mailto:m.fitzgerald2@ug.edu.au), Fax: + 61 07 3346 8893). Payment is in Australian dollars by EFT or Credit Card (MasterCard or Visa).

***Confirmation***

You will receive a receipt from Melissa Fitzgerald, AGSA Treasurer as confirmation of your booking.

***More information***

Table top spaces will be allocated in order of booking and payment. After your booking is confirmed, you will receive a floorplan so you can select your space, delivery labels for your shipments to site and the information you need to get organised for the conference.