



Australian Government
Department of Agriculture,
Fisheries and Forestry



Outlook 2024

Partnership opportunities

5-6 MARCH | HYATT HOTEL CANBERRA AND ONLINE



A reimagined conference experience

ABARES is thrilled to unveil a reimagined Outlook Conference for 2024, introducing innovative session formats, a brand-new venue, and hybrid participation choices.

Outlook 2024 takes place on 5 – 6 March at the iconic Hyatt Hotel Canberra on the shores of Lake Burley Griffin, and online.

Under the theme *Shaping the Future: Opportunities, risks, and resilience*, an outstanding roster of expert speakers and panellists will explore critical cross-cutting issues that will define the future of Australian agriculture, fisheries and forestry.

We would love to have you on board as an Outlook 2024 partner to connect key decision-makers, thought leaders and collaborators. Our [Platinum](#), [Gold](#), [Silver](#) and [Bronze](#) partnership options allow you to choose how best to work with us to raise your profile and interact with a wide range of stakeholders.

Why should you partner with us?

ABARES Outlook conference has been informing and influencing Australian agriculture's policy agenda, for more than half a century. It brings senior political figures together with thought-leaders from government, industry and overseas.

Be a part of one of the industry's most trusted, anticipated and high-profile stakeholder engagement events.

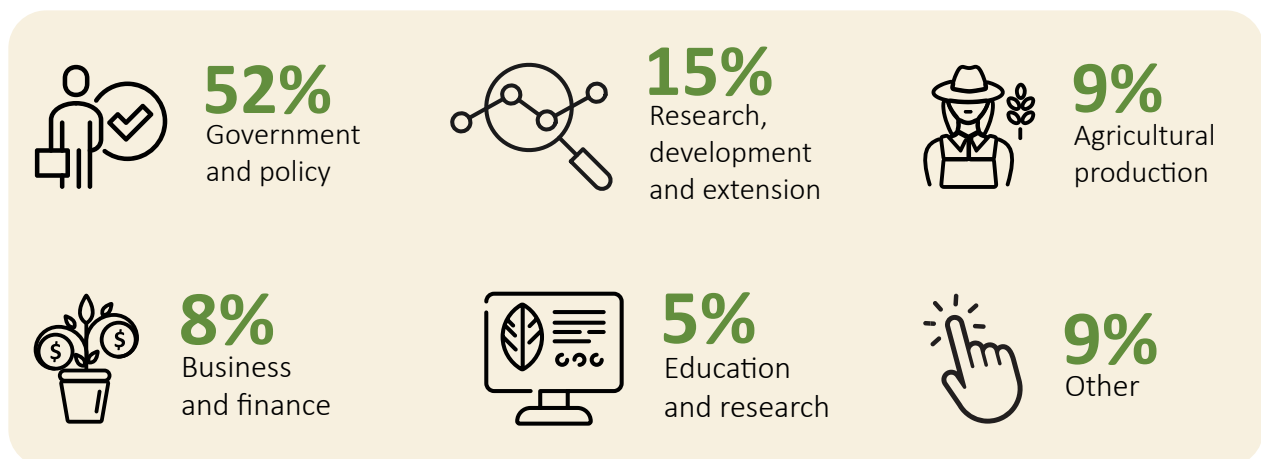
The 2024 edition takes on a whole new dimension, with a focus on pivotal cross-cutting issues and an unprecedented line-up of about 60 local and international speakers over 2 days. Gain visibility in front of a diverse, but targeted audience, both in-person and online, including farmers, policymakers, researchers, and industry professionals.

Associate your brand with innovation, sustainability and progress in the agricultural sector.

The ABARES Outlook audience

The ABARES Outlook conference attracts a wide range of industry and government participants.

In 2024, our audience has no limit, and we're excited that our online offering will mean your brand and messages will go even further! Did you know, during the pandemic, our online Outlook audience exceeded 2800!



As an Outlook partner, you'll reach:


8400+
Newsletter subscribers


12.7k
X (formerly known as Twitter) followers


15k
Facebook followers


51k
LinkedIn followers to the DAFF page.

Platinum partnership

\$20,000 (inc GST)

Welcome Sundowners Partner

One partnership available, Tuesday 5 March 2024.

Exclusive partnership of the Welcome Sundowners networking event. As a Platinum Partner for the Welcome Sundowners, you will be able to showcase your company at evening cocktails and canapés where delegates will gather at the end of day 1 to continue conversations and make new connections.

Benefits include:

- Exclusive partnership of the conference networking event — Welcome Sundowners
- A 3-minute speaking opportunity to introduce your business over cocktails and canapés
- Exclusive meet & greet area at the Welcome Sundowners (a place to create new connections and display your marketing materials/banners)
- Prominent pull-up banner displayed at the conference and during the Welcome Sundowners
- Five complimentary All-in passes (includes tickets to the Welcome Sundowners)
- An additional ten complimentary 'Digital' passes
- Platinum partner profile included in the Outlook Event Newsletter prior to the conference
- Partner acknowledgement at the conference and in conference promotional materials (print and digital)
- Logo on the conference website with a link to the partner website
- Logo on the conference app
- Promotional rotating holding slides (during session breaks)
- Full page partner profile ad in the conference program (print and digital)

Online Conference Partner

One partnership available, online, Tuesday 5 and Wednesday 6 March 2024.

Exclusive opportunity as our Online conference partner. Your company logo will be prominently displayed during every conference session via the online conference platform and in digital recordings.

Benefits include:

- Exclusive branding of the online conference platform across all sessions, over 2 days and in digital recordings
- Ten complimentary Digital passes
- Five complimentary 'Welcome Sundowners' tickets
- Platinum partner profile included in the Outlook Event Newsletter prior to the conference
- Partner acknowledgement at the conference and in conference promotional materials (print and digital)
- Logo on the conference website with a link to the partner website
- Logo on the conference app
- Promotional rotating holding slides (during session breaks)
- Full page profile ad in the conference program (print and digital)



Gold partnership

\$10,000 (inc GST)

Corporate Champion

Limited partnerships available.

As a Gold Partner Corporate Champion, you'll enjoy prominent physical and digital branding before, during and after the event. Your choice of multimedia (up to 1 minute) will be played during meal breaks at the conference.

Benefits include:

- Prominent pull-up banner displayed at the conference
- One complimentary All-in pass (includes a ticket to the Welcome Sundowners)
- Five Complimentary Digita' passes
- Partner acknowledgement at the conference and in conference promotional materials (print and digital)
- Logo on the conference website with a link to the partner website
- Logo on the conference app
- Promotional rotating holding slides (during session breaks)
- Half-page profile ad in the conference program



Silver Partnership

\$7,500 (inc GST)

Coffee Cart Partner

One partnership available, Tuesday 5 and Wednesday 6 March 2024.

Exclusive partnership of the Conference Coffee Cart. The barista coffee cart will be branded with the partner logo and partner marketing materials can be displayed nearby.

Benefits include:

- Branding of the barista coffee cart
- Prominent banner display at the conference
- One complimentary All-in pass (includes a ticket to the Welcome Sundowners)
- Two Complimentary Digital passes
- Partner acknowledgement at the conference and in conference promotional materials (print and digital)
- Logo on the conference website with a link to the partner website
- Logo on the conference app
- Promotional rotating holding slides (during session breaks)
- Quarter-page profile ad in the conference program
- Opportunity to provide branded cups or keep cups at the partners expense.

Lanyard Partner

One partnership available, Tuesday 5 and Wednesday 6 March 2024.

Exclusive partnership of the Conference Lanyards. Your company logo will feature on the lanyards alongside the ABARES logo. Conference lanyards will be worn by all in-person conference delegates for the duration of the conference and the Welcome Sundowners.

Benefits include:

- Company logo printed on all lanyards alongside the ABARES logo. Logo artwork to be provide by the partner.
*Final design to be approved by the conference committee
- Partner acknowledgement at the conference and in conference promotional materials (print and digital)
- One complimentary All-in pass (includes a ticket to the Welcome Sundowners)
- Two Complimentary Digital passes
- Logo on the conference website with a link to the partner website
- Logo on the conference app
- Promotional rotating holding slides (during session breaks)
- Quarter-page profile ad in the conference program



Bronze Partnership

\$3,500 (inc GST)

Advertising partner

Bronze Advertising Partners will boost their brand-recognition through the inclusion of their company logo in the ABARES Outlook conference promotional materials.

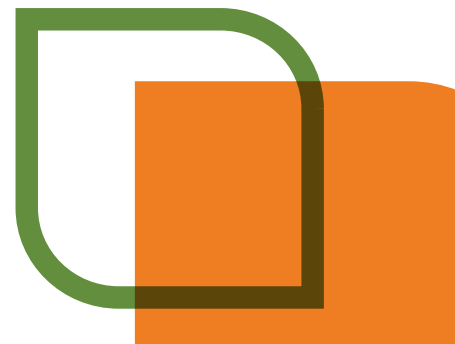
Benefits include:

- Partner acknowledgement in the conference promotional materials (print and digital)
- Logo on the conference website with a link to the partner website
- Logo on the conference app
- Promotional rotating holding slides (during session breaks)
- Quarter-page profile ad in the conference program



Overview of different partnership opportunities

Category Cost (inc. GST)	Platinum \$20,000		Gold \$10,000	Silver \$7,500		Bronze \$3,500
	Welcome Sundowners Partner	Online Conference Partner	Corporate Champion	Coffee Cart Partner	Lanyard Partner	
All-in passes	5		1	1	1	
Digital passes	10	10	5	2	2	
Welcome Sundowners tickets		5				
3-minute speaking opportunity at Welcome Sundowners	✓					
Meet & greet at the Welcome Sundowners	✓					
Display banner at conference	✓	✓	✓	✓		
Partner acknowledgement at the conference and in conference promotional materials (print and digital)	✓	✓	✓	✓	✓	
Partner acknowledgement in the conference promotional materials (print and digital)						✓
Partner profile included in the Outlook Event Newsletter	✓	✓	✓			
Exclusive branding of the Online Conference platform		✓				
Exclusive branding on the Coffee Cart				✓		
Partnership acknowledgment in holding slides	✓	✓	✓	✓	✓	✓
Company logo and profile on conference website	✓	✓	✓	✓	✓	✓
Company logo on conference app	✓	✓	✓	✓	✓	✓
Full-page promotion in conference program	✓	✓				
Half-page promotion in conference program			✓			
Quarter-page promotion in conference program				✓	✓	✓



Have an idea?

Reach out to the events team to discuss other partnerships opportunities.

Terms and Conditions

By purchasing a partnership package for the Outlook 2024 conference, you are agreeing to the full terms and conditions of the partnership. Partnership packages will be allocated in order of the receipt of the application and full payment.

An invoice will be sent on receipt of the booking form and if payment is not received within 30 days of receipt of the invoice your booking may be cancelled.

Cancellations must be made in writing to abaresevents@aff.gov.au and the request must be received prior to 15 January 2024. Full payments will only be refunded if the organisers are able to re-sell the package.

Payments are non-refundable for any cancellations received after Monday 5 February 2024.

All prices include Goods and Services Tax (GST).

ABARES event organisers and the venue accept no liability for damage to goods being delivered to the venue or loss, damage, theft, fire, water, storms, strikes, riots, or any cause whatsoever. Partners are advised to ensure against such liability. We do not accept liability for any equipment, software or other goods of whatever form brought to the Conference.

ABARES event organisers reserve the right to change the venue and duration of the program if circumstances demand at their discretion.

Partners accepts that they will not hold any events, educational or social functions at the same time as official conference program sessions or social functions.

Acknowledgement of Country

We acknowledge the Traditional Custodians of Australia and their continuing connection to land and sea, waters, environment and community. We pay our respects to the Traditional Custodians of the lands we live and work on, their culture, and their Elders past and present.

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Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES)

Postal address GPO Box 858 Canberra ACT 2601

Switchboard +61 2 5156 5203

Email abaresevents@aff.gov.au

Web agriculture.gov.au/abares



agriculture.gov.au/abares