



Join our trade stand exhibition and put your organisation in the ABARES Outlook 2020 *Spotlight*!



ABARES invites you to join *Spotlight*, our trade exhibition at the Outlook 2020 conference, the agriculture sector's premier information sharing and networking event. It will attract more than 600 delegates as they attend two full days of stimulating discussion and debate on Tuesday 3 and Wednesday 4 March in Canberra.

Delegates will hear from leading international and national speakers and producers, gain market insights, update their knowledge, discover new business possibilities, and forge new relationships to build their professional networks.

Your trade stand will take centre stage in the *Spotlight* exhibition, located in the National Convention Centre foyer. As delegates arrive each day they will be greeted by *Spotlight* exhibitors. *Spotlight*'s central location is also where delegates will enjoy morning and afternoon teas.

Take this opportunity to shine a light on your organisation and raise your profile with a targeted and relevant audience.

There are a limited number of sites so book your preferred spot now.

2
days

13
sessions

600+
delegates

Visit agriculture.gov.au/abares/outlook

Your benefits as a *Spotlight* exhibitor

- ✓ Raise your profile and increase brand awareness
 - be recognised as a valued exhibitor in pre-conference e-newsletters, social media posts and on the website
 - include your logo in the printed conference program and organisation profile in the conference app
- ✓ Promote your organisation's products and services
 - provide a live demonstration of your tools
 - launch a publication
- ✓ Establish new connections and strengthen relationships
 - receive a copy of the delegate directory before the conference
 - interact face to face with the delegates relevant to you
- ✓ Attend the conference and give your staff a chance to update their knowledge and hear about new industry developments

Who attends Outlook?

In 2019, delegates were drawn from the following industry sectors:

- government and policy **34%**
- banking & finance **21%**
- education, research, development and extension **29%**
- agricultural production **6%**
- other **9%**

Key reasons for attending Outlook, according to the 2019 delegate survey

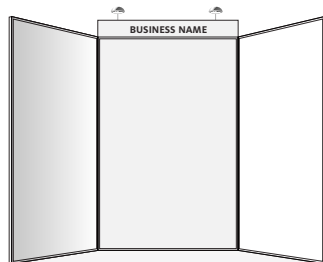
- to hear speakers **60%**
- the opportunity to network and meet delegates **55%**
- ability to acquire and update data and information **46%**



Spotlight exhibitor investment

The exhibitor package is \$3,000 (GST inclusive) and includes:

- One trade stand site in the foyer of the National Convention Centre, allocated according to your preference and the order of bookings received.
- An exhibition booth approximately 3.3 metres wide, with Velcro-compatible walls, fascia panel with your organisation's name in vinyl lettering and two 300-watt gooseneck lights. Note: you are welcome to contact SBX (System Built Exhibitions) to obtain unique wall panels, power outlets and/or flooring, at your expense.
- One table with tablecloth and two chairs.
- One complimentary exhibitor registration (valued at \$1,650 (GST inclusive)) which includes day catering, a ticket to the conference dinner and access to all conference sessions.
- Two complimentary exhibitor aide registrations (combined value of more than \$3,000 (GST inclusive)) which include day catering and access to conference sessions where space permits. Note: the conference dinner is not included in the exhibitor aide registration, but a ticket can be purchased separately.
- Access to the discounted registration rate of \$1,000 per person (GST inclusive) which includes day catering, a ticket to the conference dinner and access to all conference sessions.
- 150 word profile in the Outlook 2020 conference app.
- Acknowledgement in the printed Outlook 2020 program distributed at the conference.
- Acknowledgement in the holding slides during the catering breaks at the conference.
- A copy of the delegate directory before the conference.



Want more Spotlight?

\$4,000 (GST inclusive) gives you a double trade stand of approximately 5.3 metres wide and, in addition to the benefits specified above, there is an additional table, two chairs, two 300-watt gooseneck lights and one extra exhibitor aide registration.

Here's what delegates said about Outlook 2019



"Keep abreast of emerging issues including those outside agriculture that could impact or benefit agriculture"

Delegate, 2019 post-conference survey

"Getting to the reality of what is needed for agriculture to succeed"

Delegate, 2019 post-conference survey



"Highly relevant to and inform my work. Hearing directly from the people who are Australian experts in their fields"

Delegate, 2019 post-conference survey



Email: conferences@agriculture.gov.au
Phone: (02) 6272 2303



agriculture.gov.au/abares/outlook