Outlook 2010

Partnership opportunities

2 - 3 March 2010
National Convention Centre, Canberra

Join us in celebrating 40 years of economic debate at ABARE's national Outlook 2010 conference

abare.gov.au

About ABARE

ABARE is an Australian Government economic research agency, known for its professionally independent and rigorous economic research and analysis.

Using the latest innovative modeling techniques and extensive corporate databases, ABARE's research contributes to debate on some of the most important issues on Australian and international policy agendas:

- multilateral trade negotiations and more open agricultural markets
- greenhouse gas emissions and climate change response policies
- water policy reform
- energy markets
- minerals exploration and policies
- factors affecting regional Australia
- Australian farm performance

ABARE also produces regular quarterly forecasts for a wide range of export commodities, so that industries can plan their future better, based on sound research. Our commodity analysis covers agriculture, minerals, energy, fisheries and forestry.

Outlook 2010

From the Executive Director

In 2010 we proudly celebrate the 40th anniversary of the Outlook conference. In recognition of this significant milestone, we have invited some of the world's renowned economic experts to lead the discussion on the significant issues facing Australia's agriculture, fisheries, forestry and natural resource sectors.

The first Outlook conference in 1971 was held at the request of then Minister for Primary Industry JD Anthony in response to demands for information by farmers, industry leaders and government, at a time of a severe downturn in the rural economy.

ABARE has continued the Outlook conferences, recognising the value of a public forum for debate and discussion of the economic and other issues facing Australian agriculture.

With economic challenges emerging across the span of the Outlook conferences, Outlook has adapted and focussed on providing key market information for government, business and individuals.

At Outlook 2010 the global economic downturn will be central to the discussion. Delegates can access the latest industry information, underpinned by sound economic research and data. This is vital for Australian businesses to plan ahead in this new economic environment.

With stimulating discussions and engaging debates, Outlook 2010 is expected to attract more than 600 delegates, including chief executives, general managers, economists, consultants, senior government officers and primary producers.

I invite you to join us in celebrating 40 years of economic debate by becoming an Outlook 2010 conference partner.

On behalf of ABARE, I look forward to your participation at Outlook 2010.

Phillip Glyde
Executive Director
ABARE

Outlook 2010 program

To celebrate Outlook's 40th anniversary, we have organised an exciting program to stimulate discussion and debate.

Outlook 2010 will be held at the National Convention Centre in Canberra on Tuesday 2 and Wednesday 3 March 2010.

The two-day program commences with the economic overview session, where ABARE will release its projections to 2014-15 for Australia's key agricultural and resource commodities. The International Monetary Fund will be among the leading national and international speakers addressing delegates.

Following the economic overview session, thematic sessions will address key commodity, water and climate issues and significant topics that delegates to previous conferences have cited for debate.

Outlook 2010 will provide excellent delegate networking opportunities, with the conference dinner on the evening of 2 March, morning tea breaks in the foyer and relaxed lunch breaks.

Outlook 2010 sessions include

Agriculture and greenhouse gas mitigation
Future directions for trade policy
Dairy – the road to recovery
Climate change and forestry
Irrigation farm performance
Farm performance
Food security
Water policy
Horticulture
Biosecurity
Productivity
Grains
Sugar
Meat
Fibres
Fish
Wine

Partnership opportunities

As Australia's premier economic forecasting event, Outlook 2010 will bring together a highly targeted and relevant audience for organisations active in the agriculture and natural resource sectors.

We invite you to access your key audience through an Outlook 2010 conference partnership.

An Outlook 2010 conference partnership can reinforce your organisation's presence to more than 600 interested, relevant and influential delegates.

With high profile sessions and the release of the March issue of *Australian commodities*, Outlook 2010 will attract substantial media interest and coverage.

The conference program has been structured to maximise the opportunities for conference partners to make contact with delegates in a variety of ways, depending on the specific needs of your organisation.

Conference partnership options include:

- plenary session partner
- session partner
- conference hospitality partner
- conference dinner partner
- conference café partner
- other options

All partnership opportunities are offered on an exclusive basis.

ABARE is pleased to work with you to develop a tailor-made package to maximise your organisation's goals.

ABARE contacts

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Why come to Outlook?

Delegates attend the Outlook conference as it is highly relevant to their work, to update information and to network with other delegates

Plenary session partner – economic overview

INVESTMENT: $20 000 (GST incl.)

One session only, held in the Royal Theatre, National Convention Centre

The economic overview is the keynote session of the conference and draws the largest audience. Leading economic analysts set the scene for Outlook 2010, presenting the global commodity overview and outlook for the Australian and international economies.

This plenary session is an excellent opportunity for an organisation to reach a targeted audience of influential business leaders and decision makers and to prominently feature your organisation.

The session generates strong media interest with the release of the March issue of *Australian commodities*.

BENEFITS for your organisation

- two complimentary conference registrations (includes conference dinner)
- 20 complimentary session passes to the economic overview
- corporate identity displayed throughout the session
- opportunity for a complimentary trade stand site
- acknowledgment in two Outlook 2010 conference programs (one distributed in late 2009 and the second immediately prior to the conference)
- acknowledgment of sponsorship by session chair
- five complimentary registrations to each of ABARE's 2010 Regional Outlook conferences
- inclusion in ABARE's dedicated Outlook 2010 website, with logo and hyperlinks
- inclusion in Outlook 2010 promotions
- copies of digital images relevant to your organisation
- assistance with media during the conference, including the opportunity to hold a media conference

"A very informative forum, with a really good mix of speakers and a great chance to meet and talk to new people." **Outlook 2009 delegate**

Session partner

INVESTMENT: $8000 (GST incl.)

Multiple opportunities

A session partnership is an opportunity to reach delegates closely aligned with your corporate objectives and business. Each session features relevant speakers, with valuable participation from the delegates through questions, comments and networking opportunities.

Outlook 2010 sessions are targeted to industry interests, providing market assessments and forecasts used by organisations to plan for the year ahead.

In 2010, sessions will include farm performance, climate change and forestry , biosecurity, horticulture, agriculture and greenhouse gas mitigation, grains, fibres, fish, productivity, wine, irrigation farm performance, future directions for trade policy, water policy, meat, sugar, food security and dairy.

Each session is offered on an exclusive basis.

BENEFITS for your organisation

- one complimentary conference registration (includes conference dinner)
- 10 complimentary session passes for your session
- corporate identity displayed throughout the session via banners and electronic signage at the start and end of the session
- acknowledgment in two Outlook 2010 conference programs (one distributed in late 2009 and the second immediately prior to the conference)
- acknowledgment of sponsorship by session chair
- inclusion on ABARE's dedicated Outlook 2010 website, with logo and hyperlinks
- inclusion in Outlook 2010 promotion
- copies of digital images relevant to your organisation
- assistance with media during the conference

"Ran very smoothly, and a good number of high profile and expert presenters. Overall, very informative with a good mix of formal and networking sessions/times."
Outlook 2009 delegate

Conference dinner partner

INVESTMENT: $8000 (GST incl.)

Last year, 400 delegates enjoyed the opportunity to establish new contacts and review the first day of the conference with a relaxed dinner. Dinner guests heard from the Minister for Agriculture, Fisheries and Forestry Tony Burke at the Outlook 2009 conference dinner.

The Outlook 2010 conference dinner will be held on the evening of Tuesday 2 March.

Discuss with conference organisers how your organisation can be featured at the Outlook conference dinner, on an exclusive basis.

BENEFITS for your organisation

- one complimentary conference registration (includes conference dinner) and two complimentary dinner tickets
- 10 complimentary session passes to your choice of session
- opportunity to display corporate presence on tables and at dinner (method to be discussed with conference organisers)
- logo inclusion and acknowledgment in printed menu
- two seats at the VIP tables, which typically include the Minister for Agriculture, Fisheries and Forestry, the departmental Secretary, Executive Director of ABARE and international guests
- acknowledgment at the dinner by the master of ceremonies
- opportunity to host a table of selected delegates
- networking opportunities with senior government and industry executives
- inclusion in Outlook advertisements and promotions
- inclusion on ABARE's dedicated Outlook 2010 website, with logo and hyperlinks
- assistance in identifying opportunities and coordinating communications with speakers and/or delegates (where permitted by privacy guidelines)

Note: It may be required that item placement on dinner tables be shared with the major conference partner, should one be appointed.

"First time attendee and generally well impressed." **Outlook 2009 delegate**

Conference hospitality partner

INVESTMENT: $7000 (GST incl.)

Delegates will welcome the relaxing morning and afternoon tea and lunch breaks as they reflect and discuss the preceding sessions. The conference hospitality partnership offers a low-key yet effective way to connect with delegates over two days and six catering breaks through logo and product placement opportunities.

BENEFITS

- one complimentary conference registration (includes conference dinner)
- five complimentary session passes to your choice of session
- acknowledgment and opportunity to display corporate presence at hospitality locations (e.g. signage, product placement, table centrepieces, embossed napkins)
- inclusion on ABARE's dedicated Outlook 2010 website, with logo and hyperlinks
- copies of digital images relevant to your organisation
- assistance in identifying opportunities and coordinating communications with speakers and/or delegates (where permitted by privacy guidelines)

Conference café partner

INVESTMENT: $5000 (GST incl.)

The Outlook café will return as an integral part of the 2010 conference, allowing delegates to enjoy a special barista-made coffee and catch up with colleagues and new acquaintances over two days.

BENEFITS

- naming of the area as '*Café organisation's name*'
- one complimentary conference registration (includes conference dinner)
- opportunity to display corporate presence at the café site (for example, signage, product placement, display table)
- inclusion on ABARE's specific Outlook 2010 website, with logo and hyperlinks
- copies of digital images relevant to your organisation
- assistance in identifying opportunities and coordinating communications with speakers and/or delegates (where permitted by privacy guidelines).

Other partnership options

Pre-conference cocktail function

INVESTMENT: $7000

An opportunity is available to host a cocktail function on Monday 1 March 2010, the evening before the opening of Outlook. It will be identified as an exclusive co-branded event with ABARE and the conference partner. Event costs to be decided on and met by the conference partner. ABARE will promote the function to prospective delegates via the conference program, website and email communications. This is an exclusive option.

Speaker/chair gift – new opportunity!

INESTMENT: $3000

An opportunity is available to provide suitable item, branded with the conference partner's logo, as a thank you gift to the speakers and chairs at the conference. The item will be approved by ABARE before purchase by the conference partner with the gift costs borne by the conference partner. The gift will be presented at the end of each session by the session chair, acknowledging the conference partner's support.

Advertisement in delegates' directory

INVESTMENT: $2500

The Outlook 2010 delegate directory is an essential reference tool provided to all delegates, listing contact details to continue the conference conversation. The professionally designed brochure will include a one page introduction by ABARE's Executive Director and the designated representative of the conference partner, plus the opportunity for a one page black and white advertisement. This is an exclusive option.

National promotion for primary producers

INVESTMENT: $3500

This opportunity is available to an organisation with a network of state or national offices and branches. The conference partner will run a national promotion via its networks to offer, on a competitive basis, one complimentary full conference registration for Outlook 2010 to one primary producer in each state and the Northern Territory.

ABARE and the conference partner will collaborate on the design of the promotional material, with the conference partner responsible for costs incurred in administering and managing the promotion. This is an exclusive option.

Trade stands

INVESTMENT: $2500

ABARE also offers a limited number of sites for the trade stand exhibition over the two days of the conference. Located in the foyer of the conference venue where morning and afternoon teas are served, a trade stand introduces your organisation to delegates, or consolidates your presence at the event.

Arrival drinks – new opportunity!

INVESTMENT: $2500

Welcome delegates as they arrive for the conference dinner on Tuesday 2 March, with arrival drinks. With a complimentary information table available to distribute information, showbags or similar products, the conference partner can launch their latest report, showcase products from their industry, or explore other ways to creatively connect with delegates.

Media partner – new opportunity!

INVESTMENT: $3500

Delegates attending Outlook are seeking information and market data, so ensure they are kept up to date through becoming the sole media partner onsite. Distribute newspapers to delegates with distribution points located in key traffic areas for the two days of the conference. With a Media Centre located onsite, journalists can access conference speakers for quick interviews or in-depth analysis of the issues.

"Very enjoyable on the whole, lots of good information and a good opportunity to meet people in like business." Outlook 2009 delegate

Marketing and media

The marketing and media campaign for Outlook 2010 begins six months before the conference with a proactive schedule, including:

- direct mail out of the Outlook 2010 conference program
- event diary listings
- a media campaign through metropolitan, regional and rural media
- media alerts to news media
- newsletters
- website links
- email promotions
- newspaper advertisements

ABARE manages a Media Centre at Outlook, with dedicated facilities for onsite journalists, including live feeds from key sessions and quick access to speakers' papers and presentations.

Outlook receives excellent media coverage across Australia and internationally through print, broadcast and internet media, with 70 journalists registered and based in the Media Centre at Outlook 2009.

To take advantage of the media, your organisation could:

- distribute media releases through the Media Centre during Outlook 2010
- arrange interviews with conference media
- hold a media conference and invite the conference media.

For any Outlook 2010 program and conference enquiries please contact:

Program

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Conference

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