



Sponsorship prospectus

3rd International Controlled Traffic Farming Conference 2019 **Keeping On Track #CTF19**

Introduction

As Chairman of the Australian Controlled Traffic Farming Association (ACTFA) I am excited and proud to announce that the 3rd International Controlled Traffic Farming Conference (CTF19) will be held from Tuesday 12th to Thursday 14th February 2019, at Federation University in Ballarat, Victoria.

February was chosen to attract northern hemisphere farmers and researchers before they start spring and summer crop work.

Ballarat is a beautiful and interesting city, well known for its many historical buildings built with the gold derived wealth of the late 19th Century. It has attractions and activities for everyone. Regular fast trains and airport shuttles make access to and from Melbourne easy and convenient. Ballarat is also close to highly productive agricultural districts in western Victoria.

Maintaining the world's agricultural soils is crucial for the future of humanity. CTF, which minimises soil compaction caused by heavy farm machinery, is increasingly recognised as an ideal farming system to reduce soil degradation and improve productivity.

CTF19 will feature presentations from CTF farmers, scientists and specialists from Australia and overseas. There will be exhibitions of equipment and technologies and visits to farms at the cutting edge of CTF technology adoption. Pre and post Conference tours to interesting farms and attractions will also be available. The Conference social activities at the University venue will maximise the opportunities for delegates to network and get to know each other.

Chris Bluett, ACTFA Chair

**Tuesday 12th to
Thursday 14th February 2019**
Federation University | Ballarat
Victoria | Australia

Thank you for your interest in sponsorship at the
3rd International Controlled Traffic Farming Conference 2019

Themes for CTF 2019

The Conference will focus on four major themes derived from growers' interest.

CTF impacts on:

- **Soils and agronomy**
- **Productivity, economics and lifestyle.**
- **Environment and climate change.**

CTF technology:

- **Machinery developments.**
- **PA/remote sensing/automation.**
- **Wheel track management.**

CTF systems:

- **Regional, International.**
- **Grains.**
- **Cotton and cane.**
- **Horticulture.**

"My CTF System":

- **Grower experience of adoption, impacts.**
- **New possibilities or limits with CTF.**

Format for CTF 2019

Preconference Evening:

**Meet and Greet function
Tuesday 12 February
Federation University.**

**Day 1: On-topic
presentations and
networking opportunities—
Evening Sundowner.**

**Day 2: Half Day On-topic
presentations plus Half Day
CTF in practice farm tour
followed by the Conference
Dinner.**

Brought to you by:



Rationale

Future Farming

The Australian grain belt is experiencing rainfall reductions, which may continue or worsen, and which are thought to be the primary reason for a decline in grain productivity gains. To remain competitive grain growers—and their industry partners—must develop and adopt technologies that maximise the proportion of rainfall available to crops. CTF is such a system, but there are barriers to its adoption that can be overcome through better connectivity, engineering solutions, and a greater understanding of the agronomic solutions required to manage the system. This Conference will bring together a wide range of sectors to find adoption solutions and continue the development of CTF.

Opportunity

Controlled traffic farming offers the next generation a framework for high technology farming that depends upon techniques such as satellites, autosteer and the precise placement and use of every piece of equipment. Because of that high degree of precision CTF growers can immediately benefit from the rapid and incremental advances in data gathering and management, which are providing exciting opportunities to micro-manage crops and paddocks. CTF is thus the ideal base for a high tech, efficient and profitable grain enterprise.

Competitive

The world must feed an increasing population from a decreasing area of food producing land, with possible degradation from climate change. Australia is well placed competitively to continue contributing to world food supplies because our food producing industries, especially grains, are already technologically advanced. But to remain competitive while facing rising input costs and declining prices, we must work hard to remain at the cutting edge of technology in order to maximise production efficiency. CTF-based precision cropping systems that constantly adopt appropriate advances in techniques, such as information and data processing, will help Australia retain its competitive edge.

Partnerships

The technologies and engineering solutions that drive the development and adoption of high tech CTF systems come from many industry sectors and partners. These include growers themselves, machinery companies, agricultural scientists, and information technology and data processing companies.

The Conference will encourage these partners to come together to discuss solutions to barriers, and form collaborations that will drive adoption and future development of CTF based cropping industries.

Representatives of these key groups are on the CTF 19 organising committee.

Benefits to the Australian Cropping Industries

Controlled Traffic Farming systems have been demonstrated in Australia to increase crop productivity by improving soil health and water-holding capacity. They are also strongly linked to the prevention of erosion and other environmental degradation problems on farms.

In the view of ACTFA and conservation group members, these factors make CTF a principal or key enabling technology for producers to improve the productivity of their farms and thus help them to manage the continual challenges to their terms of trade.

Engineers, soil scientists, agronomists and other professionals from many countries around the world are working jointly with farmers to continue the development of CTF technologies and see them adopted on cropping farms.

CTF is also an ideal base on which to build a precision system that takes advantage of new and emerging technologies including those involving information and data. CTF also allows growers to quickly adopt new agronomic methods and to accurately measure any effects on their crops. This Conference aims to bring together farmers and professionals from all relevant fields to share their experiences of successful adoption and management of a CTF system and the integration of new and exciting technologies into it.



Sponsorship

Take advantage of this excellent Sponsorship opportunity

About 30% of Australia's grain is already CTF, it's growing rapidly, and the same process is starting overseas. This is your company's opportunity to get on board with a growing market.

Sponsors at the 3rd International Controlled Traffic Farming Conference (CTF 19) will receive excellent exposure to the broader farming community.

It is currently anticipated that upwards of 250–300 delegates will attend. Over two-thirds of the delegates are expected to be growers from all over Australia. Expressions of interest to attend have also been received from international farmers and researchers.

CTF 19 has a range of opportunities for sponsors to gain exposure or benefit from branding.

Preconference

Sponsorship Opportunities at Federation University Ballarat Victoria

Networking Meet and Greet Naming Rights

Tuesday 12th February—

evening function the night before the Conference starts at Federation University. Sponsor to be recognised as the host of the Preconference Networking session. Package includes:

- Recognition with relevant branding in the CTF programme.
- 5-minute speaking opportunity.
- Your banners (sponsor to provide) to be displayed in appropriate positions.
- Recognition by a brief introduction to ensure delegates are aware of your contribution.
- 2 x Delegate ticket (valued at \$790 inc of GST) for use by sponsor.

**\$2500
plus GST**

Terms

All sponsorship payments are to be made in full no later than January 15th 2019.

Please complete the attached booking form and return to sponsorship@internationalctfconference.com.au.

Space is limited so please book as soon as possible to avoid disappointment. Late bookings may not be accepted.

Day 1 Sponsorship Opportunities at Federation University Ballarat Victoria

Trade Exhibit

The Trade Exhibitor package includes:

- 1 x trestle table 6 ft.
- 2 x chairs.
- Display table 2 m and tablecloth.
- Space for pull-up banners.
- Approximate floor area 2 m x 3 m.
- 1 x Delegate ticket (valued at \$395 inc of GST).
- Power can be provided (but must be applied for on booking form).

**\$895
plus GST**

Machinery Display Area

Machinery manufacturers and dealers will be able to display machines in the grounds of the Conference venue. Delegates will be able to view machinery throughout the conference. All delegates will be given the opportunity to attend the sundowner on Day 1. This will be held in close proximity to the machinery display area.

**\$895
plus GST
Per Machine
Displayed**

Conference Bags and Branding

Sponsor to provide a bag or satchel (400) with relevant branding appropriate to the event. Bag or satchel must be able to fit A4 size documents.

- Includes 1 x Delegate ticket (valued at \$395 inc of GST) for use by sponsor.

Morning Tea Naming Rights

Sponsor to be recognised as Morning Tea Host on Day 1. Package includes:

- Recognition with relevant branding in the CTF programme.
- Your banners (sponsor to provide) to be displayed in appropriate positions around the serving tables.
- Recognition by a brief introduction prior to Morning Tea to ensure delegates are aware of your contribution.
- 1 x Delegate ticket (valued at \$295 plus GST) for use by sponsor.
- Your company name and logo displayed on presentations screens prior to the break.

**\$1500
plus GST**

Lunch Naming Rights

Sponsor to be recognised as Lunch Host on Day 1. Package includes:

- Recognition with relevant branding in the CTF programme.
- Your banners (sponsor to provide) to be displayed in appropriate positions around the serving tables.
- Recognition by a brief introduction prior to lunch to ensure delegates are aware of your contribution.
- 2 x Delegate tickets (valued at \$790.00 inc of GST) for use by sponsor.

**\$2500
plus GST**

Day 2 Sponsorship Opportunities for Day 2

Afternoon Tea Naming Rights

Sponsor to be recognised as Afternoon Tea Host on Day 1.

Package includes:

- Recognition with relevant branding in the CTF programme.
- Display of your company name and logo on presentation screens.
- Your banners (sponsor to provide) to be displayed in appropriate positions around the serving tables.
- Recognition by a brief introduction prior to Afternoon Tea to ensure delegates are aware of your contribution.
- 1 x Delegate ticket (valued at \$395 inc of GST) for use by sponsor.

\$1500
plus GST

Sundowner

Sponsor to be recognised as CTF 19 Sundowner Host. Package includes:

- Recognition with relevant branding in the CTF programme.
- A 5-minute speaking spot during the Sundowner.
- Your banners (sponsor to provide) to be displayed in appropriate positions on an exclusive basis with over one hour of exposure to all delegates at the Sundowner.
- 3 x Delegate tickets (valued at \$1185.00 plus GST) for use by sponsor.

\$3500
plus GST

Whole of Conference Naming Rights—Co Branded with ACTFA

The Naming Rights package includes:

- Sponsor to be recognised in all marketing material as Naming Rights Sponsor of CTF 19.
- A speaking opportunity during CTF 19 (maximum of 5 minutes).
- Your banner (sponsor to provide) and your logo to be displayed around the lectern area and in the entry to the Conference.
- Sponsor to receive recognition in rural media as co-host of CTF 19.
- 5 x Delegate tickets (valued at \$1975.00 plus GST) for use by sponsor.

\$12,000
plus GST

Door Prizes

All sponsors and exhibitors are encouraged to provide a door prize at CTF 19. These will be presented at the end of the Day 1 during the Sundowner.

Morning Tea Naming Rights Day 2

Sponsor to be recognised as Morning Tea Host on Day 2. Package includes:

- Recognition with relevant branding in the CTF programme.
- Your banners (sponsor to provide) to be displayed in appropriate positions around the serving tables.
- Recognition by a brief introduction prior to Morning Tea to ensure delegates are aware of your contribution.
- 1 x Delegate ticket (valued at \$395 inc of GST) for use by sponsor.

\$1500
plus GST

Lunch Sponsor Field Tour Day 2

Sponsor to be recognised as Lunch Host for Day 2. Package includes:

- Recognition with relevant branding in the CTF programme.
- Your banners and marketing material (sponsor to provide) to be displayed in appropriate positions during lunch break.
- A speaking opportunity during CTF 19 (maximum of 5 minutes) during lunch on Day 2.
- 2 x Delegate ticket (valued at \$790.00 plus GST) for use by sponsor.

\$2500
plus GST

CTF 19 Conference Dinner Naming Rights Day 2

Sponsor to be recognised as CTF 19 Dinner Host. Package includes:

- Recognition with relevant branding in the CTF programme.
- A 5-minute speaking spot during the Dinner.
- Your banners (sponsor to provide) to be displayed in appropriate positions on an exclusive basis with over one hour of exposure to all delegates at the Dinner.
- 3 x Delegate tickets (valued at \$1185.00 plus GST) for use by sponsor.

\$3500
plus GST



Contact

Please direct all enquiries regarding sponsorship of CTF 19 to

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