



Sponsorship prospectus

National Controlled Traffic Farming Conference 2017

Controlled traffic for sustainable profit

22-23 August

Novotel Perth Langley | Perth | Western Australia

Thank you for your interest in sponsorship at
the National Controlled Traffic Farming Conference 2017.

The Conference will focus on four major themes derived from growers' stated reasons for reluctance to adopt CTF. They are 'Economics of CTF', 'Setting up the CTF system', 'Benefits of managing compaction in a CTF system' and 'Technologies that add value to CTF'.

The subjects will be covered by a mix of grower and industry speakers and will be reinforced by visits to CTF farms on the second day.

Format for CTF 2017

Day 1: On-topic presentations and networking opportunities at Novotel Perth Langley

Day 2: Tour to Bolgart to see CTF in practice, bringing together the issues and solutions

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THE UNIVERSITY OF
WESTERN
AUSTRALIA



Western Australian
Controlled Traffic Farming
Association

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 a CTF based grains industry.](#)

Representatives from across Australia of these key groups are on the CTF 17 organising committee.

Benefits to the Australian Grains Industry

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 grain 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 grain producing 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

Sponsors at the National Controlled Traffic Farming Conference (CTF 17) will receive excellent exposure to the broader farming community.

It is currently anticipated that upwards of 300 delegates will attend. Over two-thirds of the delegates are expected to be growers from WA and the Eastern States. Expressions of interest to attend have also been received from international farmers and researchers. CTF 17 has a range of opportunities for sponsors to gain exposure or benefit from branding.



Day 1 Sponsorship Opportunities at the Novotel Perth Langley

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 \$295 plus GST)
- Power can be provided (but must be applied for on booking form).

\$795.00
plus GST

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 \$295 plus 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.

\$1500.00
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 \$590 plus GST) for use by sponsor.

\$2500.00
plus GST

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.
- 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 \$295 plus GST) for use by sponsor.

\$1500.00
plus GST

Day 2 Sponsorship Opportunities for Field Tour to Bolgart

Naming Rights for Day 2

Package includes:

- Recognition with relevant branding in the CTF programme as the host of CTF Day 2.
- A speaking opportunity during CTF 17 (maximum of 5 minutes) during the field component of the CTF tour to Bolgart.
- 3 x Delegate tickets (valued at \$885 plus GST) for use by sponsor.

\$3500.00
plus GST

Sundowner

Sponsor to be recognised as CTF 17 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 \$885 plus GST) for use by sponsor.

\$3500.00
plus GST

Lunch Sponsor

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 17 (maximum of 5 minutes) during lunch.
- 1 x Delegate ticket (valued at \$295 plus GST) for use by sponsor.

\$2000.00
plus GST

Whole of Conference Naming Rights

The Naming Rights package includes:

- Sponsor to be recognised in all marketing material as Naming Rights Sponsor of CTF 17.
- A speaking opportunity during CTF 17 (maximum of 10 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 17.
- 5 x Delegate tickets (valued at \$1485 plus GST) for use by sponsor.

\$12000.00
plus GST

Terms

All sponsorship payments are to be made in full no later than 8 August 2017.

Please complete the attached booking form and return to graeme.currie@wantfa.com.au.

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

Please direct all enquiries regarding sponsorship of CTF 17 to Graeme Currie, WANTFA Marketing Manager, on 0427 223 395 or graeme.currie@wantfa.com.au.

Door Prizes

All sponsors and exhibitors are encouraged to provide a door prize at CTF 17. These will be presented at the end of the Day 1 during the Sundowner.