



Poultry Information Exchange

23-26 May 2010, Gold Coast, Australia

PIX Association
PO Box 96
Wamuran Qld 4512
Australia
4 January 2010
07 5496 6896
Email: pix2010@pix.org.au

Dear Potential Sponsor,

I am seeking sponsorship from your organisation to support the 2010 Poultry Information Exchange (PIX2010) to be held from Sunday 23 to Wednesday 26 May 2010 at the Gold Coast Convention and Exhibition Centre, Broadbeach, Queensland. PIX is recognised as the premier Australian poultry industry conference for the production sector of the industry.

Sponsoring PIX2010 will expose your organisation to a large proportion of the Australasian poultry industry, including meat chicken growers, egg producers, integrator, processor and service company management and staff and government and research people. We anticipate that about 500 people will attend. We also expect to see producers from the nearby Asia Pacific Region.

The program includes two days of meat chicken, egg industry and general sessions as well as sessions for breeder, hatchery and alternative production systems. The conference includes a trade display, a social program and a tunnel ventilation workshop. Further information follows.

We offer sponsors:

- An A4 page black and white advertisement in the proceedings (you provide camera ready copy or bromide) or a colour advertisement with art work and printing at your cost,
- Listing in the conference brochures,
- Your organisation's name or logo displayed electronically during the conference sessions,
- One complimentary satchel insert,
- Option to sponsor the Tunnel Ventilation Workshop.

The amount of sponsorship is left to your organisation's discretion. We have no grading system for sponsorship. The amount of sponsorship usually ranges between \$1,000 and \$10,000. Any assistance you are able to give will help us stage a successful conference. There is also a limited opportunity to sponsor dinners and events.

If you wish to sponsor PIX2010, please complete the attached application form and return it to us by 5 March 2010. If you require further information, please contact me.

Kind regards

Geof Runge
President
PIX Association Inc

About PIX2010

PIX focuses on 'information exchange', facilitating a two-way flow of information of practical relevance. The PIX2010 lecture and workshop program on Monday and Tuesday will include information that is directly relevant to Australian producers and technical personnel from meat chicken, egg and breeder farms, hatcheries and processors. Workshops will also be run, targeting current issues in our industry including a tunnel ventilation workshop on Wednesday 26 May. In keeping with past practice, PIX2010 is committed to providing practical education to our industry.

The Venue

PIX2010 will be held at the Gold Coast Convention and Exhibition Centre. This purpose-built facility provides the opportunity for you to promote your company in first-class surroundings.

Website: www.gccec.com.au

Delegate profile

PIX attendees are drawn from the production sector of the poultry industry - farmers, staff from meat, chicken, egg and breeder farms, hatcheries and processors, and people from the service industries including government and researchers. Delegates come from Australia, New Zealand, Pacific Islands and Papua New Guinea and Asia. We expect to attract up to 600 attendees.

Why sponsor PIX2010?

Sponsoring PIX2010 will expose your organisation to a large proportion of the production sector of the Australasian poultry industry, that is: farmers, staff from meat, chicken, egg and breeder farms, hatcheries and processors, and people from the service industries.

Use PIX2010 to:

- Promote your company or brand,
- Launch a new product or service,
- Lift your profile within the industry,
- Meet the key producers and processors from Australia and the Pacific region,
- Expose your staff to the key markets,
- Mix informally with all sectors of the Australasian poultry industry,
- Be seen to be supporting education and research initiatives in the poultry industry.

Sponsorship opportunities

The organising committee of PIX2010 invites your organisation to participate as a sponsor of this important event.

The amount of sponsorship for PIX2010 is left to your organisation's discretion; PIX does not offer a grading system for sponsorship. The amount of sponsorship offered ranges between \$1,000 and \$10,000. Any assistance you are able to give will help to stage a successful conference.

There are also limited opportunities to sponsor some PIX2010 events. We welcome the opportunity to discuss your marketing objectives and any further ideas you may have on sponsorship.

Sponsors entitlements

- A4 page black and white advertisement inside proceedings (artwork to be provided by sponsor), or a colour advertisement with art work and printing at your cost,
- Logo featured on a 'thank you sponsors' slide in all PIX sessions
- Listing in the conference brochures and program.
- One complimentary satchel insert,
- Option to sponsor the Tunnel Ventilation Workshop.

As a confirmed PIX2010 sponsor, there is also an option to sponsor the Tunnel Ventilation Workshop on Wednesday 26 May (minimum of \$500). This entitles you to:

- an A4 page black and white advertisement inside the tunnel ventilation workshop proceedings (artwork to be provided by sponsor), or a colour advertisement with art work and printing at your cost, and

- One complimentary satchel insert in the Workshop satchel,

The conference can provide many and varied opportunities for sponsorship participation and is in no way limited.

More information

E-mail: pix2010@pix.org.au Or Danielle Ph 07 5429 8480 Int 61 7 5429 8480

To discuss sponsorship opportunities contact Geof: Ph 07 5496 6896 Int 61 7 5496 6896
Or E-mail: pix2010@pix.org.au

Draft PIX2010 Program and Associated Meetings Outline

Sunday 23 May

1.00pm - 5.30 pm Trade display open

6.30pm - 11.00pm Welcome dinner

Monday 24 May

10.30am - 5.30pm Trade display open

8.45am - 5.30pm General, meat chicken, egg industry and alternative production sessions and hatchery, breeder and post mortem workshops.

6.30- 11.00pm PIX dinner and entertainment

Tuesday 25 May

7.00 - 8.30am Poultry Industry Breakfast

8.30am - 4.00pm Trade display open

9.00am - 4.30pm General, meat chicken, egg industry and alternative production sessions and hatchery, breeder and post mortem workshops.

Wednesday 26 May

8.30am - 5.00pm Tunnel Ventilation Workshop

8.30am - 5,00pm Australian Veterinary Poultry Association Seminar

Thursday 27 May

8.30am - 5,00pm Australian Veterinary Poultry Association Seminar