

PIX2008

An Australian Poultry CRC & Queensland Poultry Industries Initiative

2008 POULTRY INFORMATION EXCHANGE

Brisbane Convention and Exhibition Centre Monday 30 June - Wednesday 2 July 2008

INVITATION TO SPONSOR

The Poultry Information Exchange (PIX) is the premiere biennial Australian poultry industry conference for the production (egg and meat) sector of the industry. PIX2008 will run concurrently with the XXIII World's Poultry Congress (WPC08) at the Brisbane Convention and Exhibition Centre, Queensland, Australia.

Associating these two events is a unique opportunity to showcase our Australian poultry industry to the rest of the world. The WPC will bring speakers, producers and scientists from around the world to Australia, allowing us to capitalise on their international experience and perspectives at PIX2008.

PIX is expecting about 600 delegates to attend including farmers, management and staff of integrator, processor and service companies, together with trade representatives, government and researchers. We also expect to see more producers from the nearby Asia Pacific Region through our joint promotion with WPC.

The World's Poultry Congress is expecting at least 2,000 plus delegates from around the world from all sectors of the industry. The last World's Poultry Congress held in Australia was in Sydney in 1962. Our combined PIX and WPC trade exhibition will be the largest ever held in Australia for the poultry industry.

Sponsors have the option of sponsoring either PIX2008 and/or WPC08. I encourage you to consider PIX sponsorship, giving you exposure to PIX2008 participants from Australasia as well as the international audience of WPC that chooses to attend the PIX sessions. If you take a WPC sponsorship package of Sapphire (\$11,000) or higher you can specify a portion of this for sponsorship of PIX2008.

This letter is an appeal for PIX2008 sponsorship which will guarantee your exposure to a large proportion of the Australasian poultry industries.

I look forward to your support of PIX2008.

Yours sincerely



Geof Runge
President
Poultry Information Exchange Association

PIX themes

The program will include two days of meat chicken, egg industry and general sessions, as well as sessions for breeder, hatchery and alternative production systems followed by a tunnel ventilation workshop on Thursday.

PIX2008 will specifically cater to the needs of farmers and personnel from meat chicken, egg and breeder farms, hatcheries and processors. Speakers will focus on issues of direct application to producers. The key characteristic of the PIX conference is a focus on 'information exchange', facilitating a two-way flow of information of practical relevance.

Program at a glance

Monday 30 June 2008

- WPC2008 Opening Ceremony and Welcome Reception
- PIX2008 Welcome Dinner
- PIX Trade Exhibition 2.00-5.30pm

Tuesday 1 July 2008

- Plenary Session
- Concurrent Sessions
- PIX/WPC Trade Exhibition 8.00am – 5.30pm
- PIX2008 Conference Dinner

Wednesday 2 July 2008

- PIX2008 Breakfast
- Plenary Session
- Concurrent Sessions
- PIX Trade Exhibition concludes

Thursday 3 July 2008

- WPC continues
- WPC Trade Exhibition only

Friday 4 July 2008

- WPC concludes

2008 Poultry Information Exchange 30 June – 2 July 2008

Brisbane Convention & Exhibition Centre, Queensland, Australia

P: +61 (0)7 3858 5594 F: +61 (0)7 3858 5499 E: pix2008@wpc2008.com

Why Sponsor PIX2008?

Most of the major Australian suppliers have been supporting the local poultry industry and PIX since the inception of PIX in 1968. This has helped build a stronger industry. PIX facilitates and maintains strong friendships, good contacts and long term relationships with buyers of your goods or services.

How is Your Sponsorship Used?

PIX has been such a success because of the high quality of its speaker program. We are a not-for-profit organisation and our volunteer committee strive to offer valuable education to the production industry at a low cost to attendees. This has been made possible through the generous assistance of our sponsors. Sponsorship is used to cover invited speaker costs, the social program and general running costs.

Sponsorship Opportunities

Our philosophy has always been to accept all levels of sponsorship, be it a few hundred or thousands of dollars. We provide exposure and recognition to all on a similar basis although the more you pay the more exposure we can give. You will know best what you can afford - this sponsorship is more about supporting the industry and gaining the respect of producers.

Sponsors Entitlements

All sponsors receive:

- Logo (mono) featured on all PIX2008 promotional material
- Full page mono advertisement in the Proceedings (artwork to be provided by you) or
- A colour advertisement at additional cost (POA)
- Logo on a 'thank you sponsors' slide in all PIX sessions
- Listing in the conference brochures and program
- One complimentary satchel insert

Larger sponsors (\$3,300 *(GST inclusive)* or more) may be able to sponsor a social function, support a speaker or increase their exposure in other ways. Contact Geof Runge to discuss details.

Sponsorship does not include any complimentary registrations or social functions and sponsors are expected to book and pay for these as required.

Cancellation Policy

Sponsorship is not refundable under any circumstances

What Next

To sponsor PIX2008, fill in the form attached and pay now. Event Planners Australia, the WPC designated conference managers, will issue a tax invoice and deliver your entitlements.

Further Information

Please contact either Geof Runge or any of the PIX Committee members for more information.

Geof Runge <mailto:pixassoc@pix.org.au>

Ph 07 5496 6896 Int 61 7 5496 6896

Fax 07 5496 6894 61 7 5496 6894

Mob 04 3896 6896 61 4 3896 6896

World Poultry Congress Sponsorship

If you have a more international focus then consider sponsoring WPC08 as well as PIX2008. You can reserve some of a larger WPC08 sponsorship (from Sapphire level \$11,000 upwards) to give you PIX2008 benefits as well as WPC08. www.wpc2008.com/sponsorship.html.

For more information on the WPC2008, visit the website at www.wpc2008.com.au.

PIX 2008

Application to Sponsor

Return by 29 February 2008

Complete and return this form to:

PIX2008 Sponsorship & Exhibition Manager

C/ Event Planners Australia

PO Box 1280

Milton QLD 4064

AUSTRALIA

or Fax : +61 7 3858 5499

Company

Contact name

Position

Address

Postcode

Email* Telephone Fax

*Please tick if you do NOT want to receive Conference updates via email

I would like to sponsor PIX2008 to the amount of AUD\$

(Please note that all amounts must include GST – the minimum amount is \$550 and typically a sponsor will contribute several times that).

DECLARATION

- I have read the above PIX2008 information, understand the entitlements offered, and agree to be invoiced for the sponsorship listed above.
- I declare that I am authorised to make this commitment on behalf of my organisation.

Signature Date

PAYMENT DETAILS

Event Planners will issue a Tax Invoice on receipt of this application. Payment must be made within 7 days or the reservation is forfeit.

- Australian Cheque (payable to Event Planners Australia).
- Electronic Funds Transfer (EFT) into the following bank account
 - Bank: National Australia Bank
 - BSB: 084-255 Account No: 59 650 0566
 - Account name: Event Planners Australia

Charges as per this form are to be debited to *(5% surcharge applies)*

MasterCard Visa American Express Diner Club

Card number Expiry

Cardholder's name

Signature