



Horizons in Livestock Sciences

The future of agriculture - value or volume?

TRADE EXHIBITION & OTHER OPPORTUNITIES INVITATION

Horizons in Livestock Sciences Conference

Convention Centre, Christchurch, New Zealand

28 – 30 October 2008

Event Overview

AgResearch, New Zealand, and CSIRO, Australia, are pleased to announce the fifth *Horizons in Livestock Sciences* Conference. This joint AgResearch-CSIRO Livestock Industries conference will provide a forum for eminent international speakers, Australian and New Zealand industry leaders and researchers and other participants to explore the chosen theme. The conference is to be held in the Christchurch Convention Centre from 28-30 October 2008 and follows the success of the four previous CSIRO Livestock Industries *Horizons in Livestock Sciences* conferences held in Australia.

The 2008 *Horizons in Livestock Sciences* Conference is to provide a public forum for farming and industry personnel from the dairy, meat and fibre sectors, policy makers and scientists to debate/discuss the theme 'The future of agriculture – value or volume?' Invited speakers will have the opportunity to inform debate through plenary sessions focusing on (i) drivers of change – demands and constraints, (ii) cutting edge science for future animal agriculture and (iii) industry transformation using case studies to examine responses from the dairy, meat and fibre sectors. Finally a panel will be assembled to examine critically the future of livestock-based production agriculture.

The conference provides an ideal opportunity to discover new livestock industries challenges and to share knowledge and experiences, whilst enjoying a varied programme of social events.

THE DESTINATION

Christchurch, located in the province of Canterbury, is a leading conference venue in New Zealand. The largest city in the South Island of New Zealand, Christchurch is a spring board for add-on travels to New Zealand's scenic beauty. It is the gate-way to Mt Cook/Aoraki, Australasia's highest mountain and to iconic Milford Sound as well as other treasures in the South Island's National Parks.

The Canterbury region of the South Island is one of the country's most active regional economies. Around 484,000 people live there (12.8% of the New Zealand population). Representing 15% of New Zealand's economic activity, Canterbury is regarded as an economic barometer on how the country is faring and has tended to lead the cycle of economic activity. With an area of just on four million hectares, Canterbury has the largest area of flat land in New Zealand and grows about two thirds of New Zealand's grain crops. The most important businesses of Canterbury are the Primary sector (7.1%), Tourism (6.2%) and Food processing (9.4%). Employment, around 97%, is a percentage point higher than the rest of the country.



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THE VENUE

The Christchurch Convention Centre is an ideal venue that is set in central Christchurch nearby to a large range of accommodation possibilities in less than a five minute walking range. Christchurch International Airport is just a 20 minute taxi ride from the venue.

The sessions will be held in the Convention centre's Auditorium A Trade displays will be mounted next door in Auditorium B, where catering will be served, allowing opportunity for delegates to network with exhibitors.

THE CONFERENCE SECRETARIAT

The Professional Development Group (PDG), Lincoln University, has been appointed as the Conference Secretariat of Horizons in Livestock Sciences 2008. Your organisation can feel confident that the PDG will work with you and your representatives to develop a comprehensive package of benefits to suit your marketing strategy and then ensure your company receives maximum value from every promotional element of the package. Please do not hesitate to contact the PDG to discuss any aspect of your involvement.

Professional Development Group Postal Address:

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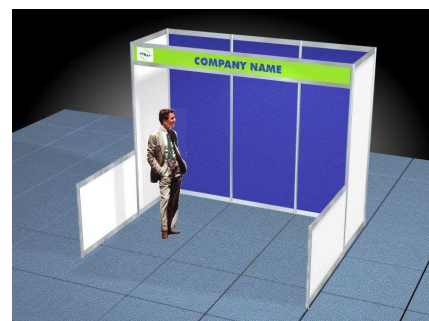
TRADE EXHIBITION – A VALUABLE OPPORTUNITY

A trade exhibition will be staged as part of the conference in the Auditorium B of the Convention Centre. The trade exhibition is an ideal opportunity for companies to showcase their latest products, equipment and services first hand to an interested, relevant and influential international and domestic audience. All tea/coffee breaks and lunches will be served in and around the exhibition, allowing great opportunities for delegates to network with exhibitors.

THE PACKAGE

For a fee of NZ\$3,000 (plus GST) per booth, your organisation will receive:

- One 3m x 2m booth which includes: -White Melamine walls in an Aluminium Octanorm Frame -Fascia sign with company name* -Lighting (2 x 150 watt track mounted) -Power – 1 x 240 volt/100watt/4amp general purpose outlet



The fee does not include furniture, equipment or display material other than already specified. Please contact the Professional Development Group for further information on these items

- Tea/coffee breaks and lunches for the three main conference days for up to two representatives staffing your booth.
- Promotional paragraph in the Conference Handbook.

Any additional staff members wishing to attend any functions not listed as normal entitlements will be required to purchase tickets.



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EXHIBITION DATES AND TIMES

Tuesday 28 October 2008	8.30am – 7.30pm
Wednesday 29 October 2008	7.30am – 5.00pm
Thursday 30 October 2006	8.00am – 1.30pm

SET UP & PULL DOWN

Exhibitor setup is scheduled from 12.00pm until 6.00pm on Monday 27 October 2008. All exhibits must be completed and setup on Monday 27 October 2008.

Exhibitors can commence dismantling their exhibits from 2.00pm on Thursday 30 October 2008. All display materials must be removed from the site by 4.00pm, as the stand contractor will then commence dismantling the booths. Exhibitors must agree to comply with the move-in/move-out schedule provided by the Professional Development Group, Lincoln University.

HOW TO BOOK YOUR BOOTH

Complete and return (via fax or mail) the enclosed booking form to the Professional Development Group. Please note payment is required by Wednesday 20 August 2008.

A final floor plan and exhibitor brief (advising booth allocation) will be forwarded to each participating organisation 6 weeks prior to the event, or when final payment has been received.

OTHER OPPORTUNITIES

Satchel Insert \$600 per insert (plus GST)

Placing an item or insert directly in the hand of each attending delegate is the perfect opportunity to promote your organisation.

Following confirmation and payment by way of the form below, a sample of the insert must be sent to the Professional Development Group, Lincoln University by Wednesday 20 August 2008. Final quantities will need to be sent by Friday 5 September 2008 (exact quantity and delivery address to be advised).

Handbook Advertisement

This is an opportunity to place an advertisement in the conference handbook, which is distributed to all delegates at registration. The life of this document extends well beyond the Conference as it is kept as a reference tool by many delegates and organisations.

Following confirmation and payment by way of the form below, the advertisement must be sent electronically to the Professional Development Group, Lincoln University by Wednesday 20 August 2008.

Full page A4 B & W **NZ\$600 (plus GST)**

Half page A4 B & W **NZ\$350 (plus GST)**

Quarter page A4 B & W **NZ\$200 (plus GST)**



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TRADE EXHIBITION BOOKING FORM

Please complete this form and return with payment to:

Horizons in Livestock Sciences Conference

C/- Professional Development Group

PO Box 84, Lincoln University, Canterbury 7647, New Zealand

Tel:(+64) (+03) 325 3661 Fax:(+64) (+03) 323 3685 Email: lathamj@lincoln.ac.nz

*All prices quoted are exclusive of GST and in New Zealand Dollars

PERSONAL DETAILS

Title: Last Name:.....

First Name:

Organisation:.....

Position:

Postal Address:

Suburb: State: Country:

Postcode:

Telephone:.....Fax:.....Mobile:.....

Email:.....

BOOTH BOOKING

Number of booths required (3m x 2m)@\$3,000 per booth **Total**
Payment by 20 August 2008)

SACHEL INSERT AND ADVERTISEMENT BOOKING

Please indicate number of satchel inserts and advertisements required. Please note, full payment for these items is to be enclosed with this booking form.

Satchel inserts.....	@\$550 per insert	Total
Full A4 Page B & W Ad.....	@\$600	Total
Half A4 Page B & W Ad.....	@\$350	Total
Quarter A4 Page B & W Ad.....	@\$200	Total

AGREEMENT

We agree to abide by the rules and regulations governing the Horizons in Livestock Sciences Conference.

Signature.....Date:.....

PAYMENT DETAILS

Lincoln University GST Number 10826578

GST Tax Invoice

Total Amount NZD \$

Cheque attached (*Please make cheques payable to Lincoln University*)

Or

Please debit my credit card for the total amount owing on this form

Bankcard Mastercard Visa

Cardholder's Name.....

Signature:.....

Credit Card number:

Expiry date:...../

Please note that debits to your credit card will appear as Lincoln University on your statement.

Or by direct debit:

Account name: Lincoln University. Bank: ASB Bank Ltd, Lincoln University, Canterbury,

New Zealand. Account Number: 123147 0016000 00. Payee Reference 13152 + delegate's surname.