



Sponsorship Invitation

The 2007 Australasian Dairy Science Symposium is the first trans-Tasman meeting of scientists with special expertise related to pasture-based dairying. It indicates an increasing awareness that the Australian and New Zealand industries have much to gain by sharing scientific information and resources. However, for that to happen, there must be a will by industry organisations to be part of the sharing process. The 2007 Australasian Dairy Science Symposium has been convened by the National Dairy Alliance (NDA). This organisation represents research funders, providers and users within the Australian industry.

The Symposium Organising Committee formed by the NDA has been fortunate to receive support from **Dairy Australia** and **Dairy InSight** - the two leading dairy research funding organisations.

The Symposium theme is: "**Meeting the challenge of pasture-based dairying**".

The Symposium's objectives are:

- To review the scientific knowledge underpinning sustainable pasture-based dairy production and identify key areas where new knowledge is required to maintain the competitive advantage of the New Zealand and Australian dairy industries;
- To build the capacity of the Australian and New Zealand dairy science communities, to ensure their research and development work continues to place Australasian dairy farmers at advantage;
- To provide a forum for information exchange and networking amongst Australian and New Zealand dairy scientists, and encourage Trans-Tasman research collaboration;
- To provide a forum for young / early career scientists to develop their skills and capacity.

The program will appeal to all those involved in dairy research on both sides of the Tasman (and potentially, in other countries). It should also appeal to those involved as professionals servicing the dairy industry as advisers, consultants or educators. The detailed program along with other Symposium information and registration forms can be accessed on the Symposium website at: www.mcmconferences.com/dairy

The time available means that only a selected group of topics will be able to be discussed in detail. These have been carefully chosen as being of particular current relevance for possible research collaboration and funding. The Opening Address will be by Professor Colin Holmes from Massey University. He will review the theme of meeting the challenges of pasture-based dairying. The first full day of Symposium presentations will involve invited speakers from New Zealand, Australia and Ireland presenting reviews and supporting papers related to *Feed Conversion Efficiency* (Session 1) and *Biotechnology* (Session 2), highlighting its relevance to animal and to pasture production. The second day will firstly cover *Forage Production and Animal Responses* (Session 3) and be followed by a session on *Dairy Production Systems* (Session 4).

The invited reviews and papers from these four sessions will be published as a set of Symposium Proceedings.

In addition, a general call for abstracts has sourced more than 35 additional oral presentations to be included as part of the Symposium.. Each speaker has been asked to provide an overview of their specific topic that is of relevance to the Session and Symposium themes. This means that their presentations should be interest to those involved in the execution, delivery and application of the research.

The sessions will provide members of Regional Dairy Programs with a good understanding of the current state of knowledge and where future research may lead. The selected topics will also be relevant to field advisers and extension workers. The Symposium should also be seen by leading farmers as an opportunity to become better informed of current research objectives and results in New Zealand as well as in Ireland. This knowledge is important to ensuring that the dairy industries on both sides of the Tasman are receiving best value for research investments based on industry levies. Each session concludes with an open panel discussion for 30 to 40 minutes.

While the key sponsors are Dairy Australia and Dairy Insight, there are some good opportunities for companies associated with the dairy industries in New Zealand and/or Australia to be involved. This involvement could include:

- Encouraging staff to attend and to participate
- Contributing to the significant costs of running such a Symposium
- Being seen to be part of the movement that recognises there is more in common in the two trans-Tasman industries than there are differences.



This NDA convened Dairy Science Symposium provides an opportunity for improving the return from the dairy research dollar by encouraging and facilitating collaboration and sharing.

Please find following sponsorship opportunities available for the 2007 Australasian Dairy Science Symposium

	GOLD Sponsor \$10,000 (inc GST)	SILVER Sponsor \$5,000 (inc GST)	BRONZE Sponsor \$2,500 (inc GST)
SPONSORSHIP BENEFITS			
Complimentary full registration (inclusive of all the registration benefits)	3	2	1
Complimentary Tickets to the Conference Dinner	3	2	1
The inclusion of company name & logo on the cover of the registration brochure, final program and on any associated publicity/materials	✓		
Advertisement in Final Proceedings booklet (ad to be supplied by sponsor)	Full page	Half page	
Opportunity for static display in registration/catering area of Conference venue	✓	✓	✓
Acknowledgement during the Opening and Closing sessions of the Conference as a major sponsor	✓	✓	✓
Opportunity for an address to the symposium during an allocated plenary session	5 Mins	3 Mins	
Company logo on title slides during Plenary sessions	✓	✓	✓
Company logo on the Conference Satchel	✓		
The inclusion in the Conference satchels of a one-page A4 insert about your company and/or other acceptable promotional materials	2	1	1
Sponsorship of the Conference Dinner and/or Welcome Reception	✓		
Sponsorship of an allocated conference catering break (pull up banner to be supplied by sponsor)		✓	✓
Organisation logo on the Conference Onsite Signage	✓	✓	✓
Logo on Conference website with link to organisation website	✓	✓	✓
Additional copies of the conference proceedings – hard copy and CD Rom	5	3	1

For information regarding sponsorship opportunities please contact:

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