



# 3<sup>RD</sup> SUSTAINABLE PHOSPHORUS SUMMIT

29<sup>th</sup> February - 2<sup>nd</sup> March, 2012

Sydney, Australia



## SPONSORSHIP PROSPECTUS

hosted by  
**INSTITUTE FOR SUSTAINABLE FUTURES**

[www.sustainablePsummit.net](http://www.sustainablePsummit.net)



UNIVERSITY OF  
TECHNOLOGY SYDNEY

# INVITATION TO PARTICIPATE

Without phosphorus, we cannot produce food. Your support will help secure phosphorus for a sustainable future.

*"Due to the shocking lack of political debate around the threat of phosphorus scarcity to food security, there is an urgent need to take action now to ensure we will have sufficient phosphorus to feed humanity into the future"*

Paul J Crutzen, Nobel Prize winner and GPRI ambassador

On behalf of the Global Phosphorus Research Initiative (GPRI) and the Institute for Sustainable Futures (ISF) at the University of Technology, Sydney, we invite you and your organisation to be a part of the 3<sup>rd</sup> Sustainable Phosphorus Summit. Two sponsorship opportunities have already been taken by the Department of Agriculture, Fisheries and Forestry (DAFF) and the Grains Research and Development Corporation (GRDC).

The 3<sup>rd</sup> Sustainable Phosphorus Summit will be held from the 29<sup>th</sup> February to the 2<sup>nd</sup> March, 2012.

## CONFIRMED KEYNOTE SPEAKERS & PANELISTS:

**Professor Paul J Crutzen**, Winner of the 1995 Nobel Prize in Chemistry, Max-Planck-Institute for Chemistry, Germany

**Professor Mateete Bekunda**, Dean, Faculty of Agriculture, Makerere University, Kampala, Uganda

**Mr Chris Thornton**, Coordinator, Global Phosphate Forum, France

**Ms Elizabeth Tilley**, Water & Sanitation in Developing Countries, Swiss Federal Institute of Aquatic Science & Technology (EAWAG), Switzerland

**Ms Danielle Nierenberg**, Nourishing the Planet, Worldwatch Institute, USA

**Mr Charles McElhone**, General Manager - Policy, National Farmers' Federation, Australia

## WHY SPONSOR THE SUMMIT?

Global phosphorus scarcity is likely to threaten the world's ability to produce food in the future. The 3<sup>rd</sup> Sustainable P Summit will make a major contribution to ensuring phosphorus is used sustainably to ensure food security, support ecosystem functioning and rural and urban livelihoods. For further information visit: [www.phosphorusfutures.net](http://www.phosphorusfutures.net)

## WHO WILL ATTEND?

The conference will bring together international scientists, industry representatives, farmers, natural resource managers, nutritionists, journalists, and practicing professionals from government departments, international organisations and aid agencies, the agricultural sector, private institutions, mining companies, consulting establishments, and tertiary institutions. Over 200 delegates from around the world are expected to attend the conference.

## TOPICS

- > Sustainable food systems
- > Global phosphate rock production and reserves
- > Phosphorus use efficiency in mining, agriculture, food processing
- > Phosphorus recovery and reuse
- > Phosphorus pollution and waste
- > Sustainable phosphorus strategies and global governance

## SPONSORSHIP OPPORTUNITIES

All sponsors will have rights (to varying degrees as outlined below) to: trade display space, signage, delegate and exhibition registrations, conference pack inserts, and opportunities for executives/Ministers to speak or moderate sessions.

In addition to exposure at the Summit, sponsors will also gain exposure via the GPRI website and the Global Phosphorus Network platform with global membership. Global Phosphorus Network members and other phosphorus networks will be mailed the Call for Abstracts and Registration brochures. The Summit will also be advertised via various international groups.

The following sponsorship opportunities are available. Costs include 10% GST\*:

- > Platinum (one opportunity) - \$55,000
- > Gold (four opportunities left) - \$33,000
- > Silver (seven opportunities left) - \$11,000
- > Bronze (unlimited opportunities) - \$5,500
- > Conference Dinner (one opportunity) - \$22,000
- > Delegate Gift - \$1,650 + gift



# SPONSORSHIP PACKAGES

## Platinum Sponsor

Platinum sponsorship of the Sustainable Phosphorus Summit is limited to one organisation. This organisation will receive the most exposure at the conference:

- > 6 complimentary delegate registrations to attend the conference, including social functions
- > 14 complimentary tickets to the Conference Dinner
- > Complimentary double exhibition booth or space (6m x 3m) with 2 exhibitor staff registrations
- > Opportunity to display banners on the stage in the plenary room
- > Prominent organisation logo displayed on the lectern in the plenary conference room
- > Half page advertisement on back cover of the conference registration brochure
- > Full page advertisement on back cover of the delegate handbook
- > Half page organisation profile in delegate handbook
- > 1 form of advertising material included in the delegate satchels
- > Logo on delegate satchels
- > Logo on proceedings
- > Acknowledgement as the Platinum Sponsor on the conference website with a profile and a hyperlink to the organisation's website
- > Acknowledgement as the Platinum Sponsor on all marketing material, including the registration brochure
- > Acknowledgement of sponsorship in all publications where the conference is advertised
- > Acknowledgement as the Platinum Sponsor with a prominent logo on the sponsor board at the venue
- > Logo on most signage at the venue

## Bronze Sponsors

- > 1 complimentary delegate registration to attend the conference, including social functions
- > 33% discount on an exhibition booth or space (3m x 3m) with 1 exhibitor staff registration
- > Logo on proceedings
- > Acknowledgement as a Bronze Sponsor on the conference website with a hyperlink to the organisation's website
- > Acknowledgement as a Bronze Sponsor on the registration brochure
- > Acknowledgement as a Bronze Sponsor in the delegate handbook
- > Acknowledgement as a Bronze Sponsor on the sponsor board at the venue

## Gold Sponsors

- > 4 complimentary delegate registrations to attend the conference, including social functions
- > 6 complimentary tickets to the Conference Dinner
- > Complimentary single exhibition booth or space (3m x 3m), 1 exhibitor staff registration
- > Organisation logo displayed on the lectern in the plenary conference room
- > Quarter page colour advertisement in the conference registration brochure
- > Half page organisation profile included in the delegate handbook
- > 1 form of advertising material included in the delegate satchels
- > Logo on proceedings
- > Acknowledgement as a Gold Sponsor on the conference website with a profile and a hyperlink to the organisation's website
- > Acknowledgement as a Gold Sponsor on all marketing material, including the registration brochure
- > Acknowledgement as a Gold Sponsor with a logo on the sponsor board at the venue
- > Logo on most signage at the venue

## Silver Sponsors

- > 2 complimentary delegate registrations to attend the conference including, social functions
- > 66% discount on an exhibition booth or space (3m x 3m) with 1 exhibitor staff registration
- > Quarter page organisation profile included in the delegate handbook
- > Logo on proceedings
- > Acknowledgement as a Silver Sponsor on the conference website with a profile and a hyperlink to the organisation's website
- > Acknowledgement as a Silver Sponsor on all marketing material, including the registration brochure
- > Acknowledgement as the Silver Sponsor with a medium logo on the sponsor board at the venue

## Delegate Gift

- > Sponsors are invited to provide delegate gifts that relate to the Summit theme (e.g. sustainability, food, soil) for inclusion in the satchel. Exposure can be gained by incorporating the sponsor logo on the gifts. Access to this opportunity will be on a first come – first served basis.







## CONFERENCE FORMAT

The format of the 3-day Summit will ensure a high level of interactivity, multi-stakeholder participation, creativity, and be outcomes-oriented. An extended keynote panel presentation and debate will precede parallel workshop sessions that will feed into the development of a Blueprint for global phosphorus security on the final day. Short presentations by accepted presenters will also take place throughout the Summit.

## SOCIAL FUNCTIONS

To provide a change of pace from the Summit sessions, delegates will have separate opportunities to meet socially and attend the Meet and Greet Mixer on Tuesday evening and the Summit Dinner on Friday evening. Participants will also have the opportunity to make use of the spectacular location and climate (such as visiting the Blue Mountains, the Great Barrier Reef or world famous Bondi Beach).

## VENUE

The Summit will be held at Aerial Function Centre, the University of Technology, Sydney's purpose-built convention, exhibition and meeting centre. This state-of-the-art venue is a short walk from Sydney's city centre, and located adjacent to the vibrant China Town district.

## GLOBAL P RESEARCH INITIATIVE

The Global Phosphorus Research Initiative (GPRI) is a collaboration between independent research institutes in Europe, Australia and North America. The main objective of the GPRI is to facilitate quality interdisciplinary research on global phosphorus security for future food production. In addition to research, the GPRI also facilitates networking, dialogue and awareness raising among policy makers, industry, scientists and the community on the implications of global phosphorus scarcity and possible solutions.

For further information see [www.phosphorusfutures.net](http://www.phosphorusfutures.net)



Bondi Beach



Harbour Bridge



Blue Mountains



Wallaby

## SPONSORSHIP PACKAGES

Prices include 10% GST*	Platinum \$55,000	Gold \$33,000	Silver \$11,000	Bronze \$5,500	Dinner \$22,000
Complimentary delegate registrations (includes social functions)	6	4	2	1	3
Complimentary banquet tickets	8	5	2		2
Exhibition Booth – double	1				
Exhibition Booth – single		1	66% off	33% off	66% off
Exhibitor staff registrations	2	1	1	1	1
Opportunity to display banners on the stage in the plenary room	✓				
Logo displayed on the lectern in the plenary room	✓	✓			
Advertisement on back cover of registration brochure	½ page	¼ page			
Advertisement on back cover of the delegate handbook	Full Page				
Organisation profile in delegate handbook	½ page	½ page	¼ page		¼ page
Advertising material included in the delegate satchels	1 form	1 form			
Logo on delegate satchels	✓				
Logo on proceedings CD label and contents	✓	✓	✓	✓	✓
Acknowledgement on the conference website and a hyperlink to the sponsor's website	✓	✓	✓	✓	✓
Profile on conference website	✓	✓	✓		✓
Acknowledgement on marketing material	✓	✓	✓		✓
Acknowledgement on registration brochure	✓	✓	✓	✓	✓
Acknowledgement on delegate handbook	✓	✓	✓	✓	✓
Acknowledgement of sponsorship in publications where the conference is advertised	✓				
Acknowledgement on the sponsor board at the venue with a prominent logo	✓ (L)	✓ (M)	✓ (S)	✓ (S)	✓ (S)
Logo on most signage at the venue	✓	✓			

## FINE DETAILS

### Conditions of payment

Upon receipt of your completed application form and approval of your request of sponsorship an invoice will be issued confirming your booking. The invoice will provide you with payment options. Payment can be made via cheque, credit card, bank transfer. All payments must be made in Australian dollars. Credit Card payments will incur a 4% processing fee.

### \*Good and Services Tax (GST)

Australia has a system of consumer taxation known as the Goods and Services Tax (GST). This is levied on all goods and services at the rate of 10% and is included in the quoted price for each sponsorship item.

### Cancellation policy

Sponsors may cancel their application upon notice in writing to ICMS. If such notice is received, ICMS will retain any payments made.

### Further information

3rd Sustainable Phosphorus Summit – [www.sustainablePsummit.net](http://www.sustainablePsummit.net)  
Information on Phosphorus – [www.phosphorusfutures.net](http://www.phosphorusfutures.net)

For more information on sponsorship and exhibition opportunities please contact the Summit Organiser: **ICMS Pty Ltd**

Email: [Psummit3@globalPnetwork.net](mailto:Psummit3@globalPnetwork.net)

Tel: +61 7 3844 1138

Fax: +61 7 3844 0909



Institute for  
Sustainable  
Futures



UNIVERSITY OF  
TECHNOLOGY SYDNEY



# DESIGNING A BLUEPRINT FOR PHOSPHORUS SECURITY



- 1. earth
- 2. phosphate rock
- 3. seedling
- 4. dinner plate
- 5. bin
- 6. toilet
- 7. compost





29 February - 2 March 2012

Aerial Function Centre, UTS, Sydney, Australia

# SPONSORSHIP APPLICATION FORM

Return email to PSummit3@globalpnetwork.net or fax to +61 7 3844 0909. A tax invoice will be issued upon receipt of this application form.

Organisation Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_

## SPONSORSHIP

We are pleased to confirm our application for sponsorship items as below: All amount are in Australian dollars and inclusive of GST.

Sponsorship Item	Per Item	Items Available	QTY	AUD\$ Total
Platinum Sponsor	\$55,000	1		
Gold Sponsor	\$33,000	4		
Silver Sponsor	\$11,000	7		
Bronze Sponsor	\$5,500	unlimited		
Dinner	\$22,000	1		
Delegate gift	\$1,650 + gift	unlimited		
Sponsorship total amount due \$				

I/We are authorised to sign documents on behalf of the Organisation and I/we acknowledge that I/ we have read the guidelines, policies, rules and regulations governing the sponsorship contained in the Sponsorship Prospectus and agree to be bound by them and comply with them in full. I/we acknowledge that the Conference Organisers retain the sole discretion to accept or reject this application.

NAME: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_ APPLICATION DATE: \_\_\_\_\_