



OAT 2022
International Oat Conference



GIWA
Grain Industry Association
of Western Australia

Sponsor Prospectus

International Oat Conference

Perth, Western Australia
10th – 13th October 2022

www.internationaloat.org

www.giwa.org.au



OAT 2022

International Oat Conference



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Crown Perth, Burswood Western Australia

10th – 13th October 2022

The Grain Industry Association of Western Australia (GIWA) Oat Council and the International Oat Committee invite you to attend the 11th International Oat Conference in Perth, Western Australia.

Field Tour – Monday, 10th October (optional)

Conference Registration and Welcome – Monday, 10th October

Conference – Tuesday, 11th to Thursday, 13th October

IOC Meeting – Thursday, 13th October

Workshops – Dates to be confirmed

Workshops and Social Program available for attendees and partners.

Participating in the 11th International Oat Conference **OAT2022** run by the Grain Industry Association of Western Australia will bring you to stunning Western Australia, which offers an incredible range of unique experiences, natural beauty and adventures.

The capital of Western Australia, Perth, is a sophisticated and vibrant multicultural Indian Ocean beach and river city with a population of two million people. Western Australia's major oat growing regions are east and southeast of Perth city, easily accessible within a two hour drive. October is spring time in Western Australia, approximately four to six weeks prior to the start of the oat harvesting season.

The **OAT2022** Conference will be held at **Crown Perth, Burswood, Western Australia**. Located on the picturesque banks of the Swan River, just minutes from the Perth CBD and both domestic and international airports. Crown Perth and the surrounding entertainment precinct is renowned for its' world-class sporting and entertainment facilities, premium restaurants and range of accommodation options. Participants in **OAT2022** may choose to stay onsite at Crown Perth, or make independent arrangements at other nearby hotels or serviced apartments.





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Held every four years around the world, the **International Oat Conference** will be held in Perth during October 2022. The theme is 'Health and Nutrition' and a draft sessions outline is below.

1. Health trends in oats

- Oats as a health and nutrition package – elements and opportunities.
- Value adding oats for health, nutrition and flavour.
- Coeliac friendly oats.

2. Oat quality products and innovation

- Production development and innovation.
- Oats as additives or alternatives in accessing new markets.
- Consumer preferences.
- Processing technology.

3. Oat genomics and bioinformatics

- The oat genome – knowns, known unknowns and unknown unknowns.
- Public and private Omics resources to accelerate delivery in oat improvement.
- Genomics and bioinformatics platforms.
- Food crop genomic advances – insights and opportunities for oats.

4. Oat breeding and genetics

- Oat genetic gain – where are the boundaries and opportunities?
- Breeding systems – thinking big in breeding method and approaches.
- International germplasm.
- Genetic diversity.

5. Global oat markets – production, trade and consumption

- The path from humble grain to Asian food phenomenon.
- Beyond the land of milk and honey – what's next for European food oats?
- Re-making the flake – oat trends and opportunities in the Americas.
- Oats in the hay and forage trade.

6. Oat agronomy and global farming systems

- Re-positioning oats in changing farming systems.
- Advances in oat agronomy.
- Identifying and overcoming constraints to economic oat production.
- Oat fodder.

7. Crop protection in oats – meeting weed, disease and pest challenges head on

- Constraints to reliable production of high-quality oats.
- New approaches in crop protection.
- Emerging threats and opportunities in oat production.

8. Crop physiology and stress tolerance – pushing the boundaries of oats for yield and quality

- Ideotypes for global oat production.
- Oat phenology and adaptation.
- Cold, heat or drought tolerance in oats.
- Nutrient use efficiency.



Conference supporters



Sponsor Opportunities



Global Presence

Platinum Sponsorship | AUD\$20,000*

- Acknowledgement as Platinum Sponsor in all Plenary Sessions and at Conference Dinner
- Logo/name featured on promotional activities; print, social media (min 30 posts) and website (link to sponsor website)
- Exclusive naming rights to a Conference Theme - promoted leading up to conference (one sponsor per theme)
- Short video played at start of chosen conference theme (to be supplied by sponsor)
- Prominent brand presence on virtual platform (logo and organisation video - to be supplied by sponsor)
- Six complimentary registrations (including Conference Dinner for in person attendance)
- 10% registration discount for any additional employee registrations (in person or virtual)
- Two full page colour advertisements to feature in the Program Book
- Banner to be displayed in Plenary Room (supplied by sponsor)
- Sample item or promotional flyer to be included with (in person) satchel bag (item supplied by sponsor)

Gold Sponsorship | AUD\$15,000

- Acknowledgement as Gold Sponsor in all Plenary Sessions
- Logo/name featured on promotional activities; print, social media (min 20 posts) and website (link to sponsor website)
- Option for naming rights negotiated for Conference activities and products
- Prominent brand presence on virtual platform (logo and organisation video - to be supplied by sponsor)
- Four registrations (including Conference Dinner for in person attendance)
- 10% registration discount for any additional employee registrations (in person or virtual)
- One full page colour advertisement to feature in the Program Book
- Banner to be displayed in Plenary Room (supplied by sponsor)
- Sample item or promotional flyer to be included with (in person) satchel bag (item supplied by sponsor)

Silver Sponsorship | AUD\$10,000

- Acknowledgement as Silver Sponsor in all Plenary Sessions
- Logo/name featured on promotional activities; print, social media (min 10 posts) and website (link to sponsor website)
- Brand presence on virtual platform
- Two registrations (including Conference Dinner for in person attendance)
- 10% registration discount for any additional employee registrations
- One full colour page advertisement to feature in the Program Book
- Banner to be displayed in Plenary Room (supplied by sponsor)
- Sample item to be included with (in person) satchel bag (item to be supplied by sponsor)

Sponsor Options | Contact Rachel Nash at GIWA to discuss

A range of Sponsor Options is available.

Please contact Rachel Nash at GIWA to discuss a tailored package for your organisation. Options can include; Lanyards, Coffee Carts, Lunch Breaks, Welcome Drinks, Conference Dinner.

Limited trade display space is available



*Note: All amounts quoted are in Australian dollars and include a 10 per cent Goods and Services Tax (GST).

Sponsorship Confirmation

Prospective Sponsors are encouraged to contact Rachel Nash to discuss sponsor opportunities and package best suited to your organisation.

Organisation _____

Name _____ Position _____

Address _____

City _____ State _____ Postcode _____

Country _____ Phone _____

Mobile _____ Email _____

Website _____ Twitter/Facebook _____

Sponsorship Packages: Cost (incl. GST)

- Platinum Sponsor** AUD **\$20,000**
- Gold Sponsor** AUD **\$15,000**
- Silver Sponsor** AUD **\$10,000**
- Sponsor Option** AUD \$ _____

Payment Options:

Direct deposit
 (please state organisation name as reference)
 Grain Industry Association of WA Inc.
 Commonwealth Bank of Australia
 BSB: 066-153 Account: 1049-2494
 SWIFT Code: CTBAAU2S
 Reference: (please use company / org name)

Credit Card (VISA and Mastercard only)

Total: \$ _____

Card number _____

Expiry date ____ / ____ CSV Number _____

Cardholders Name _____

Cardholders Signature _____

Note: A 1.5% surcharge will apply to all credit card payments received.

Please forward invoice to facilitate payment

In completing this Sponsorship Confirmation, I agree with the Conditions below.

Please return this completed form to secure sponsorship:

Rachel Nash, GIWA
Marketing and Communications Manager
Phone: +61 8 6262 2128
Email: RNash@giwa.org.au
Postal: PO Box 1081, Bentley DC, WA 6983

Sponsorship Conditions

- Confirmation of sponsorship is not final until receipt of the Sponsorship Confirmation form has been received.
- Payments of sponsorship monies are required at the time of your booking or within 30 days. Entitlements may not be fulfilled if full payment has not been received.
- Cancellation of sponsorship will only be considered if able to be resold prior to 31 March 2022, fees may apply.
- All amounts quoted are in Australian dollars and include a 10 per cent Goods and Services Tax (GST).
- International currency exchange rates calculated at time of processing.

Grain Industry Association of Western Australia (GIWA) Inc.

The Grain Industry Association of Western Australia Inc. is committed to facilitating an effective and efficient Western Australian grain industry.

