

2023

CONFERENCE
EXHIBITOR



TURF
breed
promote your growth

PACKAGE INCLUSIONS



TurfBreed

Our business is TURF.

Our FARMERS' success is our FOCUS.

Our advantage is our FARMERS.

TurfBreed is a premium turf genetics manager with Australia's largest community of turf farmers. Our aim is to build better businesses for Australia's turf industry through marketing, research and development (both nationally and internationally), grower-support and excellent communication.

At TurfBreed, we support our farmers in building their unique business identity and in driving their sales with our range of eight established turf varieties. In this range is the Number One selling Buffalo in the World, Palmetto, as well as Australia's first Native Zoysia – Nara Native Zoysia.

The TurfBreed team is a dedicated mix of agronomists, agricultural scientists, marketing, communication and agribusiness specialists – all with years of experience in helping agricultural businesses grow.

TurfBreed's aim is to focus on building brand awareness and consumer demand for the varieties it owns and, working with our farmers to help them build safe, profitable and sustainable businesses.

Our aim is to engage a dedicated TurfBreed Marketing and Communications Program that is a comprehensive coverage of all production, marketing and industry information and advice.

OUR BUSINESS

TurfBreed is a national turf breeding company that specialises in drought tolerant, low maintenance turf. TurfBreed's varieties are bred for their low input, and first-class aesthetics. In today's busy world, people and specifiers do not have time or money to maintain high input landscapes.

TurfBreed addresses this through providing turf to, the homeowner, commercial landscape contractors, sports fields, golf courses and recreational facilities that require the lowest possible care.

OUR FARMERS

TurfBreed works alongside our hard-working family of 100+ nation-wide farmers and resellers to identify business opportunities or on-farm management improvements. Our turf farmers maintain environmentally friendly practices focused on long-term sustainability and management. Many of the farmers are family-owned businesses into the second, third or fourth generations and the love of their land is in their DNA.



Our successful and popular turf conference - TurfBreed's National Grower Conference - returns in 2023 to the picturesque Murray River city of Albury in New South Wales. The three-day Conference and Field Day, from May 28th to 30th, is focused on being the Cut Above as an Australian turf farming network.

The Conference will most importantly provide an opportunity for delegates and conference exhibitors to build networks and share their expertise and services all in the one central location. TurfBreed's National Grower Conference has previously been held with great success with more than 100 delegates attending each year.

The Conference is a once-a-year opportunity to bring the TurfBreed farming community together to discuss and explore the latest research, industry issues, varieties and key topics influencing how we produce and market turf.

Why attend as a CONFERENCE EXHIBITOR?

To connect with up to 100 TurfBreed farmers, meet and learn from industry services, scientists, chemical experts, marketers, agronomists, national and international researchers to explore the latest thinking and discuss the key issues influencing how farmers can develop their businesses into the future.

FOR MORE DETAILS:

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\$2,200 CONFERENCE EXHIBITOR PACKAGE INCLUSIONS:

CONFERENCE EXHIBITING

Trade Stand at Conference Day

Trade Stand/Display Area at Conference Field Day and ability to display machinery etc.

CONFERENCE WEBSITE & E-PROMOTION

Conference Logo on TurfBreed and Conference Website

Recognition as Conference Exhibitor and Logo in Conference emails to TurfBreed database

CONFERENCE COLLATERAL & DISPLAY

Company Logo recognition at Conference

Company Logo in Conference Program

Company Logo in Conference features in GROWTH magazine

Opportunity to insert material into Delegate Conference Showbag (subject to approval)

CONFERENCE CONTACT OPPORTUNITIES

Access to Delegate details after the Conference

KEY CONFERENCE VERBAL ACKNOWLEDGEMENTS

Verbal Acknowledgement at closing of Conference Plenary Session

COMPLIMENTARY CONFERENCE REGISTRATION

One free Conference Registration valued @ \$369 plus GST

GROWTH MAGAZINE

Quarter Page Advert in GROWTH magazine (1 Edition)

TO BOOK EXHIBITOR BOOTH GO TO:

<https://www.ivvy.com.au/event/TGC23/exhibitors.html>

