

# Sponsorship Prospectus

AUSTRALIAN  
**LANDSCAPE**  
CONFERENCE



**BE PART OF THE EVENT THAT PROMOTES  
ENLIGHTENED IDEAS ABOUT LANDSCAPES**

**2023**

**17-20 March**  
Melbourne Convention  
and Exhibition Centre

Image credit: Michael McCoy

Brought to you by

**Outlandish**

# THE AUSTRALIAN LANDSCAPE CONFERENCE 2023.

“

*There's really nothing like the ALC. It brings designers and those that love gardens together. I've been to every one."*

**Conference participant**  
2021

Known for presenting cutting edge ideas about landscape design, the biennial Australian Landscape Conference attracts over 700 people who come together to share experiences and ideas.

The event transcends the everyday and focuses on the ideas and concepts behind the scenes that create outstanding landscapes. In 2023, the focus is on enhancing the experiences and learning opportunities for the landscape design community of landscape architects, garden designers, architects, researchers, developers, and enthusiastic gardeners. Many of the ideas presented at the ALC find their way to new designs and literature which contribute to shaping our landscapes, both private and public, over the coming decade.





# A SEASONED EVENT.

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The ALC has an outstanding participant return rate of over 85%

For two decades the ALC has set a precedent for the landscape design and gardening community in Australia and abroad through the presentation of fresh contemporary ideas.

Launching in 2002 as a biennial event, its beginnings provided a forum for professional designers and garden enthusiasts in Australia and New Zealand to hear and share ideas. Since then, attendance has grown year on year, along with an increasingly sophisticated sharing of knowledge about complex landscape design and management concepts.

The ALC is now a market leader, operating at the cutting edge of international landscape and garden design. It's the only independent major Australian conference on landscape design that's devoted to future thinking by focussing on new and emerging ideas that transcend disciplines.

Its success is built on its curated program and the many opportunities for participants to engage with others across a range of professions. Leading landscape designers from across the world present their inspirations, design concepts and methodologies. These presentations along with the garden visits and workshops stimulate ideas on ways to consider major challenges and opportunities of our time.

TREAD  
NEW  
GROUND

The Australian Landscape Conference is proudly brought to you by **Outlandish**, an independent company that provides a platform for enlightened landscape designers to share their ideas and experiences with the landscape design community.

Outlandish is committed to promoting landscapes both public and private that resonate with people and aid in improving people's lives through access to quality open space to support health, wellbeing and biodiversity outcomes.

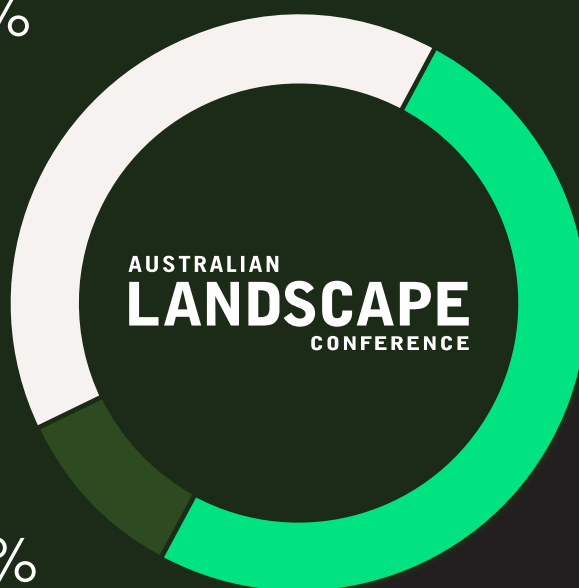
Our pressing need to retain and improve biodiversity in our urban and country areas makes the landscape designer's role even more valued and important. It's through coming together to learn and share ideas that new approaches are born. These opportunities create imaginative, beautiful landscapes with a sense of identity. Many of these places address some of the sustainability issues of our time across a range of scales.

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# TWENTY YEARS OF GROWTH.

40%

Enthusiastic  
gardeners.



50%

Professional landscape architects, garden designers, architects, horticulturists, planting specialists, researchers, developers and cultural institutions.

10%

Councils including urbanists, open space, park and cemetery managers and developers.

## AT A GLANCE.

01

Over 700 attendees from the landscape and garden design profession and interested gardeners.

02

An expertly curated program of global ideas and innovations to excite the landscape community.

03

Compelling contributions from the world's leading landscape designers.

04

Significant social networking opportunities.



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## SHOWCASE YOUR UNIQUE OFFERING.

Demonstrate your unique offering through the exhibition and content opportunities to engaged and discerning audiences.

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## WHY BE INVOLVED?

- Premium brand exposure to an engaged, forward thinking, and growing audience.
- High return rate amongst participants.
- Direct access to designers and consumers.
- Strategic connections with global experts and innovators across disciplines.
- Contribute to improving landscapes with meaning and positive benefits for the environment and people.
- Discerning audience who will purchase premium goods and services.
- Build relationships with landscape design professionals and knowledge makers.
- Access to new markets and business opportunities.

# THE PROGRAM.

## Key Dates 17–20 March

Friday 17

Garden tours – (off site)

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Saturday 18

Conference and cocktail  
reception – MCEC

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Sunday 19

Morning walk and talk –  
(optional)  
Conference – MCEC

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Monday 20

Workshops – (off site)

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*At times I felt  
overwhelmed with ideas.  
What an incredible  
experience.”*

First time participant  
2021

The ALC has five components – the garden tours, the main speaking program over two days, the Emporium (NEW) over two days, social functions and workshops/masterclasses.

## The Garden Tours.

The tour is a hugely popular activity which heralds the beginning of proceedings. Due to its popularity, priority attendance is given to full conference participants.

In 2023, two separate tours have been arranged to broaden the experiences and respond to the demand for participation. Both tours will feature exemplary landscapes selected for their unique appeal from the small and creative, to the large and luxurious, as well as the sustainable and technically and environmentally complex.

## The Conference.

**People’s minds are immersed listening to the best and most challenging ideas about landscape.**

Following registration, delegates are treated to outstanding in-depth 45-50 minute presentations highlighting novel landscape design ideas from around the world. Morning and afternoon tea breaks and lunches provide delegates, speakers and sponsors with significant opportunities for making personal connections and promoting their businesses.

## Emporium.

What many of you have known as the ‘Trade and Exhibition’ area has been rebranded as an Emporium providing superior plants, products and services. A cocktail reception will be held in the Emporium area immediately after the conclusion of the first day, extending the opportunities for people to view your products and relax.

## Workshops (total number tbc).

These workshops feature in-depth presentations from the keynote speakers to further explore the application of their ideas.

# SPONSORSHIP OPPORTUNITIES AT A GLANCE.

## Conference Packages

### Major Conference Sponsor (one opportunity)

\$12,000 + GST



### Conference Tour Sponsor (two opportunities)

\$5,000 + GST

### Workshop Sponsor

\$650 + GST  
per session workshop

OR

\$2,000 + GST  
full day workshop

## Networking

### Coffee Cart

\$6,000 + GST

### Charging Station

\$4,800 + GST

## Conference Material

### Delegate Bag Insert

\$695 + GST

### Branded Water Bottles (or similar)

\$4,500 + GST

### Product Placement

(contact admin@  
landscapeconference.com)

## Emporium

### Book Stall

Includes a double  
booth app. 3 x 6m

(contact admin@  
landscapeconference.com)

### Exhibition Booth

Standard (3 x 3m)  
\$4,000 + GST

Double Booth (3 x 6m)  
\$6,000 + GST

### Product Placement

(contact admin@  
landscapeconference.com)

## Invest in the designers of the future

### Students and early career professionals

\$650 per person

# CONFERENCE PACKAGES.

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## Major Conference Sponsor.

\$12,000 + GST

Gain premium brand exposure by showcasing your company to a captive and targeted audience. Build relationships and grow your brand by having direct contact with conference participants.



### Program Involvement.

- Prominence in all promotional material such as the ALC brochure mailed to subscribers and the conference website. Includes a link to your website.
- Feature advertising and profiling in periodic e-news (minimum of 5), to the targeted subscribers (approx. 4,000).
- Your company logo featured in tandem with ALC/Outlandish logo as major event sponsor on all promotional material.
- Exclusive branding on delegate bags in tandem with ALC (distributed to all delegates upon registration).
- Insert in delegate bag.
- Five-minute address/audio visual presentation during conference.
- Profile enhancement through alignment with a pre-eminent international landscape design conference.
- Certainty of financial exposure, no additional or hidden costs.

### Prominent Exhibition Space at the Emporium.

- Prominent display in the contemporary MCEC foyer (preferential double stand).
- Prominent display in lecture theatre for logos, banners etc., including an option for two 1.5 x 5m strip banners on the main stage (banner design and installation at sponsor's expense).
- Prominent audio-visual presentation in theatre during conference breaks.

### Company Branding and Promotion.

- Your company logo on the conference website exhibition page including your company profile, image and contacts.
- Brand reinforcement through multi-media exposure including your logo in e-news to self-nominated subscribers (approx 4,000) and other publications such as the ALC Brochure and the conference program.

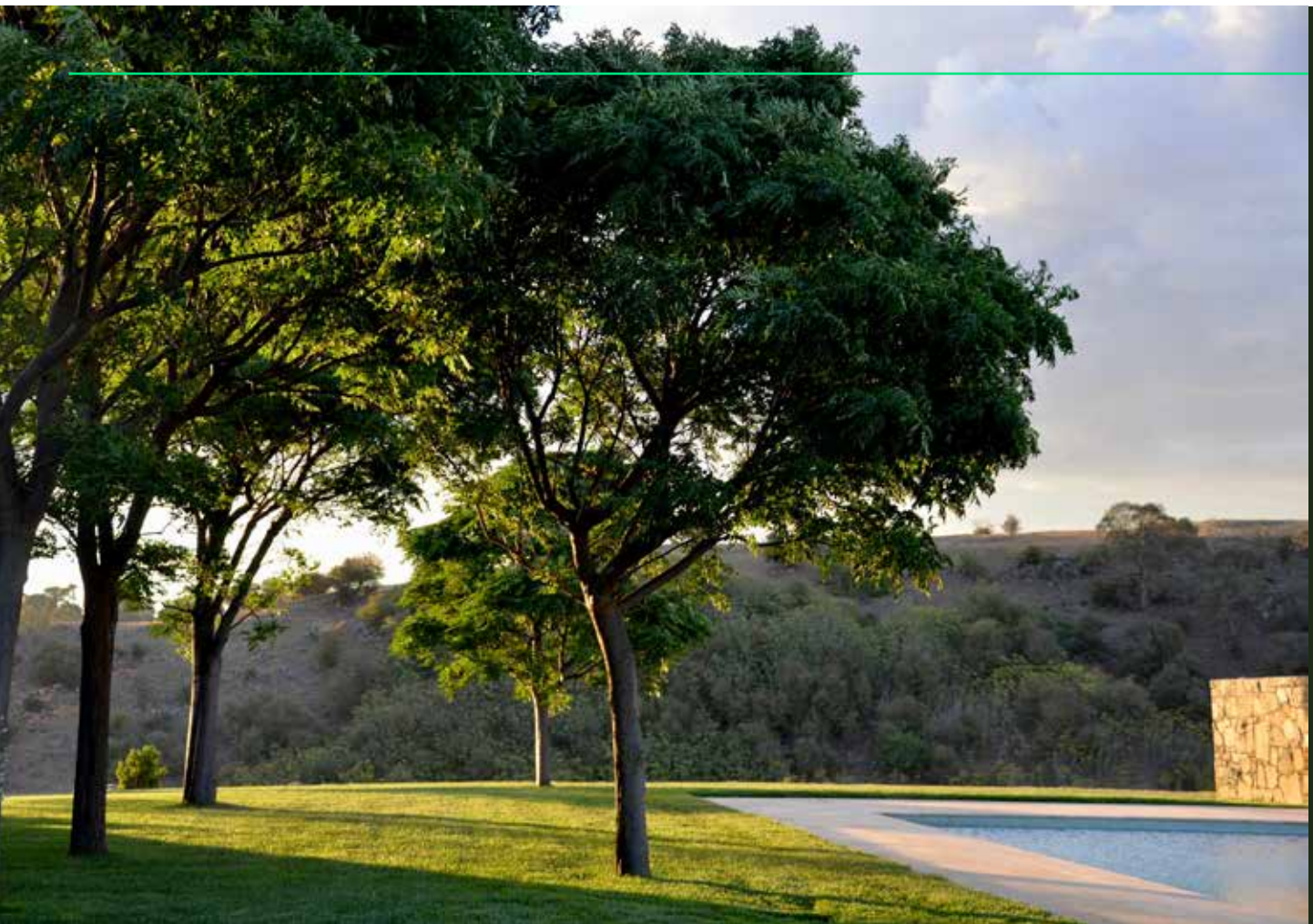
### Delegate Bag Insert.

- Inclusion of two pieces of promotional material into all delegate bags (up to 750 distributed at registration).
- Inserts can be up to A4 in size and can include promotional gifts (subject to size/weight approval).

### Networking.

- Four (4) complimentary registrations (valued at over \$2,000).
- Two complimentary garden tour registrations (valued at \$580).
- Two complimentary attendances at the ALC social function.
- Access to the ALC registration database.





## Garden Tour.

**\$5,000 + GST**

The tour is a hugely popular component of the Australian Landscape Conference and is held on the first day.

**ONLY 2  
AVAILABLE**

### Program Involvement.

- Your company logo to feature in tandem with the ALC/Outlandish logo on the Garden/Landscape Tour booklet provided to tour participants.
- Insert in delegate bag valued at \$695 + GST.
- Logo in periodic e-news (at least 5) to targeted subscribers (approx. 4,000).
- Profile enhancement through alignment with a pre-eminent international landscape design conference.

### Registration.

- Two complimentary registrations (valued at \$1,600) providing attendance to the Conference.
- Four complimentary garden tour tickets (valued at over \$1,000) to one of the most popular items.

### Networking.

- Two complimentary attendances at the ALC Social function.
- Certainty of financial exposure, no additional or hidden costs.

## Emporium Booth.

**\$4,000 + GST**

In 2023 what was once the Trade and Exhibition area has been redefined into an Emporium featuring high quality products for landscape and garden professionals and consumers. The opportunities for networking and your exposure are expanded through the inclusion of Cocktail Reception at the conclusion of Day 1 in the Emporium, along with morning and afternoon teas and lunches.

Your onsite booth includes the following:

- Two trestle tables and two chairs
- Power. One (1) single power point per stand

### Floor Plan.

Booths will be allocated in order of receipt by the Australian Landscape Conference. Payment must be received in full to secure your booth placement.

### Additional Equipment.

Additional equipment can be ordered through the exhibition contractor. Upon booking, your details will be provided to the exhibition company and they will contact you directly.

### Company Branding and Promotion.

- Your company logo on the conference website exhibition page including your company profile, image and contacts.
- Two (2) images in audio visual presentations in conference theatre.
- Brand reinforcement through multi-media exposure including your logo in e-news to self-nominated subscribers (approx 4,000) and other publications such as the ALC Brochure and the conference program.
- Certainty of financial exposure, no additional or hidden costs.

### Delegate Bag Insert – 695 + GST.

- Inclusion of one piece of promotional material into all delegate bags (up to 750 distributed at registration).
- Inserts can be up to A4 in size and can include promotional gifts (subject to size/weight approval).

Note: Sample inserts to be jointly agreed due to packing requirements. The cost and design of the inserts are the responsibility of the sponsor.

Specification	Full Registration	Insert in Delegate Bag	Price
Standard Booth (3 x 3m)	Two complimentary registrations, including tickets to cocktail reception.	One A4 insert or product sample in the delegate bag.	Standard – \$4,000 + GST
Double Booth (6 x 3m available on request)			Double – \$6,000 + GST

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## Coffee Cart and Break Sponsor.

\$6,000 + GST

Everyone loves a high quality caffeine hit, especially in the morning before the activities kick off.

This opportunity has been created in response to delegate feedback about what they'd love to have at future events. It provides excellent brand exposure opportunities. The package includes branded morning and afternoon tea breaks and acknowledgment on both the physical and hybrid conference platform.

### Registration.

Two complimentary delegate registrations, valued at \$1600.

### Company Branding and Promotion.

- Your company logo on the coffee machine.
- Opportunity to supply branded cups and keep cups (noting these may be subject to COVID safe guidelines).
- Opportunity to provide a pull up banner to sit beside the coffee machine.
- Your company logo featured on all versions of the conference program in alignment with your sponsored morning and afternoon tea breaks.
- Your company logo on the conference website including a link to your website and other promotional items.
- One (1) promotional insert in the delegate bag.



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## Charging Station Sponsor.

\$4,800 + GST

There's one thing we know about the ALC and that is there are a lot of photo opportunities.

Power attendees smartphones, tablets and laptops with a branded charging station. A charging station is now seen as a necessity for delegates. It will be utilised throughout the conference, providing your company with a unique opportunity to gain brand exposure.

### Registration.

Two complimentary delegate registrations, valued at \$1600

### Company Branding and Promotion.

- One branded charging station featuring your company logo located in a premier position.
- Opportunity to provide a pull up banner to sit beside the charging station.
- Your company logo featured on all versions of the conference program.
- Your company logo on the conference website homepage, sponsor page and other promotional items.
- One (1) promotional insert in the delegate bag or e-satchel.





## Future Designers Student and Early Career Professionals Grant.

**\$650** per person

Assist students and  
early career designers  
to attend the ALC.

Here is an opportunity to give a young person a headstart in the industry, sow a seed and invest in the next generation of professionals.

Your sponsorship will be allocated to eligible full-time students and early career professionals in landscape architecture, architecture, garden design, horticulture or an associated industry.

By sponsoring this programme, you will make the ALC a reality for carefully selected recipients who otherwise would not be in a position to attend. As an ALC enthusiast, you will know the conference will have ground-breaking effects on a young person's thinking and future direction. You may be giving the next rising start the headstart they need.

The **Australian Institute of Landscape Design Managers (AILDM)** have offered to mentor recipients during the conference.

### Inclusions.

- Logo featured on the official event website under the sponsor page including profile, image and contacts.
- An opportunity to assist young, talented designers.



## Delegate Bag Insert.

**\$695** + GST

- Inclusion of promotional material into all delegate bags (up to 750 distributed at registration).
- Inserts can be up to A4 in size and can include promotional gifts (subject to size/weight approval).



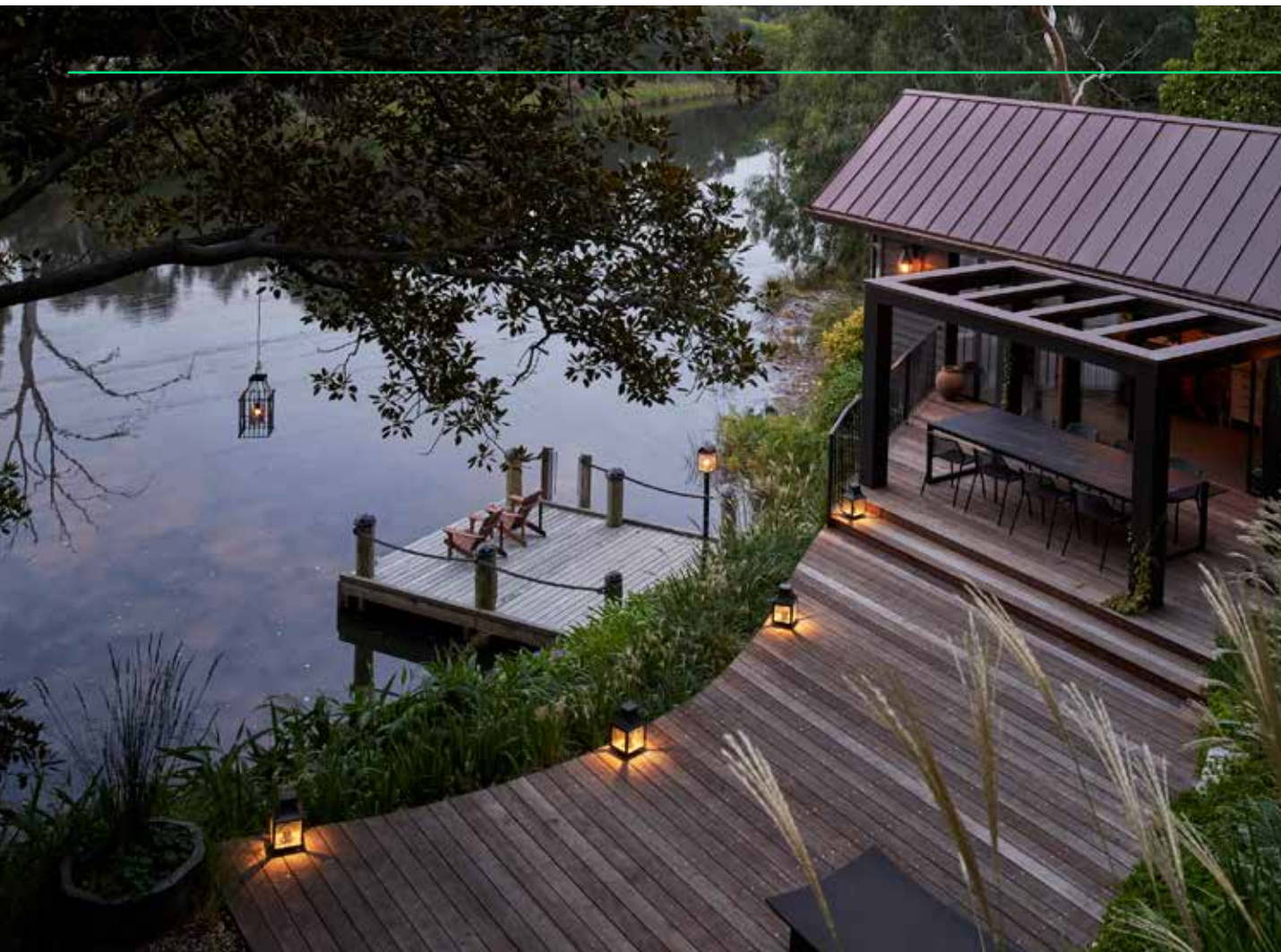


Image credit: Light on Landscape

## Specialist Workshops

\$650 + GST 90 min

\$2000 + GST Full Day

These workshops will be held on 20 March and include International and Australian experts. They will be the hottest tickets in town as numbers are limited to ensure class sizes are optimal for learning.

Options for sponsorship include full day or 90 min sessions.

### Inclusions.

- Naming rights to the workshop.
- Your company logo on the workshop brochure, in the conference App and on the website.



*I thought the event was tremendous. The selection of speakers were a good mix of enlightened people with a shared approach to the importance and significance of what we do. I look forward to seeing what you come up with next time.”*

**Peter Shaw - Ocean Road Landscaping**

2021

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# SPONSORSHIP PROSPECTUS BOOKING FORM – ALC 23

## Contact details (Person responsible for sponsorship liaison)

Title (Please circle) Prof / Dr / Mr / Mrs / Ms / Miss

First Name

Last Name

Organisation

Position

ACN

Address

City

State

Postcode

Country

Telephone

Mobile

Email

Website

## Sponsorship (please select)

- |  |                |   |  |
|--|----------------|---|--|
| <input type="radio"/> Major                          | \$12,000 + GST | <input type="radio"/> Branded Products          | \$4,500 + GST                          |
| <input type="radio"/> Garden Tour                    | \$5,000 + GST  | <input type="radio"/> Emporium Booth – Standard | \$4,000 + GST                          |
| <input type="radio"/> Coffee Cart                    | \$6,000 + GST  | <input type="radio"/> – Double                  | \$6,000 + GST                          |
| <input type="radio"/> Charging Station               | \$4,800 + GST  | <input type="radio"/> Student and Early Career  | \$650 pp                               |
| <input type="radio"/> Specialist Workshop - 1.5 hour | \$650 + GST    | <input type="radio"/> Product Placement         | Contact admin@landscapeconference.com) |
| <input type="radio"/> – Full Day                     | \$2,000 + GST  | <b>Sponsorship Total</b>                        | \$ .....                               |

## Agreement

I agree to the Terms and Conditions in the prospectus on p.16.

Signed

Date

Payment of the deposit must be received with your completed form.

## Method of Payment

**A 50% deposit is required at the time of booking. Refer to the T&C's p.16.**

Please select your method of payment and Placing Nature Pty Ltd will send you an invoice for EFT Transfer or a credit card payment link.

- Credit card    Invoice    EFT

## Submit online

landscapeconference.com

## Submit your application via email

admin@landscapeconference.com

## Return completed form

The Australian Landscape Conference,  
PO Box 458 YASS NSW 2582

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## Terms and Conditions.

The Australian Landscape Conference, trading as Placing Nature Pty Ltd reserve the right to:

- Amend the sponsorship program or tailor sponsorship packages to benefit the sponsor and/or the conference. Every effort will be made to maximise sponsor benefits and delegate experiences.
- vary the quoted prices in accordance with any change to the legislated rate of the GST (currently 10%), which is applicable to all goods and services offered by the conference. All prices quoted in this document are inclusive of GST.

### Confirmation of Sponsorship and Payment Schedule.

A 50% deposit is required upon confirmation of your sponsorship item and/or exhibition booth. The final instalment will be payable on 1 November 2022. Payment in full is required for all new bookings received after 1 November 2021.

Payment of all sponsorship and exhibition monies must be made prior to close of business 1st November 2022. Failure to do so may result in your sponsorship being released for sale.

No sponsor or exhibitor shall assign, sublet or apportion the whole or any part.

## Cancellation, Postponement and Format Change.

### Cancellation of an Event.

If the Conference is cancelled by Placing Nature Pty Ltd, in whole, then Placing Nature Pty Ltd will promptly notify the Sponsor and will refund 75% of the amount paid for the sponsorship. The Sponsor will not be entitled to any further monies by Placing Nature Pty Ltd or have any other claim against Placing Nature Pty Ltd.

### Postponement of an Event or Format Change.

If an Event is postponed or the format of the Event in whole or part changed (for example from an in-person Event to an online Event or hybrid (partial online and partial live), Placing Nature Pty Ltd will promptly notify all Sponsors of the details of the postponed Conference or postponed day and the rescheduled Conference Day or format change for the Conference (as applicable). The Sponsor will not be entitled to any refund or payment of any other monies or have any other claim against Placing Nature Pty Ltd in respect of any other postponement or format change.

If the event was required to be online, there is a contingency option of a Virtual Exhibition Booth. All exhibitors will be individually notified should this be required.

### Cancellations

All cancellations must be advised in writing to the Australian Landscape Conference. Please note that in the case of cancellation, a fee of 50% of the value of the sponsorship will apply up until 30 August 2022. After this time no refunds will be provided.

If the Sponsor does not take advantage of all or any of the Sponsorship Benefits specified, it will not be entitled to a refund of, or to withhold payment of any money payable by the Sponsor under this Agreement.

Placing Nature Pty Ltd may cancel or suspend the performance of the Sponsorship Benefits and/or the delivery of the Event if there is a Force Majeure Event until such time as the Force Majeure Event has ceased. Placing Nature Pty Ltd will not be in breach of this Agreement if it does so. For the avoidance of doubt, the Sponsor is not entitled to make a Claim against Placing Nature Pty Ltd and Placing Nature Pty Ltd will not be liable to the Sponsor in connection with a Force Majeure Event.

## Definitions.

### Forced Majeure Event Includes any:

- (a) lightning strike, earthquake, natural disaster, landslide, bushfire, mudslide or tsunami
- (b) sabotage, vandalism, malicious damage, riot or 'terrorist act' as defined in the Terrorism Insurance Act 2003 (Cth)
- (c) explosion, flood or fire
- (d) war (declared or undeclared), civil war, insurrection, invasion, rebellion, revolution, military action or usurped power, martial law, radioactive contamination, nuclear war, chemical or biological contamination.
- (e) pandemic, epidemic or public health emergency resulting in governmental action including work stoppages, mandatory business, service or workplace closures, full or partial lockdowns of affected areas, quarantines, border closures and travel restrictions, and any other event that is beyond the reasonable control of a party, was not caused by an act or omission of the party, and could not have been prevented, avoided, mitigated or overcome by the party taking steps a prudent and reasonable person would have taken in the circumstances.

**Loss** means damage, liability (whether actual, contingent or prospective) action, loss, charge, cost or expense.

**Sponsorship Fee** means the fee for the Sponsorship Benefits as set out in this prospectus.

# GET IN TOUCH.

Contact Fleur Flanery at  
admin@landscapeconference.com  
or 0408 627 774.

landscapeconference.com

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