

2026



NORTHERN BEEF RESEARCH UPDATE CONFERENCE

SPONSORSHIP AND EXHIBITION PROSPECTUS



10-13 MARCH 2026

VOCO BRISBANE
CITY CENTRE, QLD

www.nbruc.com.au

FROM RESEARCH
TO RESULTS:
DRIVING Paddock
PERFORMANCE

The North Australia Beef Research Council (NABRC) is hosting the Northern Beef Research Update Conference (NBRUC), at voco Brisbane City Centre, from 10 to 13 March 2026.



The Northern Beef Research Update Conference (NBRUC) is the pre-eminent triennial conference for northern Australian beef cattle research and management. In 2026, this highly anticipated event will be held in Brisbane and will bring together beef producers, researchers, extension officers, industry advisers, and agribusiness professionals for three days of comprehensive research presentations, professional development, and valuable networking.

The conference organising committee is thrilled to invite your organisation to participate as a sponsor/exhibitor at this highly anticipated event.

Who attends?

- Researchers
- Industry advisers
- Producers
- Extension officers
- Agribusiness representatives
- Students

Sponsoring NBRUC 2026 offers a unique opportunity to:

- Connect with over 300 engaged beef industry professionals from across northern Australia
- Position your organisation as a key supporter of northern beef research and innovation
- Contribute to the advancement of beef cattle research and management practices
- Build lasting relationships with producers, researchers, and industry decision-makers
- Showcase your commitment to the northern Australian beef industry

We look forward to the possibility of partnering with you to make this event a success.

Custom sponsorship opportunities

If you would like to discuss a custom package to meet your budget and needs, please contact the conference organiser:

expert events
Professional conference organiser

Email: nbruc@expertevents.com.au
Phone: 07 3848 2100
Website: www.nbruc.com.au



Position your organisation at the forefront of the conference as our exclusive Platinum Sponsor.

This prestigious partnership offers the highest level of brand exposure and recognition before, during, and after the event.

EXCLUSIVE - 1 ONLY

PLATINUM SPONSOR

\$16,500

SOLD

All amounts are in Australian dollars
and are inclusive of GST

Exclusive benefits

Exclusive naming rights as the platinum sponsor of the conference and the opening keynote session.

- Five (5) minute address by a company representative or pre-recorded video at the commencement of the opening keynote
- Verbal acknowledgement by the session chair at the opening and closing sessions
- Organisation logo on the opening plenary PowerPoint slide
- Display one (1) freestanding pull-up banner at the conference opening plenary (sponsor supplied)
- Organisation logo included on all conference EDM's
- A half-page, colour advertisement and/or advertorial in the conference proceedings (dimensions: 190mm W x 134mm H – artwork to be provided by the sponsor before the deadline provided by the conference organiser)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

One (1) complimentary trade display space in the exhibition area (priority selection) including one (1) trestle table, one (1) branded tablecloth, and two (2) chairs.

Registration

Three (3) complimentary full-delegate conference registrations including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner, and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

Delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude particular participants' details from being included.



EXCLUSIVE - 1 ONLY

GOLD SPONSOR

\$11,000

Exclusive benefits

Named as the sponsor of one (1) keynote session (excluding the opening keynote)

- Five (5) minute address by a company representative or pre-recorded video at the commencement of the keynote session
- Verbal acknowledgement by the session chair at the opening and closing sessions
- Organisation logo on the sponsored keynote session slide
- Display one (1) freestanding pull-up banner during the sponsored keynote session (sponsor supplied)
- A half-page, colour advertisement and/or advertorial in the conference proceedings (dimensions: 190mm W x 134mm H – artwork to be provided by the sponsor before the deadline provided by the conference organiser)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Exhibition

One (1) complimentary trade display space in the exhibition area (priority selection) including one (1) trestle table, one (1) branded tablecloth, and two (2) chairs.

Registration

Two (2) complimentary full-delegate conference registrations including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner, and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

Delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude particular participants' details from being included.

EXCLUSIVE - 1 ONLY

CONFERENCE DINNER SPONSOR

\$9,500

*The NABRC medal winners
will be announced and awarded
at the Conference Dinner.*

Exclusive benefits

Named as the exclusive conference dinner sponsor held on 11 March 2026

- Five(5) minute address by a company representative or pre-recorded video at the conference dinner
- Organisation logo included on the conference dinner menu and signage
- Opportunity to provide one (1) freestanding pull-up banner at the conference dinner (sponsor supplied)
- Opportunity to provide a branded gift for all guests at the conference dinner (sponsor supplied)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Exhibition

One (1) complimentary trade display space in the exhibition area, including one (1) trestle table, one (1) branded tablecloth, and two (2) chairs.

Registration

Two (2) complimentary full-delegate conference registrations including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner, and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

Delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude particular participants' details from being included.



EXCLUSIVE - 1 ONLY

WELCOME RECEPTION SPONSOR

\$7,000

SOLD

Exclusive benefits

Named as the exclusive welcome reception sponsor

- Organisation logo on all welcome reception signage
- Display one (1) freestanding pull-up banner during the welcome reception (sponsor supplied)
- Three (3) minute address by a company representative or pre-recorded video at the welcome reception
- Opportunity to provide entertainment (at sponsors expense and to be approved by the conference committee)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Exhibition

One (1) complimentary trade display space in the exhibition area, including one (1) trestle table, one (1) branded tablecloth, and two (2) chairs.

Registration

One (1) complimentary full-delegate conference registration including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

EXCLUSIVE - 1 ONLY

CONFERENCE SATCHEL BAG SPONSOR

\$6,800

SOLD

Exclusive benefits

- Organisation logo included on the conference satchel bag (alongside NABRC logo)
- Display one (1) freestanding pull-up banner at the registration desk or satchel bag collection point (sponsor supplied)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Registration

Two (2) complimentary full-delegate conference registrations including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).



SILVER SPONSOR

\$6,800

Exclusive benefits

Named as the sponsor of one (1) concurrent session

- Verbal acknowledgement by the session chair at the commencement of the sponsored session
- Organisation logo on the sponsored session PowerPoint slide
- Display one (1) freestanding pull-up banner during the sponsored session

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Exhibition

One (1) complimentary trade display space in the exhibition area, including one (1) trestle table, one (1) branded tablecloth, and two (2) chairs.

Registration

One (1) complimentary full-delegate conference registration including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

EXCLUSIVE - 1 ONLY

CONFERENCE APP SPONSOR

\$6,000

Exclusive benefits

- Banner advertisement on the home page of the conference app (dimensions: 1440 wide x 205 high pixels – artwork to be provided by the sponsor to the specifications provided by the conference organiser)
- Organisation logo on all conference app signage
- A dedicated page on the app to showcase your organisation (can include photos, company information, links, etc)
- One push notification sent per day to all delegates via the app

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Registration

One (1) complimentary full-delegate conference registration including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner, and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

EXCLUSIVE - 1 ONLY

COFFEE CART SPONSOR

\$5,000

SOLD

Exclusive benefits

- Organisation logo included on coffee cart signage (provided by sponsor to the specifications provided by organiser)
- Opportunity to supply branded coffee cups (cups supplied by sponsor and to be approved by organiser and venue)
- Display one (1) freestanding pull-up banner next to the sponsored coffee cart (sponsor supplied)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

Registration

One (1) complimentary full-delegate conference registration including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner, and closing drinks.

EXCLUSIVE - 1 ONLY

NAME BADGE SPONSOR

\$4,000

SOLD

Exclusive benefits

- Organisation logo included on the name badge and alongside the NABRC logo
- Display one (1) freestanding pull-up banner at the registration desk (sponsor supplied)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included on conference signage throughout the venue
- Logo included in the conference final program

LIMITED

CONFERENCE SUPPORTER

\$3,800

Opportunity to be named as the sponsor of one concurrent session, lunch, morning tea, or afternoon tea break.

Exclusive benefits

- Organisation logo listed as the sponsor of one session or break in the conference program
- Display one (1) freestanding pull-up banner at the sponsored session or break (sponsor supplied)

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included in the conference final program

LIMITED

TRADE DISPLAY

\$3,800

Inclusions:

- One (1) trestle table
- One (1) branded tablecloth
- One (1) chairs

Exhibitor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included in the conference final program

Registration

One (1) complimentary full-delegate conference registration including access to the exhibition, conference sessions, morning tea, lunch and afternoon tea, welcome reception, conference dinner, and closing drinks.

Promotional item/satchel insert

Opportunity to include one (1) promotional item or branded product to be included in the conference satchel bags (supplied by sponsor, preferably not a flyer or brochure).

Delegate list

A copy of the delegate list showing names and organisations will be provided, except where privacy laws exclude particular participants' details from being included.

CONFERENCE CONTRIBUTOR

\$1,500

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included in the conference final program

EXCLUSIVE - 1 ONLY

NABRC COUNCIL MEETING SPONSOR

\$3,500

SOLD

Exclusive benefits

- Named as the exclusive NABRC council meeting sponsor
- 5-minute address by a company representative at the commencement of the council meeting
- Logo included on the council meeting program
- Logo included on council meeting PowerPoint slides

Sponsor acknowledgement

- Logo, profile, and URL link featured on the conference website
- Logo, profile, URL, and digital flyers included in the conference proceedings
- Logo included on the combined sponsors PowerPoint slide displayed at the beginning and end of each conference session
- Logo included in the conference final program



2026

Exhibition opening times

Trade displays will be open during morning tea, lunch, and afternoon tea.

Exhibition floorplan

Exhibition displays will be located in the Grand Chelsea Lobby, where the morning tea, lunch, and afternoon tea will be held.

An exhibition floor plan will be made available to exhibitors closer to the conference.

Exhibitor manual

An exhibitor manual containing information on the exhibition schedule (bump in/out), furniture, and additional product hire will be distributed to exhibitors and sponsors approximately three months before the conference.

How to apply

Applications for sponsor packages can be submitted via the sponsor application portal.

We encourage you to submit without delay. All applications will be reviewed and approved by the conference committee.

If these sponsorship opportunities do not meet your requirements, but you would like to become involved in supporting the conference, please do not hesitate to contact the conference organiser on 07 3848 2100 or via email at nbruc@expertevents.com.au.

Payment and terms information

Please refer to the [sponsorship](#) and [exhibitor](#) agreements for full terms and conditions.

Full payment for sponsorship/exhibition packages is due within 30 days of the application being approved and the invoice issued. Sponsorship packages will be released for sale if payment is not received at the appropriate timing. Sponsor arrangements will not be confirmed until payment is received.

Payment

EFT – bank account details will be provided on your invoice. A remittance advice must be emailed to nbruc@expertevents.com.au.

MasterCard or Visa – please note sponsorship payments via credit card will incur an additional 2% merchant fee.

Terms and conditions

1. Expert Events and the NBRUC Conference Organising Committee 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 as well as delegates' experience.
2. All sponsorship and exhibition bookings must be completed through the online application form and will be confirmed by the conference organising committee. Payment by Electronic Funds Transfer (EFT) is preferred.
3. All cancellations must be advised in writing directly to the Conference Secretariat. If you provide notice of cancellation to Expert Events before Friday, 12 December 2025 you may be eligible for a refund. On or after Friday, 12 December 2025, a 100% cancellation fee will apply.

	1 only	1 only		1 only	1 only	1 only	1 only	1 only	1 only		Limited	
Entitlements	Platinum	Gold	Silver	Conference dinner	Welcome reception	Satchel bag	App	Coffee cart	Name badge and lanyard	Supporter	Trade display	Contributor
	\$16,500	\$11,000	\$6,800	\$9,500	SOLD	SOLD	\$6,000	\$5,000	SOLD	\$3,800	\$3,800	\$1,500
Naming rights	Opening keynote	Keynote session	Concurrent session	Conference dinner	Welcome reception	Satchel bag	App	Coffee cart	Name badge and lanyard	One session or break		
Speaking opportunity	5min opening keynote	5min at keynote		5min at dinner	3min at the welcome reception							
Pull-up banner	2	1	1	1	1	1		1	1	1		
Advertisement in conference proceedings	•	•					•					
Logo on website	•	•	•	•	•	•	•	•	•	•	•	•
Logo on conference dinner menu				•								
Logo on all conference EDM	•											
Logo on name badge and lanyard									•			
Verbal acknowledgement by the chair	•	•	•									
Logo on coffee cart signage								•				
Supply coffee cups								•				
Push notifications via app							•					
Logo on sponsored session	•	•	•									
Logo on all conference app signage							•					
Dedicated page on the app							•					
Provide a branded gift for delegates				At dinner								
Logo on satchel bag						•						
Provide entertainment at the welcome reception					•							
Profile + logo in conference proceedings	•	•	•	•	•	•	•	•	•	•	•	•
Logo on combined sponsor PPT slide	•	•	•	•	•	•	•	•	•	•		•
Logo on conference signage in venue	•	•	•	•	•	•	•	•	•	•		
Logo on welcome reception signage					•							
Logo in PDF	•	•	•	•	•	•	•	•	•	•	•	•
Trade display	1	1	1	1	1						1	
Registration	3	2	1	2	1	2	1	1			1	
Satchel item	1	1	1	1	1	1	1				1	
Delegate list	•	•	•	•	•						•	



The Host of the conference is: Northern Australia Beef Research Council (NABRC) Expert Events is acting as agent for and on behalf of the Host.

Email: nbruc@expertevents.com.au

Phone: +61 7 3848 2100

Website: www.nbruc.com.au

expert events
Professional conference organiser