Sponsorship prospectus
Australian Pulse Conference 2016

The Australian Pulse Conference (APC) will be held in Tamworth, NSW from 12 to 14 September 2016, to coincide with the International Year of Pulses (IYP).

The success of the inaugural PBA Pulse Conference held in 2013, and attended by almost 200 delegates, inspired the pulse research community to ensure that the next national conference is wholly inclusive of the research and development within the pulse value chain, hence the formation of the Australian Pulse Conference (APC).

Themed Feed the Farm, Feed the World, the conference will have a scientific focus aligned with the International Year of Pulse, and aims to heighten awareness of the benefits of pulses as part of sustainable food production delivering food security and nutrition, and to increase awareness and understanding of the challenges of growing and delivering quality Australian pulses.

The APC will be run over three days – with a research presentations day, a production/industry presentations day and a field day. International keynote speakers will be selected to focus on key aspects of pulse research and development of significance to the Australian Industry.

Keynote Speakers

Vincent Vadez

Vincent is a crop physiologist and agronomist, initially trained as an engineer. Prior to ICRISAT, he has worked for four years with a Bolivian lowland indigenous group to understand and measure the socio-economic drivers of deforestation and of new farming technology adoption.

This was an enriching experience that showed him that beyond technologies, there are people with a say. Before that he did research on symbiotic nitrogen fixation at the University of Florida on drought in soybean, at CIAT Colombia on low soil P in bean, and at the National University of Singapore on low soil P in Acacia.

At ICRISAT his group works on the genetic and mechanistic deciphering of plant traits, and of trait-environment interactions, contributing to drought adaptation of both cereals and legumes species. His research has also contributed a quantum leap in the approach to understand the role of roots in drought adaptation. For that he developed a large lysimetric platform (LysiField) for a direct, precise, rapid, in-vivo assay of water extraction (http://www.icrisat.org/bt-root-research.htm) to tackle the functionality and highly dynamic nature of roots (rather than destructive root measurements).

Recently he developed another large platform (LeasyScan) combining the lysimetric approach of Lysifield to 3-D scanning of the crop canopy, to phenotype water-use traits to decipher their genetic basis. This part is supported by crop simulation modeling to characterize main stress scenarios and predict trait and agronomic management effects on yield across time and geographical scales, in order to combine trait assessment and field evaluations targeted to representative scenarios.

Murad Al-Katib

President and Chief Executive Officer

Murad Al-Katib, is the President and CEO and a Board member of AGT Food and Ingredients Inc. Murad completed his Masters from Thunderbird School of Global Management in Arizona and a Bachelor of Commerce from the University of Saskatchewan, before working in international trade promotion for the Government of Saskatchewan.

In 2001, he founded Saskcan Pulse Trading, providing the nucleus for AGT and growing the company to a world leader in value-added pulses, staple foods and ingredients with revenues exceeding $1.4 billion in 2014, customers in over 100 countries and with 41 manufacturing facilities on 5 continents.

Murad has served on the Boards for the CSCA, Pulse Canada, as the Chair of the Advisory Board for Small and Medium Enterprise for the Canadian Minister of International Trade and as a panel member for the Government of Canada’s renewal of Canada’s Global Commerce Strategy. Currently, Murad serves on the Advisory Committee for the Review of the Canada Transportation Act for the Minister of Transport and is the current Chair of the Regina Regional Opportunities Commission.

Murad has been the recipient of a number of prestigious awards including the 2004 Ernst and Young Emerging Entrepreneur of the Year, Canada’s “Top 40 under 40” by the Globe and Mail in 2005, and being named to PROFITGuide Magazine’s list of the “30 Most Fabulous Entrepreneurs of the Past 30 Years” in Canada. In 2012, Murad received a Queen’s Silver Jubilee Medal, complementing his award of a Queen’s Saskatchewan Centennial Medal given in 2006 as well as the 2012 Pulse Promoter Award from BASF and the Saskatchewan Pulse Growers. As well, in 2012, Murad led AGT to its second Saskatchewan Business of the Year ABEX Award.

With his varied experience at AGT, Murad has proven himself to be a strong financial and strategic business thinker, able to anticipate and mitigate the risks in international trading and commodities.
Welcome from the chair of the Conference Organising Committee

Welcome to the Australian Pulse Conference. This conference, held in the International Year of Pulses, will highlight and discuss the innovative research occurring to “feed the farm, feed the world” in Australia’s pulse value chain.

Following the success of the inaugural conference in 2013 the Australian Pulse Conference will also follow a three day format. Two conference session days highlighting the research and development of tools, traits, agronomic and farming systems to improve pulse production and utilisation will be followed by an extension-focused field day.

The conference will attract Australian scientists, breeders, farmers, advisors, and marketers and will feature at least two international speakers who have made outstanding contributions to the pulse industry.

My well credentialed and enthusiastic organising committee are working hard to deliver an excellent conference and we welcome the support and participation of all the pulse industry to create a great Australian Pulse Conference in Tamworth NSW, 12-14 September 2016.

Phil Davies
Australian Pulse Conference

Proposed Program

Sunday 11th September
Casual welcome reception

Monday 12th September
Research Focus

• Opening by
• Keynote Speaker:
• Presentation topics:

Day one reception immediately at completion of conference sessions. Join us for drinks and canapes

Tuesday 13th September
Industry Focus

• Opening by
• Keynote Speaker:
• Industry Panel discussion
• Presentation topics:

Conference Dinner at the Tangaratta Vineyard

Wednesday 14th September
Field Day

• TBA Presentations

Full day field trip including Tamworth Agricultural Institute, Liverpool Field Station and Nowley research institute - buses departing and returning to Tamworth

** Please note that this is a draft program and is subject to change
**Sponsorship Opportunities at a glance**

**Sponsorship Summary**

<table>
<thead>
<tr>
<th>Sponsorship Categories</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Field Day</th>
<th>Conference Dinner</th>
<th>Bronze</th>
<th>Trade</th>
<th>Field Day Trade</th>
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<tbody>
<tr>
<td></td>
<td>$10,000</td>
<td>$6,500</td>
<td>$4,500</td>
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<table>
<thead>
<tr>
<th>Number Available</th>
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<th>2</th>
<th>6</th>
<th>3</th>
<th>1</th>
<th>10</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive opportunity to sponsor a keynote speaker</td>
<td>✔</td>
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<tr>
<td>Opportunity to provide a speaker in the conference program (at the discretion of the committee)</td>
<td>✔</td>
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<tr>
<td>Opportunity to provide a session chairperson in the conference program (at the discretion of the committee)</td>
<td>✔</td>
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<tr>
<td>Choice of a prominent position for an exhibition trade table top (preference given by sponsorship level and sign on date)</td>
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<tr>
<td>The inclusion of an advertisement for your company in the conference program and electronic proceedings (finished artwork supplied by sponsor)</td>
<td>✔</td>
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<td>Opportunity to introduce dinner speaker plus inclusion of company logo on menu and branding at the dinner</td>
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<tr>
<td>Display at field day (to be supplied by sponsor)</td>
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<td>✔</td>
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<tr>
<td>Opportunity to address the field day</td>
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</tr>
<tr>
<td>Sponsorship Categories</td>
<td>Platinum $10,000</td>
<td>Gold $6,500</td>
<td>Silver $4,500</td>
<td>Field Day $4,500</td>
<td>Conference Dinner $3,000</td>
<td>Bronze $2,500</td>
<td>Trade $1,500 (+$500 additional to include field day display)</td>
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<td>Opportunity to introduce field day speaker</td>
<td>✓</td>
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<tr>
<td>Session / break Sponsorship: Choose the program session that best suits your organisation, acknowledgment of sponsorship on session slide - or choose to sponsor a meal break. (Final decision at discretion of committee)</td>
<td>✓</td>
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<tr>
<td>Pull up banner on prominent display throughout the conference (to be supplied by sponsor)</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Special acknowledgement during opening and closing sessions</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>The inclusion of sponsor logo hyperlinked to sponsor’s website until 30/11/2016 on the conference webpage</td>
<td>✓</td>
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<tr>
<td>During the conference, a powerpoint presentation will be shown acknowledging your company as a sponsor</td>
<td>✓</td>
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<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Student Awards are presented for excellence in both student poster and/or presentation delivery. Opportunities to sponsor the Student Awards are also available and are detailed on page 9 of the prospectus.

Should you wish to discuss alternative sponsorship opportunities please contact the Conference secretariat. All prices quoted are inclusive GST.
Sponsorship Opportunities

PLATINUM SPONSORSHIP PACKAGE  $10,000 (inc GST)

Company Acknowledgment

• Exclusive opportunity to sponsor a keynote speaker
• Opportunity to provide a speaker in the conference program (at the discretion of the committee)
• Opportunity to provide a session chairperson in the conference program (at the discretion of the committee)
• Choice of a prominent position for exhibition trade table top (preference given by sponsorship level and sign on date)
• The inclusion of a full page advertisement for your company in the conference program and electronic proceedings (finished artwork supplied by sponsor)
• Display at field day (to be supplied by sponsor)
• Opportunity to introduce field day speaker
• Session Sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of committee)
• Pull-up banner on prominent display throughout the conference (to be supplied by sponsor)
• Special acknowledgement during opening and closing sessions
• The inclusion of sponsor logo hyperlinked to sponsor’s website and 250 word promotional paragraph until 30th November 2016 on the conference webpage
• During the conference, a power point presentation will be shown acknowledging your company as a sponsor
• The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)

Complimentary Registrations

• 4 x complimentary full or grower registrations to conference

GOLD SPONSORSHIP PACKAGE  $6,500 (inc GST)

Company Acknowledgment

• Opportunity to provide a session chairperson in the conference program (at the discretion of the committee)
• Choice of a prominent position for exhibition trade table top (preference given by sponsorship level and sign on date)
• The inclusion of a half page advertisement for your company in the conference program and electronic proceedings (finished artwork supplied by sponsor)
• Session Sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of committee)
• Pull-up banner on prominent display throughout the conference (to be supplied by sponsor)
• Special acknowledgement during opening and closing sessions
• The inclusion of sponsor logo hyperlinked to sponsor’s website and 150 word promotional paragraph until 30th November 2016 on the conference webpage
• During the conference, a power point presentation will be shown acknowledging your company as a sponsor
• The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)

Complimentary Registrations

• 3 x complimentary full or grower registrations to conference
SILVER SPONSORSHIP PACKAGE                $4,500 (inc GST)

Company Acknowledgement

- Choice of a prominent position for exhibition trade table top (preference given by sponsorship level and sign on date)
- The inclusion of a quarter page advertisement for your company in the conference program and electronic proceedings (finished artwork supplied by sponsor)
- Session Sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of committee)
- Pull-up banner on prominent display throughout the conference (to be supplied by sponsor)
- The inclusion of sponsor logo hyperlinked to sponsor’s website and 150 word promotional paragraph until 30th November 2016 on the conference webpage
- During the conference, a power point presentation will be shown acknowledging your company as a sponsor
- The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)

Complimentary Registrations

- 2 x complimentary full or grower registrations to conference

FIELD DAY SPONSOR                  $4,500 (inc GST)

Company Acknowledgement

- Choice of a prominent position for an exhibition trade table top (preference given by sponsorship level and sign on date)
- The inclusion of a ¼ page advertisement for your company in the conference program and electronic proceedings (finished artwork supplied by sponsor)
- Display at field day (to be supplied by sponsor)
- Opportunity to address the field day
- Opportunity to introduce field day speaker
- Session Sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of committee)
- Pull-up banner on prominent display at one conference session (to be supplied by sponsor)
- The inclusion of sponsor logo hyperlinked to sponsor’s website until 30th November 2016 on the conference webpage
- During the conference, a power point presentation will be shown acknowledging your company as a sponsor
- The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)

Complimentary Registrations

- 2 x complimentary full or grower registrations to conference
Sponsorship Opportunities

CONFERENCE DINNER $3,000 (inc GST)

Company Acknowledgement
- The inclusion of a ¼ page advertisement for your company in the conference program and electronic proceedings (finished artwork supplied by sponsor)
- Opportunity to introduce the Dinner speaker plus inclusion of company logo on menu and branding at dinner
- Pull-up banner on prominent display at the dinner (supplied by sponsor)
- The inclusion of Sponsor logo hyperlinked to sponsor’s website until 30th November 2016 on the conference webpage
- During the conference a power point presentation will be shown acknowledging your company as a sponsor
- The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)

Complimentary Registrations
- 1 x complimentary full or grower registrations to conference
- 1 x additional conference dinner only registration

BRONZE SPONSORSHIP PACKAGE $2,500 (inc GST)

Company Acknowledgement
- The inclusion of a company listing in the conference program and electronic proceedings (finished artwork supplied by sponsor)
- Session Sponsorship - choose the program session that best suits your organisation, acknowledgment as session sponsor on session slide, or choose to sponsor a meal break (final decision at discretion of committee)
- Pull-up banner on prominent display at one conference session (to be supplied by sponsor)
- The inclusion of sponsor logo hyperlinked to sponsor’s website until 30th November 2016 on the conference webpage
- During the conference, a power point presentation will be shown acknowledging your company as a sponsor
- The inclusion of your company collateral or promotional product in the conference satchels (to be supplied by sponsor)

Complimentary Registrations
- 1 x complimentary full or grower registrations to conference

CONFERENCE TRADE EXHIBITOR ENTITLEMENTS $1,500 (inc GST)

There are 10 trade table displays available. Multiple tables may be booked.
Trade tables will be allocated in order of receipt of Sponsorship/Exhibitor Application Forms accompanied by full payment. All promotional material and aides are to be supplied by the participating exhibitor.

You will receive:
- 1 x trestle table with table cloth, 2 chairs and one power board
- 1 x trade representative registration including daily catering
- The listing of your company logo in the conference program and electronic proceedings (finished artwork to be supplied by sponsor)

Floor plan
A floor plan will be distributed to confirmed exhibitors. Floor plan will be subject to change and space will be allocated on a first-registered, first-served basis.

Banners
Banners are to be supplied by sponsor (where applicable) and size restrictions may apply. Positioning of banner is at the discretion of the committee.
CONFFERENCE TRADE + FIELD DAY EXHIBITOR ENTITLEMENTS $2,000 (inc GST)

There are 10 trade table displays available. Multiple tables may be booked. Trade tables will be allocated in order of receipt of Sponsorship/Exhibitor Application Forms accompanied by full payment. All promotional material and aides are to be supplied by the participating exhibitor.

You will receive:
- 1 x Table top dressed and skirted with 2 chairs and one power board
- 1 x Trade Representative Registration including daily catering
- The listing of your company logo in the Conference Program and electronic proceedings (finished artwork to be supplied by sponsor)
- Field day displays (to be supplied by sponsor)

Floor plan/Field Site plan
A floor plan for the conference venue and a field site plan will be distributed to confirmed exhibitors. Plans will be subject to change and space will be allocated on a first-registered, first-served basis.

Banners
Banners are to be supplied by sponsor (where applicable) and size restrictions may apply. Positioning of banner is at the discretion of the committee

FIELD DAY TRADE EXHIBITOR ENTITLEMENTS $1,000 (inc GST)

You will receive:
- The listing of your company logo in the Conference Program and electronic proceedings (finished artwork to be supplied by sponsor)
- Field day displays (to be supplied by sponsor)

Field site plan
A field site plan will be distributed to confirmed exhibitors. Field site plans will be subject to change and space will be allocated on a first-registered, first-served basis.

Banners
Banners are to be supplied by sponsor (where applicable) and size restrictions may apply. Positioning of banner is at the discretion of the committee

**Please Note:**
- All prices are quoted exclude GST.
- All promotional aides are to be supplied by participating partners.
- Registrations for sponsorship are allocated on a “first in, first served” basis

STUDENT AWARDS SPONSOR $500 (inc GST)

Student participation at conference to foster the next generation of researchers is highly encouraged by the APC Committee and a low-price student registration package is designed to enhance student participation. Student Awards Sponsorship will ensure this participation can be acknowledged and efforts rewarded.

Sponsorship will include:
- Sponsor representative to present the award
- The sponsors logo on the award certificate
- The inclusion of sponsor logo hyperlinked to sponsor’s website until 30th November 2016 on the conference webpage
- During the conference, a powerpoint presentation will be shown acknowledging your company as a sponsor
- The inclusion of your company collateral of promotional product in the conference satchels (to be supplied by sponsor)
SPONSORSHIP & EXHIBITING APPLICATION / CONTRACT FORM

Please return this two page document to: PO Box 555, Tamworth or email trc@tamworth.nsw.gov.au

ORGANISATION DETAILS

Company name:

Contact person:

Position:

Address:

Suburb/town: State: Postcode:

Telephone: Fax: Mobile:

Email:

Note: some of these details may be used in printed material – please print clearly and ensure information is accurate

Please email your logo to: trc@tamworth.nsw.gov.au

SPONSORSHIP OPPORTUNITIES (all prices incl GST)

To ensure your participation at the 2016 Conference please choose from the options listed below and complete the payment details and return as soon as possible to confirm your application for sponsorship.

Please tick the package(s) your company would like to sponsor (refer to the above for details)

- Platinum Sponsor $10,000
- Gold Sponsor $6,500
- Silver Sponsor $4,500
- Field day Sponsor $4,500
- Conference Dinner Sponsor $3,000
- Bronze Sponsor $2,500
- Conference Trade Exhibitor $1,500
- Conference and Field Day Trade Exhibitor $2,000
- Field Day Trade Exhibitor $1,000
- Student Award $500

I have read the Sponsorship Prospectus, understand the entitlements offered, and agree to be invoiced a total of $ _______________ (inc GST) for the items selected above.

I have read and agree to the attached terms and conditions Yes □ (please tick)

NAME: ___________________________________________________________ DATE: _______________________________

Authorised Signature: ____________________________ Purchase Order Number (if applicable): __________________
Payment

- Cheque payable to: Tamworth Regional Council
- Direct Debit: BSB: 082-842 A/C No: 50-567-4182 Bank: NAB Ref: Please use Pulse Conference and organisation name
- Request a Tax Invoice
- Credit Card: MasterCard (2.5% surcharge) VISA (2.5% surcharge)

Amount: $___________________ (plus surcharge)

Credit Card Number: __ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _
Expiry Date: _ _ / _ _ CVC: __ _ _ _
Name on Card: __________________________ Signature of cardholder: _______________________________

Please forward all payments to:
Michaela Stevens
Conference Secretariat
Destination Tamworth
PO Box 555
Tamworth NSW 2340
Email: trc@tamworth.nsw.gov.au

Please email your logo to: trc@tamworth.nsw.gov.au

Please contact the Conference secretariat if you have any further queries:
☎ P: +61 2 6767 5701  Email: m.stevens@tamworth.nsw.gov.au

Privacy

The Privacy Act 2001 provides that before your name and address details can be published in the list of conference delegates for distribution to fellow delegates or any other party, you must consent. If you do not wish to have your name, address and details to be included in the list of delegates please tick here. ☐

TERMS & CONDITIONS

1. By returning the sponsorship and exhibition booking form, you will be taken to have consented to be bound by these terms and conditions.
2. The organiser of the conference is Destination Tamworth
3. The organiser and committee reserves the right to decline any application to participate in the meeting. If the organiser declines an application, it will refund to the applicant any monies paid by that applicant.
4. The organiser will provide written confirmation to each applicant where it accepts an application.
5. If an exhibitor or sponsor (collectively referred to as a 'sponsor' in these terms and conditions) wishes to cancel after its application has been accepted, it must give notice in writing to the organiser within 1 month from the date the application was submitted to the organiser. Provided the cancellation notice is received within that time, the organiser will refund to the sponsor the monies paid, less 25% to cover administration, advertising and opportunity costs. If the sponsor cancels after 1 month, the sponsor will not be entitled to any refund. No refunds will be given after 1st August 2016.
6. Where advertising in publications is included as part of a sponsorship package, that advertising will be in addition to and will not replace any existing advertising agreements between the sponsor and the organiser. Timing and placement of sponsorship advertising will be subject to agreement between the sponsor and the organiser.
7. Sponsors must have appropriate third party public liability insurance cover, proof of which may be required.
8. Sponsors must not erect any sign, display or obstruction which intrudes into an adjoining sponsor’s space.
9. Sponsors must not damage in any way the walls, floors, ceilings or any other surface of the exhibition area and must reimburse the organiser for the cost of reinstating any damage caused by the sponsor for which the organiser is held liable.
10. The supply of samples by a sponsor to any person is entirely at the sponsor’s risk and the sponsor must indemnify and keep indemnified the organiser from and against any actions, suits, proceedings, claims, demands, costs and expenses, which may arise from the supply by the sponsor of samples.
11. The organiser will take all precautions it considers reasonably necessary for the protections and security of any third party for the loss and damage of any exhibit or other property of the sponsor under any circumstances whatsoever.
12. If a sponsor fails to comply with any of these terms and conditions or any requirements stipulated by the Fire Department, Health Department or State or Commonwealth Acts, the organiser has the right to sell the space and the sponsor will forfeit all monies paid.
13. Exhibits must not be dismantled or removed before the published closing time.
AUSTRALIAN PULSE CONFERENCE

12-14 SEPTEMBER 2016
TAMWORTH
FEED THE FARM - FEED THE WORLD

For further details please contact:

Michaela Stevens
Conference Secretariat
Destination Tamworth
PO Box 555
Tamworth NSW 2340
Email: trc@tamworth.nsw.gov.au