



INSTITUTE OF
BREWING &
DISTILLING

ASIA PACIFIC SECTION

38TH CONVENTION

3-7 MARCH 2025 • HOBART • TASMANIA



SPONSORSHIP PROSPECTUS

IBD2025.COM.AU



ORGANISING COMMITTEE

Brendan Flanagan

Brewing Manager, Cascade Brewery,
Convention Chair

Ally Bhana

Assistant Sales Manager, Sullivans Cove

Jon Burrige

Operations & Sales Support, Yakima Chief

Chris Condon

President, Tasmanian Whisky & Spirits
Association

Anne Gigney

Founder and Co-Director,
The Distillers Institute

Elise Griggs

Brand Activation Specialist,
Hop Products Australia

Steve Levien

Brewery Director, J. Boag and Son

Dave McGill

Head Brewer, Deep South Brewing

Matthew Thomas

District Manager (Tas), Ecolab Food
& Beverage

Jeff Potter

Executive Manager IBD Asia Pacific

WELCOME



On behalf of the Asia Pacific Section of The Institute of Brewing and Distilling (IBD) and as Chairman of the 38th IBD Asia Pacific convention Hobart, we invite you to be part of this memorable event in Tasmania.

This convention will provide a wonderful opportunity to connect face to face with

old friends and colleagues and create new friendships among members of our brewing and distilling community, whilst being enlightened with knowledge and new technologies associated with our industry.

Our theme for the 2025 Asia Pacific Convention is **“The Power of Adaptability – Creating great beverages in a changing market”**. Exploring the sub themes of innovation, provenance, local to global, premiumisation and quality and the impact of a rapidly changing world.

Our main agenda is to deliver an exciting technical and social programme for local, national, and international delegates involved in the brewing, distilling and associated industries. This will be a three-day convention from Tuesday 4th to Thursday 6th March 2025, with opportunity to visit the Tasmanian hop harvest in progress and experience local distilleries during the week.

The last Hobart convention was held in 2006 and since then our city and Island has grown and developed a vibrant scene of distilling and craft brewing that is on par with, if not the best in Australia.

Tasmania has a lot to offer delegates at the 2025 IBD Asia Pacific Convention. Rich food, amazing scenery and nature plus a smorgasbord of beers and distilled spirits that is second to none. We invite people from the region and overseas to plan ahead and make the most of being in Tasmania in March 2025.

We're looking forward to sharing the deep history of Tasmania's brewing and distilling scene. Cascade is Australia's oldest brewery, established in the foothills of Kunanyi (Mount Wellington) and continues to produce fine brews in Hobart. The Godfather of Australian distilling, Bill Lark established the now famous Lark Distillery in Hobart in 1992 and the historic hop fields of Tasmania's Derwent Valley will be flourishing at the time.

This history sits alongside the dynamic emerging beverage scene in Tasmania, that has grown from the creative minds of cutting-edge brewers, distillers and cider makers in Australia's Island State. There is certainly no shortage of opportunities to experience this incredible emerging scene.

Tasmania stands as a unique and captivating attraction. Its unparalleled natural beauty is a prominent draw, with pristine wilderness, rugged coastlines, and ancient rainforests that shelter unique flora and fauna, including the elusive Tasmanian devil. The island's diverse landscapes range from snow-capped mountains to white sandy beaches, making it a paradise. Tasmania's rich cultural heritage, reflected in its convict history, indigenous traditions, and vibrant arts scene, adds a distinctive layer to its appeal.

The island's culinary scene is celebrated for its fresh, locally sourced produce, and its wine makers, distillers, and brewers are known for producing world-class beverages. Whether you seek adventure in the wilderness or a taste of Tasmania's rich culture and cuisine, this island offers a diverse array of experiences for travellers.

The home for the event will be in Hobart at the Hotel Grand Chancellor on the banks of the Derwent River, with trips out to some iconic venues in Hobart surrounds.

We look forward to welcoming you to the event.

Brendan Flanagan

Brewing Manager & IBD Convention Chair
Cascade Brewing Co, Tasmania



KEY CONTACTS



OUR COMMITMENT TO YOU

Our commitment to you begins the moment you confirm your partnership package. Our dedicated convention team will provide you with clear and timely responses and information relating to your package. We aim to do our best to maximise the exposure of your partnership. A planned marketing strategy will ensure that you and your brand will receive widespread exposure in the lead up to, during and post convention.



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2023 SPONSORS AND EXHIBITORS



DIAMOND							
PLATINUM							
GOLD							
SILVER							
BRONZE							
EXHIBITORS							



ABOUT THE DESTINATION

HOBART, TASMANIA

In Hobart, you can see world-renowned art, eat freshly caught seafood and climb a mountain all in one day.

The Tasmanian capital of Hobart is a dynamic city that surpasses expectations at every turn. Australia's southernmost capital is brimming with history and bursting with creativity (hello MONA). It boasts an incredible food and wine scene with local produce making the short journey from farm to table and is fringed by scenic wilderness.

It sits at the southern end of the island, on the edge of the River Derwent. It is a port town that dates back to early explorers and convicts sent here for stealing rams. Water runs deep – it's the second deepest port in the world but also offers a myriad of waterways that please the sailor who has navigated a globe of oceans. Calm rivers, spinnakers of energetic colour across the Derwent and secret coves. It's also home to the finish line of one of the world's greatest blue water ocean races, The Rolex Sydney to Hobart.



ABOUT THE VENUE

THE HOTEL GRAND CHANCELLOR

Experience exceptional comfort and service while being perfectly positioned directly on Hobart's waterfront. Hotel Grand Chancellor offers breathtaking views of the Hobart Harbour, city surrounds and Mount Wellington (kunanyi).

Our central location means we're a short walk from the city and all major attractions such as Salamanca, Battery Point, the shopping precinct and the MONA ferry.



WHY YOU SHOULD PARTNER WITH US AT IBD

The Institute of Brewing and Distilling Asia Pacific Section convention presents a range of benefits for businesses looking to connect with the brewing and distilling industry. From networking opportunities to brand visibility and thought leadership, participating in this event can contribute to your company's growth, reputation, and success within the industry.



Brand Visibility

By showcasing your products and services at the convention, you increase your brand's visibility within the brewing and distilling community. Your company name, logo, and offerings will be prominently displayed, helping you to stand out and create lasting impressions.



Targeted Marketing

The IBD Asia Pacific Section convention attracts professionals, experts, and enthusiasts from the brewing and distilling industry across the Asia Pacific region. This targeted audience ensures that your message reaches individuals who are directly interested in your products and services.



Consumer Perception

Being a visible presence at the convention can give you a competitive edge over companies that choose not to participate. It shows your commitment to the industry and your willingness to engage with peers and clients on a deeper level.



Lead Generation

The convention is an effective lead generation opportunity. Engaging with attendees, collecting contact information, and following up after the event can result in new leads and potential customers for your business.



Return on Investment

The Asia Pacific region is a significant player in the brewing and distilling industry. Sponsoring or exhibiting at the IBD Asia Pacific Section convention can provide exposure not only within the region but also globally, especially as the industry continues to grow and expand.



Business Relations

Construct long-lasting relationships with delegates, peers and everyone in between.



Showcase Innovation

If your company is at the forefront of innovation in brewing and distilling, the convention offers a platform to demonstrate your latest technologies, processes, and solutions to a receptive audience.



**ADAPTABILITY - CRAFTING
GREAT BEVERAGES IN A
CHANGING MARKET**

SPONSORSHIP OPPORTUNITIES

All sponsorship packages are shown in Australian Dollars (AUD\$) and are inclusive of GST. If you'd like to discuss your involvement, we are happy to combine packages to meet your needs for the level of exposure you are aiming to achieve.

DIAMOND SPONSOR

\$50,000

EXCLUSIVE OPPORTUNITY

Major Benefits

- Exclusive sponsorship and acknowledgment as the 38th Asia Pacific IBD Convention Diamond Sponsor
- Verbally acknowledged throughout the convention as the Diamond Sponsor
- First choice of the IBD Major Social Events - IBD Pre and Post Tours, IBD Convention Dinner, Welcome Reception, Trade Night, Convention Lunch
- Significant digital signage opportunities throughout the venue
- Naming rights to the Convention Opening Session
- Sponsorship of one Keynote Speaker
- Sponsorship of three plenary sessions
- An opportunity to present at either a pre-plenary morning 30 minute Workshop or a lunchtime 30 minute Workshop
- An opportunity to make a 20-minute Technical Presentation during a plenary session
- An opportunity to make a 30 minute presentation at four key local IBD events post IBD 2025

- One dedicated marketing eDM (supplied by sponsor) sent out to the delegate database

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- Four full convention registrations including daily catering, Welcome Reception and Convention Dinner
- Four additional tickets to attend the Convention Dinner
- One 6 metre x 6 metre exhibition booth
- Eight complimentary daily Exhibition Only passes

PLATINUM SPONSOR

\$45,000

4 OPPORTUNITIES

Major Benefits

- Sponsorship and acknowledgment as a 38th Asia Pacific IBD Convention Platinum Sponsor
- Verbally acknowledged throughout the convention as a Platinum Sponsor
- Exclusive sponsorship of one of the following: IBD Pre and Post Tours, Convention Dinner, Welcome Reception, Trade Night, Convention Lunch (including sponsor corporate video or commercial played during the lunch break on all screens in the buffet area) or Poster Session
- Significant digital signage opportunities throughout the venue
- Sponsorship of two plenary sessions
- An opportunity to present at either a pre-plenary morning 30 minute Workshop or a lunchtime 30 minute Workshop
- An opportunity to make a 30 minute presentation at two key local IBD events post IBD 2025
- An opportunity to make a 20-minute Technical Presentation during a plenary session
- One dedicated marketing eDM (supplied by sponsor) sent out to the delegate database

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- Three full convention registrations including daily catering, Welcome Reception and Convention Dinner
- One 6 metre x 3 metre exhibition booth
- Six complimentary daily Exhibition Only passes





GOLD SPONSOR

\$35,000

4 OPPORTUNITIES

Major Benefits

- Sponsorship and acknowledgment as a 38th Asia Pacific IBD Convention Gold Sponsor
- Verbally acknowledged throughout the convention as a Gold Sponsor
- Significant digital signage opportunities throughout the venue
- Sponsorship of two Plenary Sessions
- Sponsorship of one day's morning and afternoon refreshment breaks (this will include sponsor's corporate video or commercial being played on all screens in the buffet area during the refreshment break) or sponsorship of the "Afternoon Bar" for the duration of the convention

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- Two full convention registrations including daily catering, Welcome Reception and Convention Dinner
- One 3 metre x 3 metre exhibition booth
- Four complimentary daily Exhibition Only passes

SILVER SPONSOR

\$25,000

5 OPPORTUNITIES

Major Benefits

- Sponsorship and acknowledgment as a 38th Asia Pacific IBD Convention Silver Sponsor
- Verbally acknowledged throughout the convention as a Silver Sponsor
- Digital signage opportunities throughout the venue
- Exclusive sponsorship of one of the following: Convention App, Self-Service Check-in Kiosk or the Ice Cream Cart

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- One full convention registration including daily catering, Welcome Reception and Convention Dinner
- One 3 metre x 3 metre exhibition booth
- Two complimentary daily Exhibition Only passes





BRONZE SPONSOR

\$15,000

5 OPPORTUNITIES

Major Benefits

- Sponsorship and acknowledgment as a 38th Asia Pacific IBD Convention Bronze Sponsor
- Verbally acknowledged throughout the convention as a Bronze Sponsor
- Digital signage opportunities throughout the venue

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- One full convention registration including daily catering, Welcome Reception and Convention Dinner
- One 3 metre x 3 metre exhibition booth
- Two complimentary daily Exhibition Only passes

DELEGATE SACHEL SPONSOR

\$14,000

EXCLUSIVE OPPORTUNITY

Convention delegate satchels are used by every attendee, making them a highly visible and impactful advertising medium. Your company's logo and branding on the satchel will be prominently displayed throughout the event, ensuring widespread exposure. Attendees typically continue to use convention satchels even after the event, extending the duration of your brand exposure.

Major Benefits

- Exclusive sponsorship of the IBD Convention official Delegate Satchel
- Verbally acknowledged throughout the convention as the Convention Satchel Sponsor
- Your logo featured on each delegate satchel alongside the IBD Convention logo

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- One full convention registration including daily catering, Welcome Reception and Convention Dinner
- One 3 metre x 3 metre exhibition booth





BARISTA CART

\$10,000

3 OPPORTUNITIES

Coffee stations are natural gathering points at conventions. Sponsoring a barista allows you to attract attendees to your space, providing opportunities for networking, relationship building, and meaningful discussions. Located in a prominent position and adjacent to your booth, this sponsorship provides plenty of opportunities to put your brand in front of delegates with opportunities to brand the barista cart, aprons and caps, and coffee cups.

Major Benefits

- Naming rights to one of the Barista Carts and lounge at the IBD Convention
- Opportunity to brand the barista cart area – two pull up banners and promotional material within the area
- Barista lounge furniture supplied
- Opportunity to supply corporate branded aprons, caps and coffee cups (at sponsor's cost)
- Verbally acknowledged throughout the convention as a Barista Cart Sponsor

Branding benefits

- Company logo and profile in the convention app and website

- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- One full convention registration including daily catering, Welcome Reception and Convention Dinner
- One 3 metre x 3 metre exhibition booth

DELEGATE LANYARD

\$10,000

EXCLUSIVE OPPORTUNITY

Major Benefits

- Exclusive sponsorship of the Delegate Lanyard
- Your logo will be featured on the lanyard alongside the IBD Convention logo

Branding benefits

- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app

- One full-page advertisement in the convention app (finished art to be supplied by sponsor)
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)

Additional Benefits

- One full convention registration including daily catering, Welcome Reception and Convention Dinner
- One 3 metre x 3 metre exhibition booth

HOW TO SIGN UP AS AN EXHIBITOR?

1. [Click here](#)
2. Sign up and make payment
3. Upload your logo and company profile

For additional information,
please contact:
kim@laevents.com.au



EXHIBITION

\$5,000

All convention lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates.

- One 3 metre x 3 metre shell structure booth
- White melamine back and side walls
- Your organisation's name on the fascia board
- Two x 120w spotlights
- 1 x 4amp / 100w power outlet
- Company logo and profile in the convention app and website
- Logo recognition in all convention promotional material, including venue signage
- Electronic brochure in the convention app
- Delegate List - in accordance with Australian Privacy Laws, you will receive a list of delegates who have agreed to have their details shared (name, position, organisation, city, country)
- One exhibitor registration including daily catering and the Welcome Reception (does not include the Convention Gala Dinner)

Please note - furniture is not included in the exhibition package.

CONVENTION MARKETING AND PUBLIC RELATIONS

A professionally planned marketing strategy will ensure the benefits of attending the IBD Convention are widely known internationally. Extensive direct mail campaigns, an official website supported by regular email newsletters plus editorial and advertising in professional publications will provide potential delegates, sponsors and exhibitors access to current information about the convention.

EXHIBITION DETAILS

All convention lunch and refreshment breaks will be held in the exhibition area to ensure a high traffic flow of delegates. Please note, the floor plan is subject to change at the discretion of the venue or the convention organisers at any time. The floor plan for the exhibition will be forwarded as soon as it is finalised.

ADDITIONAL TICKETS AND REGISTRATIONS

An additional sponsor/exhibitor registration can be purchased for \$1,000 each, which includes:

- Daily catering
- Attendance at convention sessions
- Attendance at the Welcome Reception

Dinner tickets may be purchased separately. Venue and price to be announced.

ADDITIONAL SPONSOR EXHIBITION ONLY

An additional sponsor exhibition only registration can be purchased for \$500 each, which includes:

- Daily Catering
- Full access to the Exhibition area.

This Exhibitor/ Sponsor Pass is significantly reduced from the standard delegate fee as recognition of your company's support of the event. Please note there is a maximum of two additional sponsor/exhibitor registrations per sponsor or exhibitor.

EVENT SPONSORSHIP & EXHIBITION APPLICATION TERMS & CONDITIONS

A full set of terms and conditions for convention sponsorship and exhibition packages are available on the convention website. When you complete the online acceptance form, you will be required to acknowledge your agreement to these terms and conditions to complete the submission process.

CUSTOMISE YOUR BOOTH

A custom booth design allows you to showcase your brand identity, values, and messaging in a visually compelling and cohesive manner. This uniqueness helps your booth stand out from the competition and leaves a lasting impression.