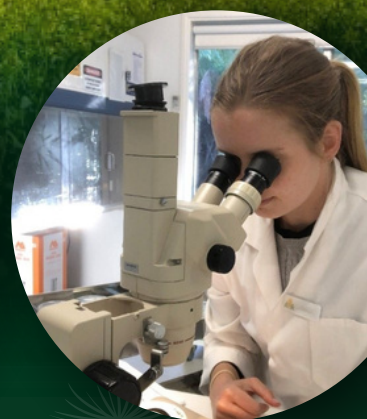




# AUSTRALASIAN SEED SCIENCE CONFERENCE 2025

22-25 September | Horsham, Vic

***Seeding Connection:** Bridging knowledge, policy  
and practice across agriculture and conservation*



## SPONSORSHIP & EXHIBITION PROSPECTUS



Australian  
Seed Bank  
Partnership



Australian  
Grains  
Genebank



Arinex



# Invitation to Sponsor

We are delighted to welcome you to join us in Horsham Victoria 22-25 September 2025 for the 3rd Australasian Seed Science Conference (ASSC2025). Co-hosted by the [Australian Grains Genebank](#) and the [Australian Seed Bank Partnership](#), the ASSC2025 is a leading conference exploring research and innovation across the agricultural and biodiversity conservation sectors and their interdependencies.

Seed science is central to societal goals around food security, land and biodiversity conservation, and improved agricultural productivity through innovation technologies to bring sustainability to our regions. This conference provides a platform for researchers, industries, policymakers, and communities to promote research, insights, technologies, and exchange ideas on how we can address similar scientific, legal and policy challenges. This is a critical time for our sectors, as we navigate the impact of climate change and pathways for adaptation, the increasing use of genomic and digital technologies, and emerging nature repair opportunities for rural landholders, regions and Indigenous communities across seed production and land conservation partnerships.

Located in the heart of the Wimmera cropping region, an area rich in Wotjobaluk, Wergaia, Jupagalk, Jaadwa and Jadawadjali culture, and home to the Australian Grains Genebank, Horsham provides the perfect setting to explore applied seed science research and practice. We are committed to inclusivity and diversity, highlighting and celebrating the great variation within our field and the opportunity to share knowledge and practice. Our previous conferences have attracted more than 120 delegates from Australasia and beyond, and we hope to grow this to more than 150 delegates at ASSC2025.

More than a dozen national and regionally based organisations are involved in developing an exciting program for ASSC2025 across four themes, with confirmed keynote speakers:

- Renowned international seed longevity expert, Dr Fiona Hay Aarhus University
- First Nations Wild Grains researcher, Churchill fellow, and entrepreneur, Jacob Birch University of QLD
- Germination in space, new frontiers researcher, Prof. Mathew Lewsey La Trobe University

Your partnership and involvement through sponsorship of the ASSC2025 will support us to bring a diverse group of seed scientists, researchers and practitioners to deliver an exciting program in Horsham. The conference will provide opportunities for networking across our sectors and with a strong focus on practical and regional applications, build links between seed scientists, biodiversity conservationists, and regional end users.

On behalf of the Australasian Seed Science Conference Organising and Program Committees, we thank you in advance for your support of the conference

**Dr Sally Norton and Dr Kathy Eyles**  
2025 Conference Committee Co-Chairs



# Program themes

The theme for this year's conference is ***Seeding Connection: Bridging knowledge, policy and practice across Agriculture and Conservation***.

Our conference will centre around four themes that have been designed to capture the international, national and regional knowledge across seed science research, policy, and land management practice. These themes are:

## 1. SEED BIOLOGY AND ECOLOGY

Exploring research, including the use of technologies, that provide insights into genetic diversity, seed storage behaviour, germination strategies and biological function of genetic resources to better understand seed ecology, seed microbiome, 'difficult to germinate' species, plant population dynamics and adaptation to advance agricultural productivity, restoration and conservation sectors.

## 2. SEED AND GENE BANK MANAGEMENT

Exploring how innovations, genomic and digital technologies, and data systems, methods and practices are being used to bank orthodox and non-orthodox taxa, improve seed quality and longevity, understand genetic diversity, and increase the utility of international, national and community gene banks for biodiversity conservation, agricultural crop improvement, and forestry applications.

## 3. SEED SOURCING AND END USE

Exploring what factors affect seed sourcing and supply, and how advances in technologies and targeted strategies can maximise genetic diversity and guide applications in biodiversity conservation, restoration and grain crop production.

## 4. SEEDS IN CULTURE AND SOCIETY

Exploring Indigenous perspectives, initiatives and enterprises; collaboration through partnerships; and protocols, legal frameworks and policies related to the conservation, restoration, collection, distribution and use of native biodiversity for food, agriculture, forestry and other sectors.





# Why be involved?

The conference will benefit from sponsorship from across the research, conservation, industry, technology and land management sectors.

Your sponsorship will allow you to:

## **SHOWCASE**

your latest expertise, knowledge, technology, products & services

## **CONNECT**

with leading researchers & practitioners from the agriculture, conservation & land sectors

## **COLLABORATE**

across diverse sectors and regions to form new partnerships and networks

## **INCREASE RECOGNITION**

through sponsorship and promotion tailored to your needs and interests



# Program overview

Our conference themes aim to attract a wide audience of researchers, industries, policymakers, and communities to address similar scientific and policy challenges. Our program will include:



Keynote speakers  
anchoring plenary  
sessions



Poster presentations,  
exhibitors & trade  
displays for networking



Workshops & tours to  
practically apply new  
knowledge



Meals & social events  
showcasing regional  
produce

**Monday 22 September 2025**

- Welcome reception

**Tuesday 23 September 2025**

- Plenary sessions (Theme 1 + 2)
- Conference dinner

**Wednesday 24 September 2025**

- Plenary sessions (Theme 3 + 4)
- Early Career Researcher Event

**Thursday 25 September 2025**

- Exciting range of workshops or  
local tours (TBD)





# Sponsorship opportunities at a glance

OFFERING	SCOPE	AVAILABILITY	AMOUNT (GST INC)	BENEFITS
Conference partner package	Gold	2	\$11,000	Page 6
	Silver	3	\$8,250	
	Bronze	4	\$5,500	
Program sponsorship	Keynote speaker	4	\$3,300	Page 7
	Sponsored delegate	No limit	\$2,200	
	Conference app	1	\$2,200	
	Plenary theme	4	\$1,100	
	Workshops and tours	6	\$3,300	
Regional showcase sponsorship	Welcome reception	Exclusive	\$2,200	Page 8
		Shared	\$1,100	
	Conference dinner	Exclusive	\$3,300	
		Shared	\$1,650	
	Barista coffee cart	Exclusive (2 days)	\$2,200	
		Shared (1 day)	\$1,100	
	Lunch	3	\$1,100	
	Tea breaks	6	\$550	
	Exhibition space	12	\$1,100	
Other opportunities	Conference merchandise	TBD	\$1,320	Page 9
	Prizes and gifts	12	\$50-200	
	The conference will promote sustainable practices. Get in touch about opportunities to sponsor part of this drive.			
Design your own package	Price on application. Options to suit your organisation can be customised around these offerings. Talk to us about your needs, promotional interests and budget.			

NOTE: Sponsorship packages will be allocated in order of application, confirmation by the Organising Committee and receipt of payment.



# Conference partner package



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22-25 September | Horsham, Vic

BENEFITS	GOLD	SILVER	BRONZE
Complimentary registration	3	2	1
Acknowledgement	Opening & closing	Opening & closing	Opening & closing
Organisational profile on Conference website (logo, bio, offsite link)	100 word bio	75 word bio	50 word bio
Logo in Conference program and app	✓	✓	✓
Looped Partner slide during plenary breaks	✓	✓	✓
Exhibition stall table with power	✓	✓	✓
Space for Partner signage/pull up banner at conference and workshop venue (signage supplied by Partner)	✓	✓	✓
Social media promotion	✓	✓	
Media releases and communiques	✓	✓	
Post-conference partner story	✓	✓	
<b>PACKAGE COST</b> <i>(Australian dollars and GST inclusive)</i>	<b>\$11,000</b>	<b>\$8,250</b>	<b>\$5,500</b>



# Program sponsorship



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22-25 September | Horsham, Vic

Program sponsorships enable your organisation to contribute to the sharing of new knowledge, and opportunities to support participation of seed scientists and practitioners at the conference. Sponsorships are sought to support keynote speakers, delegate attendance, a conference app, program themes, and capacity building workshops and tours.

## **Keynote speaker (\$3,300)**

Support leading researchers to attend and share their knowledge and insights with delegates by sponsoring travel, accommodation & attendance.

### **Benefits**

- Sponsor acknowledgement at opening and closing.
- Logo on Conference website.
- Logo on conference program and app.
- Looped sponsor slide shown between sessions.
- Verbal acknowledgement by the session chair in sponsored keynote plenary session.

## **Sponsored delegate (\$2,200)**

Enabling inclusion and participation of a diversity of delegates, from remote Indigenous communities and the Pacific region as well as early career researchers by sponsoring travel, accommodation & attendance.

### **Benefits**

- Sponsor acknowledgement at opening and closing.
- Logo on Conference website (with link).
- Logo on conference program and app.
- Looped sponsor slide shown between sessions.
- Verbal acknowledgement by the session chair in sponsored delegate's session.

## **Conference app (\$2,200)**

The App will allow delegates to engage in the Conference program while minimising paper use. Real-time program and event updates will be provided along with speaker bios and abstracts.

### **Benefits:**

- Sponsor acknowledgement at opening and closing.
- Logo positioned on the front page of app.
- Logo on Conference website.
- Sponsor signage at venue promoting app.
- Looped sponsor slide shown between sessions.

## **Plenary theme (\$1,100)**

A dedicated plenary session is planned for each theme, anchored by an expert keynote speaker and featuring a line-up of presentations for new research and applications. Select the theme that suits your interests.

### **Benefits:**

- Sponsor acknowledgement at opening and closing.
- Logo on Conference website.
- Logo on conference program and app.
- Looped slide shown in session rooms prior and between plenary session.
- Verbal acknowledgement by the session chair in sponsored plenary session.

## **Workshops and tours (\$3,300)**

Please contact us about specific interest as the program evolves. Workshops could include: seed banking propagation and nursery practice for Indigenous communities; technology applications; and, seed bank management. Tours could include grain research, development and delivery of practice, or use of seed in land conservation applications.



# Regional showcase sponsorship



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22-25 September | Horsham, Vic

Sponsors are sought for social events that showcase regional produce, unique local venues and hospitality services, and for meal/drink breaks.

## Welcome reception

**Exclusive (\$2,200) | Shared (\$1,100)**

Held at the award winning Barangaroo Winery in a unique hillside location with views of the Grampians, this event will create an atmosphere of anticipation and regional immersion, setting the scene for a successful conference.

### Benefits

- Opportunity for five (5) minute address.
- Logo on Conference website (with link).
- Logo on Conference app.
- Sponsor signage at venue.
- Looped slide shown in session rooms prior to and between sessions.
- App alert on the day, promoting the reception and sponsorship.

## Conference dinner

**Exclusive (\$3,300) | Shared (\$1,650)**

Hosted at the historic Horsham Showground with views of the Horsham River, this event is the social highlight of the conference. It will feature regional food and wine sourced within 150 km of the conference, along with lively entertainment.

### Benefits

- Opportunity for five (5) minute address
- Logo on Conference website (with link).
- Logo on Conference app.
- Sponsor signage at venue.
- Looped slide shown in session rooms prior and between sessions.
- App alert on the day, promoting the dinner and your support.

## Barista Coffee Cart

**Exclusive (\$2,200) | Shared (\$1,100)**

The most popular hang-out location at ASSC25, the Coffee cart will be centrally located serving beverages during breaks for appreciative delegates.

### Benefits

- Logo on conference website (with link), program & app.
- Verbal acknowledgement by the session chair prior to the tea breaks.
- App alert promoting the coffee cart each day of the Conference.
- Banner display next to the coffee cart.

## Lunch and Tea breaks

**Lunch (\$1,100) | Tea breaks (\$550)**

Opportunities exist to sponsor catering for breaks in the Plenary proceedings, workshops and tours.

### Benefits

- Logo on conference website (with link), program & app.
- Verbal acknowledgement by the session chair prior to the sponsored tea break.
- Logo at buffet during the sponsored break.

## Exhibition space (\$1,100)

The exhibition area provides an opportunity for organisations to connect with delegates, increase visibility, and to showcase products and services. Located next to break-out area, each space is inclusive of a trestle table, two chairs and power board.



# Other opportunities



**AUSTRALASIAN  
SEED SCIENCE  
CONFERENCE 2025**

22-25 September | Horsham, Vic

## Conference merchandise (\$1,320)

Sponsor conference merchandise including eco name tags and other delegate goodies.

### Benefits

- Logo on conference website (with link), program & app.
- Logo on back of eco name cards.

## Prizes and gifts (\$50-200)

Help us acknowledge conference organisers, and support talented early career researchers. Ideal for businesses to showcase their products.

### Benefits

- Logo on Conference website (with link).
- Conference program and app.

## Sustainability

The conference will promote sustainable practices, including:

- Encouraging carpooling and public transport to and within Horsham.
- A conference app to provide digital program materials and real-time event information.
- Provision of water stations, reusable cups, and encouraging delegates to BYO bottles.
- Welcome reception and Conference dinner featuring regionally sourced produce.

Get in touch about opportunities to sponsor part of our sustainability drive.

**We can also design a bespoke package to suit your organization's needs and interests. Contact us to discuss further.**

# Get in touch

Contact our Conference co-chairs to discuss sponsorship options.



### Dr Kathy Eyles

Australian Seed Bank Partnership

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### Dr Sally Norton

Australian Grains Genebank

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0439 176 116



[SeedPartnership.org.au/events/assc25](https://SeedPartnership.org.au/events/assc25)

For general conference enquiries please contact [ASSC2025@arinexgroup.com](mailto:ASSC2025@arinexgroup.com)