

POWERED BY  **TasFarmers**
A UNITED VOICE FOR TASMANIAN FARMERS

FarmX

CONFERENCE & EXPO



August 20, 2026
Deloraine Showground
Highland Lakes Rd, Deloraine, TAS



Sponsorship Prospectus



www.farmx.org.au



@farmx_tas



Farmxtas

Welcome to FarmX

Tasmania's agricultural sector is built on innovation, resilience, and community, and its future depends on how well we connect, collaborate, and adapt.

FarmX was created to do exactly that.

Born from the real needs and challenges facing farmers today, FarmX is where conversation becomes collaboration, and ideas turn into action. It brings together Tasmania's farming community, industry leaders, and forward-thinking innovators in one place to explore practical solutions, share knowledge, and shape what comes next for agriculture in our state.

More than a conference, FarmX is a catalyst. It is designed to empower attendees with fresh thinking, expert insight, and hands-on experiences they can take straight back to the farm, accelerating the spread of new ideas that improve productivity, sustainability, and long-term viability across Tasmania's agricultural sector.

A place where farmers meet industry, where innovation meets practicality, and where meaningful connections are formed that drive real change.

Partnering with FarmX positions your business at the heart of this conversation.

As a sponsor, you are not just supporting an event; you are investing in the future of Tasmanian farming. It is an opportunity to showcase your solutions, build trusted relationships, and demonstrate your commitment to a resilient, sustainable, and future-ready agricultural industry.

Together, we can shape the future of farming in Tasmania.



2025 MC Oli Le Lievre, Founder and CEO - Humans of Agriculture

Our Vision

Uniting Tasmania's farmers, innovators, and industry leaders to shape a resilient, thriving, and future-ready agricultural community.



Our Mission

- Connecting people, ideas, and solutions to empower Tasmanian agriculture with practical actions and lasting impact.

Our Core Values



Sustainability & Resilience



Innovation With Purpose



Celebrating Local Agriculture



Empowerment Through Knowledge

FarmX 2025 Snapshot



248 Attendees

Top Presentations

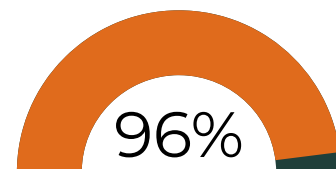
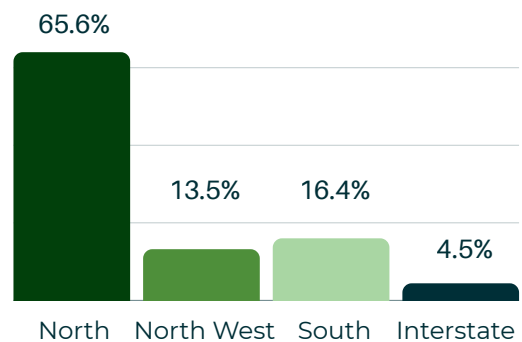
What if your farm labour wasn't your problem? - Belle Binder, Left Field

The Future of Ag is in all our hands - Luke Chaplain, SkyKelpie

Ag tech connectivity solutions - Telstra Tech Panel with Zetifi, Optiweigh and Smart Paddock

***"The best! I was really blown away by the whole day. From the content, speakers, and networking opportunities"** - Attendee Feedback*

Attendee Location



of attendees would attend again

Social Media Views*

+40.8K

*across Facebook & Instagram

Support the Future of Farming

FarmX 2026 offers a one-of-a-kind opportunity to connect directly with Tasmania's farming community, industry leaders, and decision-makers. By partnering with FarmX, your brand gains visibility, credibility, and access to the people shaping the future of agriculture.



Why Sponsor FarmX 2026

Connect with an engaged, high-impact audience

Reach a highly engaged farming audience that is typically challenging to access, all within a specially designed, high-impact environment.

Elevate your brand

Position your brand as a leader in the industry by gaining visibility across various touchpoints, providing value before, during, and well beyond the event.

Be part of Tasmania's agricultural story

FarmX celebrates the people and innovations driving Tasmanian farming. Sponsoring demonstrates your commitment to the industry and builds goodwill with the community.

Activate your brand with hands-on experiences

Engage attendees with interactive demonstrations, live displays, or workshops that showcase your products in real-world farming environments.

Align your brand with innovation and excellence

Position your company as a leader in modern farming by connecting with innovators, early adopters, and leaders shaping the future of agriculture.

Make a measurable impact

Turn your presence into impact, building relationships and generating leads that continue long after the event.



NRM North - Exhibitor



Justine Coates - Plus One Serve

What's in Store?



New Location – Deloraine

FarmX 2026 will be held at the Deloraine Showground, offering a larger, more dynamic event experience.

With four main buildings and a variety of outdoor attractions all on one site, the expanded venue supports an evolved format featuring more speakers, exhibitors, and hands-on sessions, creating even greater opportunities for sponsors to connect, showcase innovation, and engage directly with attendees.

Demonstrations

If your product is best experienced in action, FarmX 2026 provides dedicated demonstration opportunities in both indoor and outdoor spaces. Select demo spots allow you to showcase your solutions in a practical, hands-on environment, giving attendees a clear understanding of their real-world value. Sponsors interested in hosting a demonstration can register via our online enquiry form or contact the FarmX team directly.

Machinery

The expanded venue gives FarmX 2026 the space to showcase large-scale machinery on site.

From tractors and excavators to vehicles and specialised farm equipment, sponsors can present their machinery in a high-visibility, practical setting, providing attendees with a tangible, hands-on experience and direct engagement with decision-makers.



Online Conference Portal

For the first time, FarmX 2026 will include a full online conference portal. All speakers, exhibitor showcases, and demonstrations will be recorded and made available digitally. Attendees unable to join in person can purchase a digital ticket to experience the full event from anywhere, giving sponsors extended exposure to a wider audience before, during, and after the conference.

Sponsorship Package Inclusions

*Prices are GST exclusive

Platinum Partner

\$15,000* 1x Available



- 8 complimentary conference tickets
- 1x 6x6m trade exhibit

Branding as Platinum Partner on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Event signage
- Print and digital advertising

- 1x Full page colour ad in event program
- 1x Full page colour ad in edition of Farming Tasmania magazine
- 2x strip ads (1200px X 400px) in FastNews E-newsletter
- Social media promotion
- Full page story feature on Farmx.org.au
- Opportunity for a representative to speak on the TasFarmers Podcast
- Opportunity for a key speaker or participation in a panel session

Strategic Partner

\$12,500* 1x Available



- 5 complimentary conference tickets
- 1x 4x4m trade exhibit

Branding as Strategic Partner on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Event signage
- Print and digital advertising

- 1x ½ page colour ad in event program
- 1x ½ page colour ad in Farming Tasmania magazine
- 1x strip ad (1200px x 440px) in FastNews E-Newsletter
- Social media promotion
- Half page story feature on Farmx.org.au
- Opportunity for a representative to speak on the TasFarmers Podcast

Sponsorship Package Inclusions

*Prices are GST exclusive

Major Sponsor

\$10,000* 2 x Available



- 5 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Major Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Event signage
- Print and digital advertising

- 1x ½ page colour ad in event program
- 1x ½ page colour ad in edition of Farming Tasmania Magazine
- 1x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion
- Advertisement on TasFarmers podcast leading up to FarmX

Event Sponsor

\$8,000* 3 x Available

CONFIRMED

**Two Spots
Left!**



- 4 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Event Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Event signage
- Print and digital advertising

- 1x ½ page colour ad in event program
- 2x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion



Sponsorship Package Inclusions

*Prices are GST exclusive

Virtual Showcase Sponsor

\$7,000* 1 x Available



This opportunity is perfect for an organisation looking to expand its reach beyond the event day by connecting with the FarmX audience through digital channels. It offers visibility to both in-person and digital attendees through ongoing promotion before, during, and after the event.

- 2 Complimentary Tickets to conference
- 2 Complimentary Digital tickets

Branding as Virtual Showcase Sponsor on:

- Main branding on online conference portal recording*
- FarmX.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- Social media promotion
- 1x ¼ page colour ad in event program

*Online conference portal to be live for 6 weeks after event date

Sustainability Sponsor

\$6,000* 1 x Available



Perfect for an organisation dedicated to assisting farmers in addressing today's sustainability challenges with practical, on-farm solutions. If you are engaged in fields like natural resource management, emissions reduction, soil and water stewardship, biodiversity, or sustainable inputs, this organisation is committed to fostering productive farming systems both now and for the future.

- 4 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Sustainability Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- 1x ½ page colour ad in event program
- Half page story feature on Farmx.org.au
- 2x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion



Sponsorship Package Inclusions

*Prices are GST exclusive

AgriTech Sponsor

\$6,000* 1 x Available



The AgriTech Sponsor is perfect for businesses leading the way in agricultural innovation. It provides cutting-edge solutions, technologies, or systems designed to help farmers work more intelligently, adapt to changes, and enhance efficiency, productivity, or resilience on their farms.

- 4 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as AgriTech Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- 1x ½ page colour ad in event program
- Half page story feature on Farmx.org.au
- 2x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion

Speaker Sponsors

\$6,000* 3 x Available



The Speaker Sponsor is ideal for an agricultural business wanting to showcase expertise. Sponsors can introduce the session, have naming rights, and work with the FarmX Committee to select a speaker aligned with the event theme.*

- 3 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Speaker Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- Naming rights of session
- 1x ¼ page colour ad in event program
- 1x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion
- 5- minute speaking opportunity to introduce your business and introduce a key speaker.

**Sponsor to work alongside the FarmX Committee to select the speaker. All final decisions will be made by the FarmX Committee.*



Sponsorship Package Inclusions

*Prices are GST exclusive

Lunch Sponsor

\$5,500* **2 x Available**



- 2 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Lunch Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising

- 1x ¼ page colour ad in event program
- 1x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion

** a combination of cash and product to the value of \$5,500 will be considered*

Networking Drinks Sponsor

\$5,000* **2 x Available**



- 2 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Networking Drinks Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising

- 1x ¼ page colour ad in event program
- 1x strip ad (1200px x 400px) in FastNews E-Newsletter
- Social media promotion

Morning Tea Sponsor

\$4,500* **1 x Available**



- 2 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Morning Tea Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising

- 1x ¼ page colour ad in event program
- Social media promotion



Sponsorship Package Inclusions

*Prices are GST exclusive

Innovation Lane Sponsor

\$4,500*

1 x Available



The Innovation Lane Sponsor receives naming rights to FarmX's main exhibitor precinct, placing their brand at the centre of agri-business and innovation. This opportunity is ideal for a forward-thinking organisation delivering solutions that support the future of farming and connect directly with farmers and industry leaders.

- 2 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Innovation Lane Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- Naming rights on Innovation Lane
- 1x ¼ page colour ad in event program
- Social media promotion

Media Sponsorship

\$4,000*

1 x Available



- 2 complimentary conference tickets
- 1x 3x3m trade exhibit

Branding as Media Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- 1x ¼ page colour ad in event program
- Social media promotion
- Supply of 2 media releases on event progress/highlights.
- Opportunity to engage with FarmX producers and presenters in the lead up to and at the event for stories.

Sponsorship Package Inclusions

*Prices are GST exclusive

Workshop Sponsor

\$3,500*

2 x Available



- 2 complimentary conference tickets
- 1x 3x3m trade exhibit
- Naming rights to workshop*

Branding as Workshop Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising

- 1x ¼ page colour ad in event program
- Social media promotion

**Sponsor to work alongside the FarmX Committee to select Workshop. All final decisions will be made by the FarmX Committee.*

Trade Exhibitor

\$2,500*

Register as an Exhibitor between Jan 30th - April 30th for \$1,800*



- 2 exhibitor registrations
- 1x 3x3m trade exhibit

Branding as Trade Exhibitor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising

- 1x ⅛ page colour ad in event program
- Social media promotion
- Opportunity to promote product/service at exhibit to TasFarmer members through member portal
- Opportunity to promote product/service at exhibit via socials*

**30 second video created and provided to business to promote. Trade Exhibitors must opt-in when completing registration to take advantage of this offer.*

“The most engaged group we’ve seen all year!” - Exhibitor Feedback



Sponsorship Package Inclusions

*Prices are GST exclusive

Lanyard Sponsor

\$1,450*

1 x Available



Branding as Lanyard Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- Social media promotion
- Logo on all lanyards and name tags given to attendees

Branded Conference Bag

\$2,000*

1 x Available



Branding as FarmX Bag Sponsor on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- Social media promotion

- Great for A4 size documents
- Bag size H 375mm x W 330mm
- 1 colour logo in 1 position
- FarmX logo and your logo on the same bag
- Bags will be used at conference to hold attendee event information and merchandise

FarmX Supporters

\$1,500*

Unlimited



The FarmX Supporter package is ideal for businesses who want to be part of the event and show their support for Tasmania's farming community. Designed as an accessible sponsorship option, it offers valuable brand exposure while allowing smaller or emerging organisations to connect with farmers and industry in a meaningful way.

Branding as FarmX Supporter on:

- Farmx.org.au 2026 partner listing
- Holding screens
- Print and digital advertising
- Social media promotion
- Provide promotional material in FarmX Bag
- 1x 1/8 ad in event program



Tailored Sponsorship Opportunities

Our team is committed to designing sponsorship packages that align with your marketing objectives, target audience, and budget. Whether your goal is brand visibility, direct engagement, or community impact, FarmX offers flexible options to meet your needs.

In-Kind Sponsorship Opportunities

Following is an outline of some of the in-kind sponsorship opportunities that will assist the event.

- Printing of signage, brochures, collateral
- Hire equipment including marquees, tables, chairs, etc
- AV and audio equipment
- Marketing and promotion
- Labour to assist with the set up and pack down of the event

If your business is interested in supporting the event through in-kind sponsorship, please contact our Events and Partnerships Coordinator to discuss opportunities.

Speaking & Demonstration Opportunities



FarmX is all about bringing innovation, insights, and practical knowledge directly to our audience.

Whether it's a talk on a groundbreaking product, a hands-on demonstration, or an interactive session, we're looking for engaging presentations that go beyond the typical PowerPoint slides.

Opportunities include:

- In-person speaking sessions – Share your expertise and insights in a dynamic and engaging way.
- Panel discussions – Join industry conversations and contribute to thought-provoking discussions.
- Live demonstrations – Showcase new products, techniques, or innovations in action.

All proposed topics will be reviewed by the FarmX team to ensure relevance and quality.

If you have something exciting to share, we'd love to hear from you.

Please contact our Events & Partnership Coordinator or fill in our online form at www.farmx.org.au

Thank you to our FarmX 2025 Sponsors

Platinum Partner



Major Sponsors



Event Partner



Session Sponsor



Media Sponsor



Conference Bag Sponsor



Lunch Sponsor



Speaker Sponsor



Morning Tea Sponsor



FarmX Supporters



For more information

Please direct all sponsorship enquires to:

Jessica O'Brien

Events and Partnership Coordinator

 info@farmx.org.au

 **0418 123 695**

Stay up-to date via our socials at

 www.farmx.org.au

 [@farmx_tas](https://www.instagram.com/farmx_tas)

 [Farmxtas](https://www.facebook.com/Farmxtas)

*TAS Farm Innovation Hub Panel - The business of climate resilience
Pip Courtney, Nigel Kerin, Olivia Lawson and Cam Nicholson*

