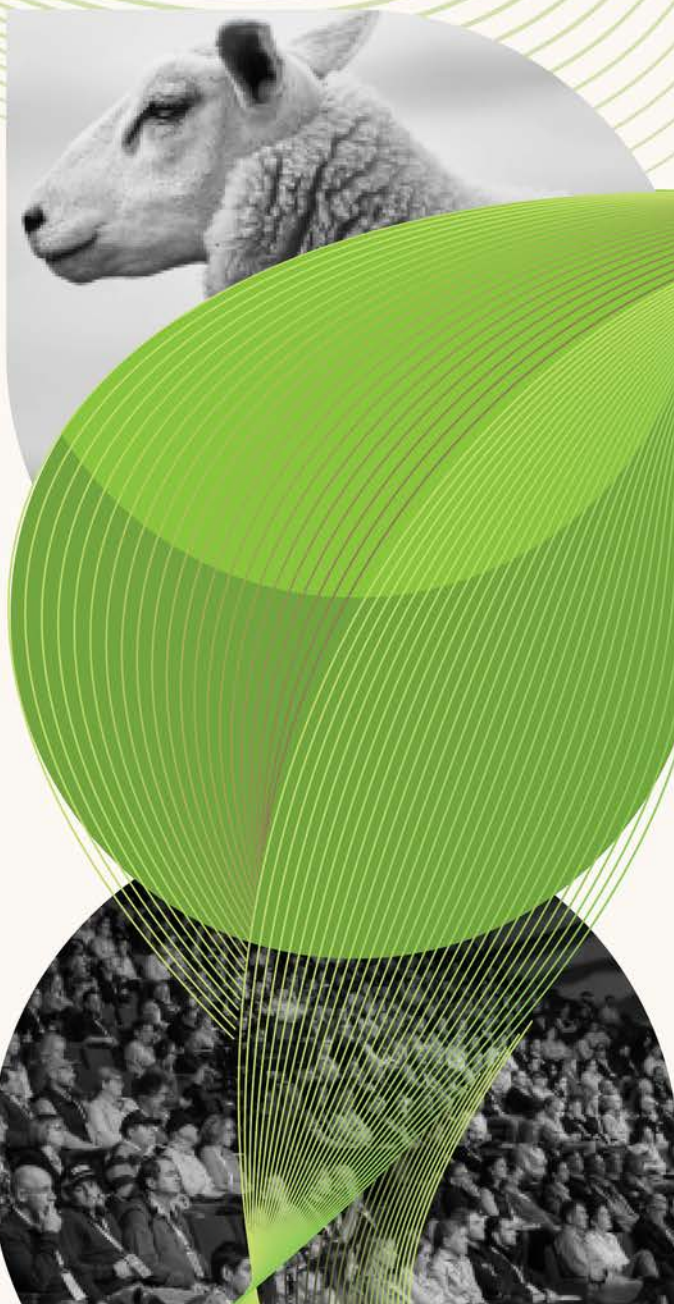


Inspire. Inform. Innovate.

LambEx

Adelaide Convention Centre
7-10 July 2026

Sponsorship Prospectus



Invitation to Sponsor

Join us at the Adelaide Convention Centre from 7-10 July 2026 for LambEx26.

Off the back of a hugely successful LambEx24, we are thrilled to return to the Adelaide Convention Centre and invite you to be part of LambEx26 – where we will be **Telling Our Stories**. From the paddock to the plate, the Australian sheep industry is about to write its next exciting chapter.

If you thought LambEx24 was extraordinary, LambEx26 will take things to the next level. Delegates can expect the return of much-loved favourites – Trailblazers, the Carcass Showcase, and the spectacular Grandslamb Gala Dinner, alongside a world-class program of A-list speakers, learning opportunities, live demonstrations, networking events, and a full day of on-farm tours.

LambEx26 will unite more than 2,000 producers, processors, academics, advisors, students and industry leaders for 3.5 days of knowledge sharing, collaboration and forward-looking discussion. Together, we will celebrate success while tackling what's next – from science and innovation to economics, sustainability, and the people driving the future of our industry.

As a sponsor or exhibitor, your brand will be positioned at the very heart of Australia's premier sheep industry event. LambEx offers unrivalled opportunities to connect directly with a focused sheep producer audience – to showcase your solutions, spark conversations, and build lasting partnerships.

We look forward to welcoming you to LambEx26.



Jamie Heinrich
LambEx Taskforce Chair

Why become a LambEx26 Sponsor

Maximum exposure
at the premier
Australian Sheep
Industry Conference

Time to network with
key decision makers
and industry

A platform to build
and deepen strategic
partnerships

Brand alignment
through tailored
sponsorship
packages

Access to the entire
sheep industry
supply chain

Opportunity to
present latest
innovations and
new products or
services to a
pertinent audience

A direct line into
emerging trends,
issues and
opportunities

A clear signal of
your company's
commitment
to the sector

Increased
marketing
opportunities
including visibility
on the Conference
website and
marketing
materials

Future Focused LambEx26



2,000+

Attendees



34%

Female



66%

Male



95+

Exhibitors



550+

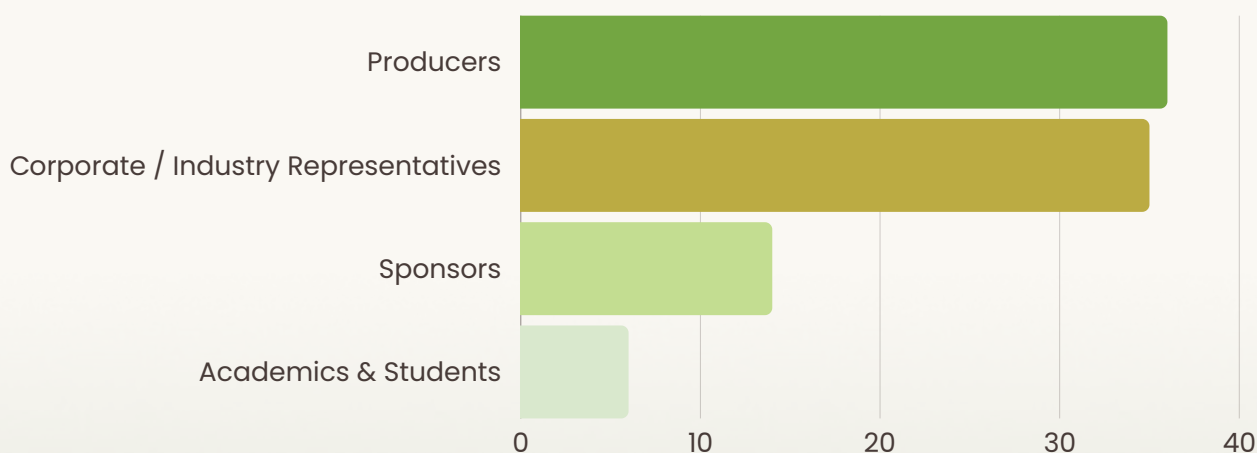
Organisations



70+

Presenters

LambEx24 Attendance by Sector



Social Media Reach



3.8K

Followers



2.3K

Newsletter subscribers



1.9K

Followers



1.3K

Followers



2.4K

Followers

Conference Schedule

Join us in Adelaide in July 2026 for three incredible days centered around Australia's sheep, lamb and wool industries. Conference Schedule is subject to change.

Tuesday, 7 July

1 PM – 7:30 PM

Pre-Conference on-farm tours

Official Opening of Trade Hall

Tech Talks

Welcome Function

Wednesday, 8 July

7 AM – 7:30 PM

Morning exercise

Breakfast Sessions

Trade Hall

Plenary Sessions

Twilight Trade & Tastes

Thursday, 9 July

7 AM – 4:45 PM, then 6:00 PM Gala Dinner

Morning exercise

Breakfast Sessions

Trade Hall

Plenary Sessions

Grandslamb Gala Dinner

Friday, 10 July

8 AM – 5:00 PM

LambEx On Tour – Immersion Tours



Sponsorship Inclusions at a Glance

Package	Price + GST	Availability	Advertising & Editorial	Digital & Onsite Visibility	Delegate Registrations	Booth allocation
<u>Major Partner</u>	\$52,500	4 opportunities	Full page ad OR feature article	Named as Major Partner across all materials (print & digital), and more	6	10m x 6m
<u>LambEx Trailblazers Naming Rights</u>	\$30,000	Exclusive	Half page ad OR feature article	Naming rights, onstage role, and more	4	3m x 3m
<u>Future Flock Program Naming Rights</u>	\$25,000	Exclusive	Full page ad OR feature article	Naming rights, meet and engage with participants, and more	4	3m x 3m
<u>LambEx26 Gala Dinner Partner</u>	\$30,000	Exclusive	Full page ad OR feature article + 1 dedicated EDM	Naming rights, logo on menus, 10 Gala tickets + VIP table, and more	4	3m x 3m
<u>Coffee Cart Sponsor</u>	\$11,000	2 opportunities	Quarter page ad + editorial in e-newsletter	Naming rights on cart, 1 x popup banner, and more	2	TBC
<u>Breakfast Session Sponsor</u>	\$15,000	4 opportunities	Half page ad OR article	Exclusive naming rights, curate session, and more	2	3m x 3m
<u>Lunch Sponsor</u>	\$15,000	2 opportunities	Half page ad OR feature article	MC acknowledge, 2 min video in plenary, and more	2	3m x 3m
<u>Morning or Afternoon Tea Sponsor</u>	\$9,000	4 opportunities	Quarter page ad	Official recognition, 1 min video in plenary during break, and more	2	3m x 3m
<u>Tech Talk Partner</u>	\$9,000	Limited slots	Quarter page ad OR feature article + editorial in e-newsletter	Exclusive ownership of Tech Talk stage, 30 min talk with silent headphones, and more	2	3m x 3m
<u>Lanyard Sponsor</u>	\$15,000	Exclusive	Half page ad OR article	Lanyard naming rights, and more	2	3m x 3m
<u>Bag Sponsor</u>	\$15,000	Exclusive	Half page ad OR article	Bag naming rights, and more	2	3m x 3m
<u>Writing Materials Sponsor</u>	\$8,000	Exclusive	Half page ad OR article	Notepad and pens naming rights, and more	2	3m x 3m
<u>Gift Sponsor</u>	\$8,000	Exclusive	Half page ad OR article	Gift sponsor naming rights, and more	2	3m x 3m
<u>Health & Wellbeing Partner</u>	\$8,000	Exclusive	Half page ad OR article	Branded gifts for session attendees, and more	2	3m x 3m
<u>Charging Station Partner</u>	\$8,000	Exclusive	Half page ad OR article	Branding and signage at charging station, and more	2	3m x 3m

Major Sponsor

\$52,500 + GST

4 opportunities available

Position your brand at the forefront of Australia's premier lamb industry event.

The Major Partner package offers premium visibility and direct influence within LambEx26, giving your brand the opportunity to shape, contribute to, and lead conversations within the industry.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Named as a Major Sponsor in all promotional materials (print and digital)
- ✓ Brand acknowledgement pre, post, and during LambEx26
- ✓ Named as a Major Partner in all promotional materials (print and digital)
- ✓ Full-page ad or feature article in the official conference program
- ✓ Editorial feature in the LambEx e-newsletter to the full stakeholder database
- ✓ Logo and link displayed on the LambEx26 website, in the digital program and event holding slides
- ✓ Opportunity to have a 30 sec promotional video played in plenary during breaks
- ✓ Opportunity to include 1 branded item in the delegate bag (sponsors expense)
- ✓ Logo and listing in the delegate event app



Registration Inclusions

- ✓ 6 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)
- ✓ 6 x on-farm tour delegate registrations

Exhibition Inclusions

- ✓ Networking Lounge 10m x 6m (lounge package valued at \$8,000) opportunity to upgrade furniture and design at an additional cost

LambEx Trailblazers Naming Rights

\$30,000 + GST

Inspire. Influence. Invest in the Future.

The Trailblazers Program is all about celebrating the next generation of talent in the sheep industry. This multi-tiered competition will spotlight the brightest young minds – from application stage to final judging – with high visibility across media, industry channels, and the LambEx main stage.

As the exclusive Trailblazers sponsor, your organisation will be positioned as a key driver of industry leadership and innovation. You'll be front and centre as the program unfolds, gaining valuable exposure, engagement, and alignment with the future of Australian agriculture.



Sponsorship Inclusions

Marketing Inclusions

- ✓ Named as the Trailblazers Naming Rights Partner in all promotional materials (print and digital)
- ✓ Brand acknowledgement pre, post and during LambEx26
- ✓ Involvement in judging and finalist selection
- ✓ On-stage role to announce the winner
- ✓ Half-page ad or feature article in the official conference program
- ✓ Editorial feature in the LambEx e-newsletter to the full stakeholder database
- ✓ Logo and link displayed on the LambEx website, in the digital program and event holding slides
- ✓ Opportunity to include 1x branded item in the delegate satchel (sponsors expense)
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 4 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)
- ✓ 4 x on-farm tour delegate registrations

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Future Flock Program Naming Rights

\$25,000 + GST

Growing Greatness Together.

Invest in the next generation of industry leaders by supporting the Future Flock Program at LambEx26.

This initiative provides the sponsorship of 15 next generation producers with the opportunity to attend the conference so they can immerse themselves in the full LambEx26 experience.



Sponsorship Inclusions

Marketing Inclusions

- ✓ Named as the Future Flock Naming Rights Partner in all promotional materials (print & digital)
- ✓ Brand acknowledgement pre, post and during LambEx26
- ✓ Opportunity to meet and engage with the Future Flock participants during the conference
- ✓ Full page ad or feature article in the official conference program
- ✓ Editorial feature in the LambEx e-newsletter to the full stakeholder database
- ✓ Logo and link displayed on the LambEx website, in the digital program & event holding slides
- ✓ Opportunity to include 1 branded item in the delegate satchel (sponsors expense)
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 4 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)
- ✓ 4 x on-farm tour delegate registrations

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package

LambEx26 Gala Dinner Partner

\$30,000 + GST

Own the most anticipated night of LambEx.

The LambEx26 Gala Dinner is the headline social event of the conference — where the industry lets its hair down, connections are made, and conversations flow. As the exclusive Gala Dinner Partner, your brand will take centre stage at an evening filled with top-tier catering, entertainment, and celebration of all things lamb.

This is your chance to align with a night that blends business and pleasure, spotlighting your brand in front of the industry's most influential voices.



Sponsorship Inclusions

Marketing Inclusions

- ✓ Naming Rights to the LambEx26 Gala Dinner
- ✓ Logo on all the Conference Dinner menus
- ✓ Opportunity to have input into the styling and entertainment direction of the Gala Dinner
- ✓ Opportunity to display banners and branding within the function space
- ✓ Opportunity to make a short (5 min) presentation at the Conference Dinner
- ✓ Opportunity to brand wait staff for the duration of the Conference dinner in company eg apron or hat etc. (additional cost)
- ✓ Full-page ad or feature article in the official conference program
- ✓ Logo and link on the LambEx website, in the digital program & event holding slides
- ✓ Logo and listing in the delegate event app
- ✓ Option to include 1 x branded item in the delegate satchel (sponsor's expense)

- ✓ Option to include 1 x branded gift for delegates attending the Gala Dinner (sponsor's expense)
- ✓ 1 x dedicated Electronic Direct Marketing (EDM) distribution focused on the sponsored event
- ✓ First right of refusal offered for LambEx28 Gala Dinner

Registration Inclusions

- ✓ 4 x full delegate registrations to the LambEx Conference
- ✓ 10 x Gala Dinner tickets with reserved VIP table

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package

Coffee Cart Sponsor

\$11,000 + GST

2 opportunities available

Bring the buzz — literally.

As a Coffee Cart sponsor, you'll have a dedicated barista serving real coffee right beside your booth, creating consistent foot traffic and natural engagement throughout the event. Want to elevate your visibility even more? You have the option to provide branded, reusable or recyclable coffee cups, reinforcing your brand with every sip.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Naming rights to a Coffee Cart in the exhibition hall
- ✓ Company logo displayed prominently on the cart itself (branded signage)
- ✓ Opportunity to provide reusable coffee cups or coffee sleeves (sponsor expense)
- ✓ Opportunity to provide branded merchandise at the cart (e.g., keep cups)
- ✓ Opportunity to provide branded barista aprons (at own expense)
- ✓ 1 x pop-up banner near the coffee area
- ✓ Quarter page ad in the official conference program
- ✓ Editorial mention in the LambEx e-newsletter to the full stakeholder database
- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the delegate event app



Registration Inclusions

- ✓ 2 full delegate registrations to the LambEx26 (including Gala Dinner)

Breakfast Session Sponsor

\$15,000 + GST

4 opportunities available

Your Platform. Your Message. Your Moment.

Sponsoring a LambEx26 Breakfast Session gives you the rare opportunity to curate and lead your own segment of the conference program. These sessions offer a focused, high-value platform to engage with delegates in a more intimate and targeted setting.

Each session available, will be capped at 150 attendees, this is your chance to own the conversation on a topic that matters – positioning your brand as a thought leader in front of a primed and engaged audience.

How It Works:

- All delegates enjoy a shared breakfast in the foyer from 7:00am
- At 7:30am, they break into the session of their choice
- Your session runs for 90 minutes, concluding before the main plenary recommences at 9:00am



Sponsorship Inclusions

Marketing Inclusions

- ✓ Exclusive naming rights and branding of your designated conference room
- ✓ Host and curate your session content, subject to LambEx Taskforce approval
- ✓ Opportunity to have your session featured in LambEx26's pre- and post-event communications
- ✓ Recognition in all event marketing materials as a Breakfast Session sponsor
- ✓ Half-page ad or article in the official conference program
- ✓ Feature in a LambEx e-newsletter to the full stakeholder database

- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)
- ✓ 2 x complimentary passes for up to 2 speaker guests

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Lunch Sponsor

\$15,000 + GST

2 opportunities available

*Feed the Crowd. Fuel the Conversation.
Own the Spotlight.*

Lunchtime at LambEx is a premium opportunity to connect, showcase, and make your brand the centre of attention. With lamb front and centre on the menu (of course!), each lunch break becomes a buzzing hub of activity in the trade exhibition space.

As a Lunch sponsor for your nominated day, you'll own the moment – with branding, activation, and engagement opportunities that put your business directly in front of every delegate.



Sponsorship Inclusions

Marketing Inclusions

- ✓ Official recognition as a Lunch Sponsor in all event marketing (print and digital)
- ✓ Acknowledged by the MC as the official Lunch sponsor as delegates break for lunch
- ✓ A 2-minute sponsor video played in the plenary theatre before delegates leave (video provided by sponsor)
- ✓ Exclusive ownership of the central stage in the trade exhibition area during your lunch break
- ✓ Opportunity during the sponsored lunch session to run product demos, giveaways, activations, interviews – however you want to drive attention
- ✓ Option to supply branded apparel for waitstaff (e.g. aprons, caps, scarves) – extending your brand presence during service (sponsors expense)
- ✓ Recognition in all conference marketing as a lunch sponsor (print & digital)

- ✓ 1 x half-page ad or feature article in the LambEx26 Conference Program
- ✓ Feature article in a LambEx e-newsletter to the full stakeholder database
- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package

Morning or Afternoon Tea Sponsor

\$9,000 + GST

4 opportunities available:
Morning Tea (Tuesday or Wednesday)
Afternoon Tea (Tuesday or Wednesday)

Take a break – and take the spotlight.

LambEx tea breaks are prime moments for networking, conversations, and refuelling. As a Tea Break sponsor, your brand will be front and centre during one of the most social and high-traffic periods of the conference.

Whether it's morning tea or afternoon tea, you'll have the chance to engage directly with delegates, build visibility, and align your brand with a moment that everyone looks forward to.



Sponsorship Inclusions

Marketing Inclusions

- ✓ Official recognition as a Tea Break sponsor in all event marketing (print & digital)
- ✓ A 1-minute video played to the plenary audience just before the break (video supplied by sponsor)
- ✓ Option to supply branded apparel for waitstaff (e.g. aprons, caps, scarves) – extending your brand presence during service (sponsors expense)
- ✓ Quarter-page ad in the official Conference Program
- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package

Tech Talk Partner

\$9,000 + GST

Limited slots - first in, best dressed

Welcome to Tech Talk. This unique opportunity is designed for tech providers, innovators, and service leaders who have a powerful message to share with a captive audience of engaged industry professionals.

How It Works:

- Tech Talk sessions run from 2:30pm to 4:30pm Tuesday
- Speaker presents for 30 minutes within that window
- Delegates can attend Tech Talks using a silent headphone system (no competing noise from the exhibition floor)
- The Tech Talk stage is positioned within the trade show zone
- Your talk must be approved by the LambEx Taskforce to ensure it delivers real value to sheep producers
- This is your chance to cut through the noise and speak directly to the people who matter — showcasing your technology, solution, or service in a format designed for maximum engagement.



Sponsorship Inclusions

Marketing Inclusions

- ✓ Official recognition in all event publicity (print and digital) as a Tech Talk Sponsor
- ✓ 1 x quarter page ad or feature article in the Conference Program
- ✓ Editorial feature in the LambEx e-newsletter, highlighting your Tech Talk topic
- ✓ Exclusive ownership of the stage in the trade exhibition area during your Tech Talk
- ✓ Opportunity during the session to run product demos or giveaways
- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package

Lanyard Sponsor

\$15,000 + GST

New!

As the exclusive Lanyard Sponsor, your brand will be front and centre with every delegate throughout LambEx26. Each attendee will receive a co-branded lanyard featuring both your company logo and the LambEx logo, ensuring your brand is highly visible across the entire event in every photo and conversation.

With thousands of delegates wearing your branding for the duration of the conference, this sponsorship offers unmatched exposure and daily recognition in a professional yet practical way.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Lanyard sponsor naming rights
- ✓ 1 x half page ad or article in the LambEx26 conference program
- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the LambEx26 conference program
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Bag Sponsor

\$15,000 + GST

The official LambEx26 bag is both functional and memorable — a true conference keepsake.

It's where delegates stash their event materials and it's guaranteed to show up in countless photos. Your logo will appear exclusively alongside the LambEx26 logo on every satchel, ensuring your brand walks the floor and lives on well after the event.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Delegate Bag sponsor naming rights
- ✓ 1 x half page ad or article in the LambEx26 Conference Program
- ✓ Logo and link on the LambEx website
- ✓ Logo and listing in the LambEx26 Conference Program
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Writing Materials Sponsor

\$8,000 + GST

New!

Put your brand directly in the hands of every delegate. As the Writing Materials Sponsor, your logo will feature prominently on the official LambEx26 notepads and pens distributed to all attendees at registration. This highly practical sponsorship ensures your brand remains visible not only during sessions and workshops but long after the event, staying on desks and doing quiet work for your brand.

Gift Sponsor

\$8,000 + GST

Becoming the Gift Sponsor at LambEx26 provides an opportunity for your branded cap, beanie, or other item to be distributed to all attendees. This option allows organisations to have their brand included on a practical item that delegates may use during and after the conference.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Writing materials naming rights on delegate notepads and pens placed in conference bags (sponsors expense)
- ✓ 1 x half page ad or article in the LambEx26 conference program
- ✓ Logo & link on the LambEx website
- ✓ Logo and listing in the LambEx26 conference program
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Please note: Notepads & pens are to be supplied by the sponsor at their own cost (minimum quantity TBC), with final design subject to organiser approval.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Gift sponsor naming rights
- ✓ Provide a company branded gift to all delegates placed in conference bag (sponsors expense)
- ✓ Logo & link on the LambEx26 website
- ✓ Logo and listing in the conference program
- ✓ Logo and listing in the delegate event app
- ✓ 1 x half page advert or article in the LambEx26 Conference Program

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Please note: Delegate gifts are to be supplied by the sponsor at their own cost (minimum quantity TBC), with final design subject to organiser approval.

Health and Wellbeing Partner

\$8,000 + GST

New!

Champion a healthy conference experience by becoming the Health & Wellbeing Partner at LambEx26. This package aligns your brand with delegate wellbeing, supporting activities designed to energise and inspire attendees throughout the event. From morning Pilates sessions to the highly anticipated Fun Run, your organisation will be recognised as the driving force behind these engaging, feel-good moments that balance business with wellness.

Charging Station Partner

\$8,000 + GST

New!

Own the spot people rely on when batteries run low, enabling all delegates to get on with their important business, networking, and socialising whilst on site.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Health and Wellbeing Partner naming rights
- ✓ Provide a company branded gift to all delegates attending one of the health and wellbeing sessions (sponsors expense)
- ✓ Opportunity to have branded signage at Health and wellbeing sessions
- ✓ Logo & link on the LambEx26 website
- ✓ Logo and listing in the conference program
- ✓ Logo and listing in the delegate event app
- ✓ 1 x half page advert or article in the LambEx26 Conference Program

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package.

Sponsorship Inclusions

Marketing Inclusions

- ✓ Charging Station Partner naming rights
- ✓ Opportunity to display branding and signage at charging station
- ✓ Logo & link on the LambEx website
- ✓ Logo and listing in the conference program
- ✓ Logo and listing in the delegate event app
- ✓ 1 x half page ad or article in the LambEx26 Conference Program

Registration Inclusions

- ✓ 2 x full delegate registrations to the LambEx26 Conference (including Gala Dinner)

Exhibition Inclusions

- ✓ Premium 3m x 3m trade display booth in a prominent location includes branding and furniture package

Standard Trade Exhibition Booth

\$5,000 + GST

The LambEx26 Trade Show will be one of the standout features of the event — a dynamic showcase of booths, displays, interactive zones, and breakout spaces. Designed with a smart layout to optimise delegate flow, highlight catering hubs, and create natural conversation spots, it's the ultimate space to engage with industry leaders, innovators, and decision-makers from across Australia's sheep and lamb sector.

New at LambEx26, every booth comes with a custom-branded 3m x 3m fabric wall, with exhibitors simply supplying print-ready artwork. To make participation seamless, booths also include a furniture package — saving you the additional cost and logistics of arranging or travelling with extra items.

Sponsorship Inclusions

Exhibition Inclusions

- ✓ 3m x 3m high black frame trade booth
- ✓ Back wall fabric printed signage – exhibitor to supply print ready artwork
- ✓ 1 x digitally printed double sided fascia sign per open side, with coloured lettering on a white background
- ✓ Furniture package – choice of 2 x chairs and café style table or 2 x stools and high dry bar table
- ✓ 1 x lockable counter
- ✓ 1 x LED light per 3m x 3m booth
- ✓ 1 x 2.5amp power point per 3m x 3m booth

Registration Inclusions

- ✓ 2 x LambEx26 conference exhibitor passes

Exhibition Booth Allocation & Logistics

Booths are selected at the time of booking via the interactive floor plan, so we encourage early booking to secure your preferred location.

Once confirmed as an exhibitor, you will receive:

- An invoice
- A link to the Exhibitor Portal (to upload your company logo and profile)

Closer to the conference, exhibitors will also receive:

- A comprehensive Exhibitor Manual
- Bump-in and bump-out details
- Delivery labels

Adelaide Expo Hire (LambEx's official trade builder and supplier) will contact you directly regarding:

- Booth printed fabric banner specifications
- Furniture selection
- Confirmation of your company name for the booth fascia sign

Marketing Inclusions

- ✓ Logo & link on the LambEx website
- ✓ Logo and listing in the conference program
- ✓ Logo and listing in the delegate event app

Important Dates

- Exhibition bump-in: 11:00am, Tuesday 7 July 2026
- Exhibition open: 2:30pm, Tuesday 7 July 2026
- Exhibition will close: 4:00pm, Thursday 9 July 2026

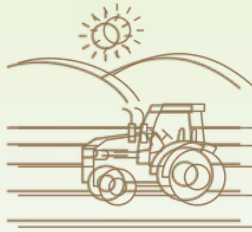
Please note: Allocation of booths is only confirmed once payment has been received.



Equipment Display Case

\$6,000 + GST

Have large equipment or machinery to showcase? This one's for you. Located within the Trade Show, this clear, open space gives you the room to show off your gear without limitations.



Sponsorship Inclusions

Inclusions

- ✓ 6m x 6m clear display space

Marketing Inclusions

- ✓ Logo & link on the LambEx website
- ✓ Logo and listing in the LambEx26 conference program
- ✓ Logo and listing in the delegate event app

Registration Inclusions

- ✓ 2 x LambEx26 conference exhibitor passes

Please note: All signage, furniture, and power needs must be arranged by the exhibitor at their own cost. We're happy to introduce you to third-party suppliers who can assist with setup.

Marketplace / Laneway Activation Space

\$1,000 + GST

New!

Be part of the vibrant Marketplace Laneway at LambEx26 — an open concourse area designed for local producers, artists, and retailers to showcase and sell their products. This buzzing hub will attract steady delegate foot traffic, creating the perfect opportunity to connect directly with attendees in a relaxed, engaging setting. Whether it's food items, arts and crafts, or clothing, the Marketplace is the ideal platform to share your products with the Australian sheep and lamb community.

Sponsorship Inclusions

Inclusions

- ✓ 1 x trestle table with cloth
- ✓ 1 x chair
- ✓ Listing in the marketplace laneway directory

Registration Inclusions

- ✓ 1 x LambEx26 conference exhibitor pass

Please note: Our Marketplace stalls are designed to showcase the creativity of small business owners. This space is for artisan food makers, artists and boutique clothing retailers only.

An Expression of Interest must be submitted to be considered for this opportunity.

APPLY NOW

Sponsor & Exhibitor Terms & Conditions

APPLICATION DETAILS

Payment is not required with the application. Once your application has been accepted you will be sent confirmation details and an invoice. By applying, you are deemed to have read and accepted these terms and conditions.

SPONSOR TERMS AND CONDITIONS

The details in this document are correct at the time of publication. The LambEx sponsorship philosophy is that Platinum Partners and prior sponsors of the equivalent property at LambEx24 will receive the first right of refusal. Sponsorship packages do not include a trade booth unless expressly stated. Sponsors wishing to purchase a trade booth must do so via the LambEx website.

PAYMENT TERMS AND CONDITIONS

Once a sponsorship application is accepted, an invoice will be issued for the total amount payable. Payment terms are fourteen (14) days from the invoice date. Full payment is required by the due date to confirm sponsorship involvement, and no sponsorship is confirmed until payment is received.

CANCELLATION POLICY

Cancellations made more than sixty (60) days before the commencement of the conference will incur a cancellation fee equal to fifty percent (50%) of the full payment amount. This represents a genuine pre-estimate of the administrative costs and lost opportunity incurred by LambEx. Cancellations made within sixty (60) days of the conference commencement will incur a cancellation fee equal to one hundred percent (100%) of the full payment amount. All cancellation requests must be made in writing to lambex@arinexgroup.com.

FORCE MAJEURE

A Force Majeure Event means an event beyond the reasonable control of either party, including but not limited to acts of God, natural disasters, epidemics or pandemics, government restrictions, war, terrorism, industrial action, or failure of suppliers or contractors. The affected party must promptly notify the other party of the Force Majeure Event. The parties will work together in good faith to agree on an alternative course of action. If the Agreement is terminated due to a Force Majeure Event, the sponsor will be entitled to a refund of payments made less reasonable costs incurred by LambEx. Such reasonable costs may include, but are not limited to, event planning costs, equipment hire, cost of goods, and set up costs.

SPONSOR BENEFITS

Sponsorship and exhibition benefits vary. Confirmation of inclusions must be obtained at the time of booking.

SPONSOR REGISTRATIONS

All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable; however, a completed registration form is still required. A code/link will be provided once the sponsorship invoice has been paid to use when completing the registration form which will reduce the registration to zero cost. Additional registrations may be purchased for your staff at the discounted sponsor rate.

Sponsor & Exhibitor Terms & Conditions

SPONSOR SPEAKER POSITIONS

Speaker fees and travel costs associated with any sponsored positions will not be covered by LambEx and the speaker conference registration is deemed as one of the inclusive registrations provided in the sponsorship package.

TRADE EXHIBITION BOOTH ALLOCATIONS

When booking a standard trade exhibition booth through the exhibition portal, an interactive floor plan will be available for you to select your preferred booth location. Sponsors will receive priority allocation, with booths assigned first according to sponsorship investment level, then by the date sponsorship is confirmed (confirmation is upon receipt of payment). Next priority will be given to exhibitors from LambEx24, prior to all remaining trade booths being available to new exhibitors on a first served basis.

DISPLAY BOOTHS

A standard display booth is 3m x 3m high black frame booth that comes with a custom-branded 3m x 3m fabric wall (sponsor/exhibitor to supply print-ready artwork), power, lighting, a basic furniture package and a small cabinet. Placement in the Trade Exhibition Hall is at the discretion of LambEx who may make changes at any time due to logistical and safety reasons.

LAMBEX CONFERENCE BAG INSERTS

Sponsors providing items for the conference bags must deliver them to the event by the required deadline using a delivery label issued by LambEx.

DELEGATE LISTS

Delegate contact details will not be provided. Sponsors and exhibitors are permitted to gather delegate contact details at LambEx but in doing so agree to comply with the Privacy Act 1988 (Cth), to use delegate information solely for legitimate business purposes, and not to sell, disclose, or misuse delegate information.

WEB HYPERLINKS

The LambEx website will feature hyperlinks to all sponsor websites. In return, we ask sponsors to include a hyperlink to the LambEx website (www.lambex.org.au) on their own website. This reciprocal exchange strengthens promotion for both parties and makes it easy for audiences to connect with your brand and the conference.

LOGO PLACEMENT & INTELLECTUAL PROPERTY

Sponsors grant LambEx a non-exclusive, royalty-free license to use their name, logo, and brand assets for event-related promotional purposes. Placement and size of logos included in the conference material will be at the discretion of LambEx and will reflect the level of investment. All signage will be designed to suit the requirements of the venue.

ADVERTISING

All sponsors and exhibitors are required to provide a 100-word company biography, website link and social media handles as part of the registration process. This will be shortened to 50 words in the Conference Program. Where sponsorship includes advertising the advertising material must be supplied by the sponsor in the required format and time frame.

Sponsor & Exhibitor Terms & Conditions

ACCOMMODATION

Accommodation is the responsibility of each sponsor and exhibitor. LambEx has partnered with Accommodation Link to offer a range of accommodation options within walking distance of the Adelaide Convention Centre at discounted rates for our attendees. Please visit the [LambEx website](#) for further information and booking links.

INSURANCE & IDEMNITY

All sponsors and exhibitors must hold Public and Product Liability Insurance with a minimum cover of AUD \$10,000,000. Proof of valid insurance covering the full period of the LambEx event 7-10 July 2026 must be uploaded by the sponsor/exhibitor at the time of booking in the Sponsors Portal. Sponsors and exhibitors indemnify LambEx and its organisers against all claims, losses, or damages arising from their participation, except to the extent caused by LambEx's gross negligence or wilful misconduct.

LIMITATION OF LIABILITY

To the extent permitted by law, LambEx excludes liability for indirect or consequential loss. LambEx's total liability is capped at the amount paid under the Agreement. Nothing in this Agreement limits liability for fraud, willful misconduct, or personal injury caused by negligence.

TERMINATION

LambEx may terminate the Sponsor or Exhibitor Agreement immediately if a sponsor or exhibitor breaches these Terms and Conditions and fails to remedy the breach within fourteen (14) days, acts unlawfully or brings LambEx into disrepute, or fails to provide the required insurance.

CHANGES TO THE TERMS

LambEx reserves the right to make reasonable amendments to these terms and conditions from time to time. LambEx will publish the amended terms and conditions on LambEx's website and will provide sponsors and exhibitors 10 days written notice that these terms and conditions will be amended and from when the amendments will apply. Written notification does not need to be made to sponsors and exhibitors specifically and can be made by displaying a notice of the upcoming change on LambEx's website or through a broadcast email or other form of message.

JURISDICTION

These terms and conditions are governed by and are to be construed in accordance with the laws of ACT, Australia. LambEx and its sponsors/exhibitors submit to the non-exclusive jurisdiction of the courts of ACT.

LambEx

Inspire. Inform. Innovate.

**Adelaide Convention Centre
7-10 July 2026**

If these options do not quite suit your organisation, please contact LambEx so that we can customise a bespoke package.

Don't miss out on the opportunity to associate your brand with this premium event.

Carolyn Eggart

Events & Partnerships Manager
Carolyn.eggart@lambex.org.au
0447 600 095

CONTACT US

Sponsorship Packages

BOOK NOW

Exhibition Packages

BOOK NOW

Thank you!

We look forward to partnering with you at LambEx26