



SUPPLY CHAIN SUMMIT 2024

The Productivity Sustainability Paradox

SPONSORSHIP PROSPECTUS

About the ALC

The ALC is the peak national body representing major companies participating in Australia's end-to-end supply chain.



ALC provide advice to all levels of government, policy makers and regulators to ensure the needs of the sector are heard & considered in their investment, policy & regulatory decisions.

We offer:



Representation & Advocacy



Thought Leadership



Events and Networking

A yellow shipping container is positioned on the right side of the frame, extending from the bottom to the top. The background is a solid blue sky with a single, small, wispy white cloud on the left side. The text is overlaid on the blue sky area.

Our Vision

We aim to ensure Australia constructs resilient supply chains *by being the* **independent, trusted voice** of **modern Australian supply chain**

Core Members

Core Members form the ALC Council and provide crucial strategy, policy direction and thought leadership.

The Council comprises CEOs or C-suite equivalent representatives of the member companies spanning the end-to-end supply chain and freight logistics industry.

accenture

amazon

ARTC

AURIZON

Coca-Cola
EUROPACIFIC
PARTNERS
AUSTRALIA

DP WORLD

here

LINFOX

LOGOS

NATIONAL
INTERMODAL

nti

NSWPorts

PRIMARY
CONNECT
PART OF THE WOOLWORTHS GROUP

Port of Melbourne

PORT of BRISBANE
Here for the future

QUBE

SCF
CONTAINER
SOLUTIONS

TOLL

TOYOTA
MATERIAL HANDLING

TEAM
GLOBAL
EXPRESS

Victoria International
Container Terminal
An ICTSI Group Company

Associate Members

Associate Members include organisations and associations involved in the supply chain and freight logistics industry who may not be seeking an active industry leadership role.

Importantly, Associate Members are actively involved in ALC events, policy and advocacy work and are regularly engaged through expert networks and taskforces.



DAIMLER



Research Partners

Research partners provide a critical link connecting industry to contemporary insights and thinking and share the ALC's commitment to making a positive change.

Charity Partners

NFP organisations who are directly or indirectly affiliated with the supply chain and freight logistics industry and share the ALC's commitment to making a positive impact.



Wayfinder Sponsors

Wayfinder is a national industry initiative, developed to foster a sustainable and diverse talent pipeline for Australia's supply chain and freight logistics industry.

Wayfinder's mission is to enhance the visibility of careers in the supply chain, reshape talent acquisition and retention strategies, and diversify the workforce.



Industry's Premier Event



200+ industry and government
leaders in attendance



Thought leadership on key
industry trends and challenges



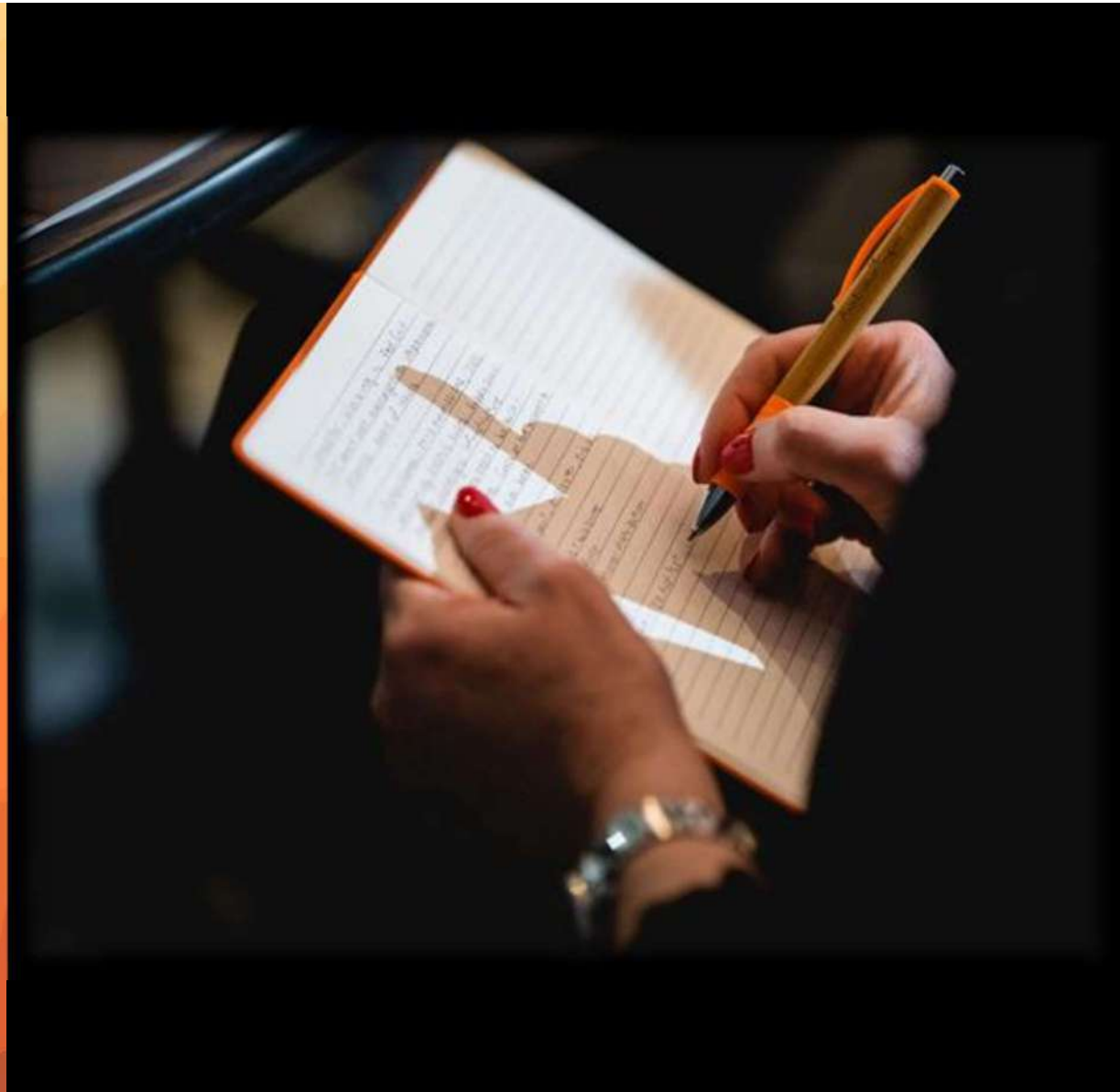
Two days of meaningful
networking opportunities



Wide range of sponsorship
opportunities



Gala Awards Dinner



The Stats – Summit 2023

187

Total Delegates

151 delegates attended both the day activities and evening activities.

Approximately **16 delegates** who attended Summit's daytime activities, didn't attend the Gala Dinner & Awards. **20 unique guests** replaced them and only attended the Dinner & Awards.

68 delegates weren't from Member companies and were new to the ALC.



We Brag About...

1

Inaugural ALC Awards & secured 10 event Sponsors

2

Promo through multiple industry publications

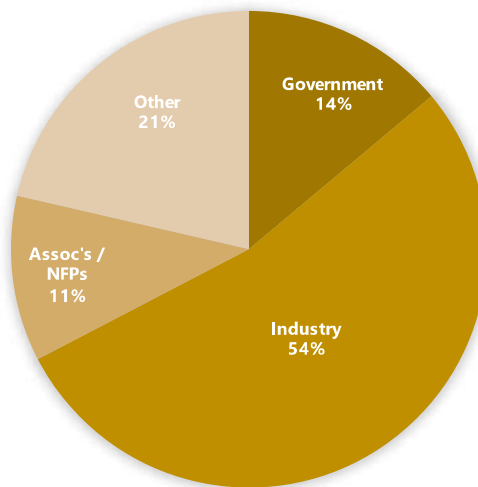
3

100% Delegate satisfaction rate

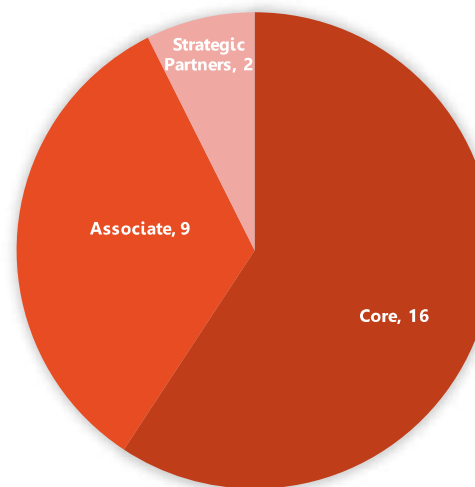
4

Ticketing sell out

ATTENDEES BY SECTOR



MEMBERS BY MEMBERSHIP CATEGORY



27 Speakers

- 2 Keynotes
- 2 Minister Addresses
- 2 Special Presentations
- 4 panels hosted by ALC Board Members consisting 17 subject matter experts



Summit 2023 Survey Results Snapshot



SATISFACTION RATE

Survey Responses

RESPONSES

23

MET
EXPECTATIONS

100%

ANNUALY vs BI-
ANNUALLY

Annual
Summits

Quote Unquote

"I am pleased to report that it was one of the most informative summits I have attended and by the presenters and the attendees it is clear to me that the reach of the ALC is quite unique in Australia. Further, the engagement of the ALC in striving to improve the nature of the Australian Supply Chain (in many areas) is evident not only from the summit, but also through my dealings with them and their staff over the last few years (again, under the banner of my role with the Department of Infrastructure)."

– Brett Charlton, DSV

Quote Unquote

- "The pre-eminent industry gathering"
- "The depth and breadth of speakers was fantastic"
- "A great professional development opportunity and a fantastic networking environment"
- "It was a good mix of Gov + Industry speakers all sharing their expertise and experience rather than peddling or selling their organisations"



AREAS FOR IMPROVEMENT

Survey Responses

Quote Unquote

- "Prefer the format of the ALC when it is over 2 days - particularly given the travel involved to attend."
- Networking is a key aspect to the event for our company - and having the event condensed into 1 day gives very limited opportunity for this to occur."

Quote Unquote

- "Sydney/Melbourne are convenient, but it would be great if every third year it was held in another capital city, especially if combined with study tours. Regardless of location, study tours would be a great addition to the program. In previous years the addition of speakers presenting on a specific project (Westport, urban growth forecasts, port optimisation etc) or a topic (new tech, hydrogen futures etc) were a great addition to the program."

Feedback from the survey has been incorporated in the 2024 edition of ALC Supply Chain Summit making sure we improve our value offering for attendees and sponsors and to ensure our status as the industry's premier event.

● POSITIVE ● NEUTRAL

Awards & Winners



RISING STAR AWARD

Winner

Airrish Floresca

PORT OF MELBOURNE

AustralianSuper

ESG AWARD

Winner

Team Global Express

NSWPorts



INNOVATION AWARD

Winner

Transport for NSW

Winner

Tasmanian Department of State Growth

(2 winners)

nti

HEALTHY HEADS IN TRUCKS & SHEDS

Winner

Linfox

Healthy Heads Trucks & Sheds

PRIMARY CONNECT



SUPPLY CHAIN SUMMIT 2023



What to expect in 2024

"The Productivity Sustainability Paradox"

ALC Supply Chain Summit is Australia's premier end-to-end supply chain event that brings together the who's who of supply chain and freight logistics to network, learn from experts and have discussions around key topics, challenges and 'happenings' across the industry.

ALC Supply Chain Summit 2024 provides your business a unique opportunity to directly connect with over **150 key decision makers** from across Australia and overseas!



WHERE

The Sofitel on Collins, Melbourne



WHEN

Wednesday 22 May
Tuesday 21 May (Pre-Summit Event)

Keynote Speakers



The Hon. Catherine King, Minister for Infrastructure, Transport, Regional Development and Local Government



Christine Holgate, CEO Team Global Express



Michael Byrne, Industry Specialist and Advisor

Platinum Sponsor

\$50,000

All prices excluding GST

- 10 x Complimentary registrations + VIP Gala Seating
- Company representative panel member participation
- Branded activation (TBD with sponsor. Example activation - branded photobooth)
- Opening hotspot (sponsor video to run in the first session)
- Dominant brand positioning and signage (including lanyard branding)
- Optional merchandise/ table merch drops/ goody bag inclusion. I.e tablecloth, drink bottle
- Full page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app
- Company profile on Summit website
- Advanced copy of delegates list

NB: all speaking participation is subject to speaker nomination approvals and strict guidelines for session participation

Gold Sponsor

\$35,000

All prices excluding GST

- 5 x Complimentary registrations
- Company representative panel member participation
- Hotspot inclusion (sponsor video to run in the second session)
- Significant brand positioning and signage (includes lanyard branding if no platinum sponsor)
- Optional merchandise/ table merch drops/ goody bag inclusion. I.e tablecloth, drink bottle
- Full page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app
- Company profile on Summit website
- Advanced copy of delegates list

NB: all speaking participation is subject to speaker nomination approvals and strict guidelines for session participation

Silver Sponsor

\$15,000

All prices excluding GST

- 3 x Complimentary registrations
- Branding and signage
- Optional merchandise / table merch drops / goody bag inclusion, i.e. notepads, pens
- Hotspot inclusion (sponsor video to run in last session)
- Half page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app
- Company profile on Summit website
- Advanced copy of dinner list

Bronze Sponsor

\$7,000

All prices excluding GST

- 2 x complimentary registrations
- Branding and signage,
- Optional table merch drops or goody bag inclusion i.e. lollies, mints
- Quarter page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app
- Company profile on Summit website
- Advanced copy of delegates list

Coffee Cart Sponsor

1

\$15,000

All prices excluding GST

- 2 x complimentary registrations
- Event coffee cart signage
- Branded disposable cups
- Opportunity to supply reusable branded coffee cups (sponsor to provide)
- Opportunity to provide coffee beans (sponsor to provide)
- Logo included in promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app and on Summit website

** Final cost is subject to the final bill of coffee consumption from the event venue.*

Lunch Sponsor

1

\$15,000

All prices excluding GST

- 2 x Complimentary registrations
- Branded dessert
- Branded serviettes
- Signage at throughout lunch space – digital and physical option
- Hotspot inclusion (sponsor video to run prior to lunch)
- Logo included in promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app and on Summit website

Display Sponsors

4

\$5,000 each

All prices excluding GST

- 1 x complimentary registration to ALC Supply Chain Summit
- Signage in lobby – digital and physical options
- 1/8 page ad in Summit digital program
- Logo included in promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app and Summit website
- Advanced copy of delegates list

'Summit Eve' **Networking Event Sponsor**

(Tuesday 21 May 2024)

\$10,000

All prices excluding GST

- 1 x complimentary registration to ALC Supply Chain Summit
- Invitations to hand out to the Pre-Summit Networking Event (actual number of invites tbc)
- Address the crowd on the night
- Branded cocktail on arrival for guests
- Signage and/ or product displays at venue – digital and physical options
- Optional merchandise inclusion (sponsor to provide)
- Quarter page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, EDM)
- Company profile in Summit event app
- Company profile on Summit website
- Advanced copy of delegates list

Gala Dinner Sponsor

\$15,000

All prices excluding GST

- 5 x Complimentary Gala Dinner registrations
- Table decoration/ signage opportunities (digital and physical)
- Opportunity to provide a guest gift i.e branded champagne flute, coaster, shot glass
- Gala Dinner Opening message/ presentation opportunity
- Company featured on Gala Dinner Menu/ program
- Quarter page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app
- Company profile on Summit website
- Advanced copy of dinner delegates list

Awards Sponsor

5 **\$10,000 each**
All prices excluding GST



Rising Star Award



Wayfinder Champion Award



Innovation Award



Environment Social Governance Excellence Award



Healthy Heads in Trucks & Sheds Wellbeing Award

- 2 x Complimentary Gala Dinner registrations
- Awards naming rights (one category per sponsorship)
- Logo etched onto trophy
- Presentation of the award on the night
- Quarter page ad in Summit digital program
- Logo included in various promotional messages via ALC platforms (social, eDM)
- Company profile in Summit event app and Summit website

SPONSORSHIP PACKAGES AVAILABLE



TYPE	HIGH LEVEL SUMMARY	COST (ex GST)
Platinum	Dominant brand exposure and acknowledgement, opportunity to provide a gift or merchandise to be on the delegate's tables, branded activation opportunity, speaker participation, hotspot inclusion & 10 tickets to Summit	\$50,000
Gold	Significant brand exposure and acknowledgement, opportunity provide a gift or merchandise to be on the delegates, speaker participation, hotspot inclusion & 5 tickets to Summit	\$35,000
Silver	Some brand exposure and acknowledgement, an opportunity for table merch drops or goody bag merch i.e. pens, hotspot inclusion & 3 tickets to Summit	\$15,000
Bronze	Limited brand exposure, an opportunity for table merch drops or goody bag merch i.e. lollies, mints & 2 tickets to Summit	\$7,000
Gala Dinner	Table decoration/ signage, opportunity to provide a guest gift i.e branded champagne flute, coaster, shot glass & 5 tickets to the Gala Dinner	\$15,000
Individual Awards Sponsors	Logo etched onto trophy, presentation of award on the night, 2 tickets to the Gala Dinner	\$10,000
Coffee Cart	Branded disposable cups and branded coffee cart signage, opportunity to supply reusable branded coffee cups (sponsor to provide), Opportunity to provide coffee beans to be used throughout the Summit, 2 tickets to Summit	\$15,000
Lunch	Branded dessert, branded serviettes & 2 tickets to Summit	\$10,000
Exhibition (Display) Sponsors	Banners or product display in foyer & 1 ticket Summit	\$5000
Pre Summit Networking Drinks	Branded cocktail on arrival for guests, signage and/or product display at venue, invitations to hand out to the Pre-Summit Networking Event & 1 ticket to Summit	\$10,000

Contact Us

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