PARTNERSHIP
PROSPECTUS
2027

AgriFutures®
evoke AG®

INVEST. INNOVATE. IMPACT.

16-17 FEBRUARY 2027
ADELAIDE CONVENTION CENTRE

Acknowledgement of Country

AgriFutures Australia acknowledges the First Nations people of Australia as the traditional custodians of the lands and waters on which we live, learn and work. We pay our respects to past, present and future Elders of these nations. In particular, we acknowledge the Kaurna people, the traditional custodians of the lands and waters where evoke[AG.] 2027 will be held.





Offical welcome from our Chair and Managing Director

As Chair of AgriFutures Australia, I'm pleased to invite you to partner with us for evoke[AG.] 2027 in South Australia.

There is no better time to be part of Australia's agrifood innovation story. Our industries are navigating complex challenges, but also significant opportunities. New technologies, fresh thinking and stronger collaboration are reshaping what is possible across the agricultural value chain.

evoke[AG.] has become the Asia Pacific's meeting place for those ready to invest in the future, innovate with purpose and deliver real impact. In Adelaide, the full ecosystem will come together once again, from producers and researchers to startups, corporates, investors and policymakers to connect, collaborate and drive what comes next. Your partnership helps make this possible. It supports the conversation, partnerships and momentum that underpins long-term impact across our rural industries and communities.

I look forward to welcoming you to evoke[AG.] in Adelaide in 2027.

The Hon. Mick Veitch
Chair
AgriFutures Australia



At AgriFutures Australia, we believe innovation is essential to building more productive, sustainable and globally competitive rural industries and communities. That is why evoke[AG.] continues to be such an important platform for Australian agriculture. It brings together the people, ideas and capital needed to move innovation beyond concept and into real-world impact.

In 2027, Adelaide will host the next iteration of evoke[AG.] creating space for bold thinking, practical collaboration and investment in the future of agrifood innovation and technology. For partners, this is a strategic opportunity to align your brand with sector-leading innovation, access influential decision makers from across industry, research and government, and elevate your presence within a highly engaged and global agrifood ecosystem. We invite you to join us as we invest in innovation and create lasting impact through evoke[AG.] 2027.

Brianna Casey AM
Managing Director
AgriFutures Australia



WHAT IS evoke[AG.]?

AgriFutures Australia's evoke[AG.] is the premier Asia Pacific agrifood innovation event that brings together the entire ecosystem from across the region and around the world. The event is designed to connect producers, startups, investors, researchers and global partners to accelerate the commercialisation and adoption of agrifood technologies across Australia.

ECOMONIC BENEFITS

Driving economic growth across Australian agriculture and agritech

The total estimated economic benefit generated by evoke[AG.]

$334.2 M

Source: AgEcon May 2025.
evoke[AG.] 2019-2025.

Representing a **benefit–cost ratio of 13:1**

Independent impact analysis demonstrates that evoke[AG.] delivers substantial economic value across the Australian agrifood ecosystem, positioning the event as a high impact platform for partners seeking measurable return.

WHY PARTNER WITH US?

- **Engage directly** with the agrifood innovation ecosystem beyond traditional brand visibility
- **Access key decision makers** across government, RDCs, corporates, producers and investors
- **Elevate your brand** on a trusted, nationally recognised platform
- **Build meaningful connections** through curated networking and targeted engagement
- **Unlock market growth opportunities** through strategic high value interactions
- **Drive measurable outcomes** with partnerships focused on commercial outcomes and long term value

For enquiries,
please contact:

Lisa Stout
Stakeholder Manager, evoke[AG.]

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2026 AUDIENCE

Food and manufacturing

Organisations translating innovation into consumer ready products

11

Agribusiness

Representatives driving industry adoption

564

Government

Representatives shaping policy and enabling sector wide innovation

262

Media

Extending the impact of evoke[AG.] through national and global reach

31

Startup and scaleup

Organisations accelerating commercialisation of breakthrough solutions

216

1,533 DELEGATES

Entrepreneurs

Driving new ideas and market disruption

50

Producers

Driving on farm adoption and real-world application

122

Investors

Fuelling growth through capital and strategic backing

68

Universities

Supporting research, talent, and industry collaboration

99

Researchers

Advancing science and innovation

110

Event Partners

Driving collaboration, investment, and shared outcomes across the agrifood ecosystem

63

Sideline events

Extending connections, deepening engagement, and amplifying impact beyond the main stage

35

2026 evoke AG. PARTNERS

Platinum Partner

Host State Partner

Major Partner

Strategic Partners

Event Partners

Exhibition Partners

RDC Impact Hub Partners

Scaleup Street Partners

2027 PARTNERSHIP PACKAGES

PARTNERSHIP THEMES

STRATEGIC MARKET GROWTH

These opportunities are designed to enhance strategic business development, foster high-value partnerships, and expand market reach. They are ideal for partners aiming to accelerate growth, unlock new revenue streams, and strengthen your competitive positioning in evolving markets. By leveraging these partnerships, you can align with emerging trends, access new customer segments, and co-create value in dynamic ecosystems.

- Gold Package
- Silver Package
- Groundbreakers
- Startup Alley
- Open Innovation Challenge

NETWORKING

Build valuable connections with our tailored networking packages, designed to host meetings in a comfortable, professional setting. These packages offer a unique opportunity to engage with industry leaders and decision-makers in a relaxed, impactful environment.

- Business Lounge
- Private Meeting Room
- Hospitality Suite



IGNITE YOUR BRAND IMPACT

Maximise your brand's visibility and influence by showcasing your presence to a targeted, engaged audience. Strengthen brand recognition, spark meaningful connections, and position your business at the centre of industry conversations. With access to premium spaces and networking opportunities, you'll elevate your profile and leave a lasting impression on key decision-makers.

- Demo Stage
- Connect & Collaborate session
- Large Exhibition
- Medium Exhibition
- Small Exhibition
- Coffee Carts
- Charging Station
- XFactor Breakfast
- Welcome Event
- Culinary Capital Dinner
- Water Bottles
- Event App
- Wi-Fi
- Event Wellness
- Roundtable Challenge
- Pocket Program
- Keynote Speaker

PARTNERSHIP PACKAGES

2027

	Gold Package	Silver Package	Groundbreakers	Startup Alley	Open Innovation Challenge	Business Lounge	Private Meeting Room	Hospitality Suite	Demo Stage	Connect & Collaborate session	Large Exhibition	Medium Exhibition	Small Exhibition	Coffee Carts	Charging Station	XFactor Breakfast	Welcome Event	Culinary Capital Dinner	Water Bottles	Event Wellness	Event App	Wi-Fi	Roundtable Challenge	Pocket Program	Keynote Speaker
	STRATEGIC MARKET GROWTH					NETWORKING					IGNITE YOUR BRAND IMPACT														
	$70k	$60k	$50k	$45k	$30k	$45k	$15k	$50k	$30k	$30k	$40k	$30k	$20k	$30k	$15k	$30k	$30k	$30k	$15k	$10k	$20k	$15k	$6k	$8k	$20k
Branding on partner wall	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Branding on holding screens	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Branding on event app	•	•	•	•		•															•				
evokeag.com 2027 partner listing	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Branding on pre-event communication to delegates	•	•	•	•												•	•								
Social media posts in the lead up to the event	2	2	2	2	1	2	1	1	2	1	1	1	1	1	1	2	2	2	1	1	1	1			1
Social media posts at the event	1	1			1	1		1	1	1						1	1	1		1	1				1
Story on evokeag.com	1		1	1	1	1										1		1							
evoke[AG] podcast episode	1		1	1	1																				
Two day delegate tickets	15	10	15	10	10	10	5	15	8	5	8	5	3	5	5	10	10	10	5	4	5	5	2	2	5
Welcome Event tickets	15	10	15	10	10	10	5	15	8	5	8	5	3	5	5	10	10	7	5	4	5	5	2	2	5

GOLD PACKAGE



Unlock premium opportunities with the evoke[AG.] Gold Package. Gain elevated visibility and position your organisation in front of a targeted audience of industry leaders, innovators, and potential new clients. Establish your organisation as a thought leader with a dedicated industry engagement webinar, where you can showcase your expertise and innovative solutions to address critical industry challenges.

Entitlements

- 15 x Delegate tickets
- 15 x Welcome Event tickets
- Tailored global corporate scouting and immersion package which could include:
  - Industry engagement webinar
  - Innovation Challenge
  - Strategic business development
  - Connect & Collaborate session
  - Branded table as part of the evoke[AG.] Roundtable Challenge
  - Australian immersion itinerary development
- Branding as Gold Partner on:
  - Event app
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
  - Pre-event communication to delegates
- Story on evokeag.com
- 2 x Social media posts in lead up to event
- 1 x Social media post at the event
- 1 x evoke[AG.] podcast episode

$70,000 +GST

SILVER PACKAGE



Stand out with the evoke[AG.] Silver Package through high-impact visibility and connection. Increase your presence within the ecosystem and share your perspective and expertise through participation in an industry engagement webinar, contributing to conversations around key challenges and emerging opportunities.

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets
- Tailored global corporate scouting and immersion package which could include:
  - Industry engagement webinar
  - Innovation Challenge
  - Strategic business development
- Branding as Silver Partner on:
  - Event app
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
  - Pre-event communication to delegates
- 2 x Social media posts in lead up to event
- 1 x Social media post at the event

$60,000 +GST

GROUNDBREAKERS



Support the next generation of young leaders through the evoke[AG.] Groundbreakers Program. The program plays a vital role in identifying, developing, and elevating leaders shaping the future of Australian agriculture. This partnership enables the participation of Groundbreakers before, during, and after evoke[AG.], ensuring they are equipped with the skills, confidence, and networks needed to maximise their impact.

Entitlements

- 15 x Delegate tickets
- 15 x Welcome Event tickets
- Branding on:
  - Event app
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
  - Pre-event communication to delegates
- Story on evokeag.com
- 2 x Social media posts in lead up to event
- Opportunity for a representative to speak on a podcast in collaboration with evoke[AG.]
- Acknowledgement in Groundbreakers related social posts at the event
- Opportunity to introduce Groundbreakers on stage
- Opportunity to host a pre-event workshop with Groundbreakers participants.

$50,000 +GST

STARTUP ALLEY



Startup Alley provides a high profile platf
showcase their businesses to a curat
international investors, corporates
producers, researchers, and en
evoke[AG.] supports innovativ
food sectors to present t
Startup Alley experien

ves,
ch year,
tural and
part of the

SOLD

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets
- 2 x Culinary Capital Dinner tickets
- Branding on:
  - Event app
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
  - Pre-event communication to delegates
- Story on evokeag.com
- 2 x Social media posts in lead up to event
- Opportunity for a representative to speak on a podcast in collaboration with evoke[AG.]
- Media release
- Access to startups applications and a member of the selection panel (subject to timing)
- Opportunity to host a workshop with startups

$45,000 +GST

STRATEGIC MARKET GROWTH

OPEN INNOVATION CHALLENGE



Become our Open Innovation Challenge Partner for evoke[AG.] 2027 and take the lead in facilitating an open innovation challenge in collaboration with evoke[AG.]. As our partner, you will have the exclusive opportunity to list the challenge on grow[AG.] and work closely with the grow[AG.] concierge team. Your partnership will be prominently featured in a story on evokeag.com and highlighted in a podcast following the event.

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in lead up to event
- 1 x Social media post at the event
- Opportunity to facilitate a live Open Innovation Challenge at the event
- Exclusive access to grow[AG.] team to promote the challenge
- Feature article focusing on session content following the event
- Podcast episode in collaboration with evoke[AG.] focusing on session content following the event

$30,000 +GST

BUSINESS LOUNGE



The Business Lounge is a dynamic, high to drive connection and collaboration a g Rights Partner, your brand will be f t the space, with integrated signage delivering consistent visibility and eng

SOLD

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets
- Branding on:
  - Event app
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- Story on evokeag.com
- 2 x Social media posts in lead up to event
- 1 x Social media post at the event
- Branding throughout the Business Lounge
- Optional private meeting space within the lounge
- Naming rights to Business Lounge

$45,000 +GST

PRIVATE MEETING ROOM



Enjoy the privacy and convenience of a dedicated space for your team to meet and connect throughout the event. This private setting provides a central hub for hosting meetings, strengthening relationships and on-site collaboration.

Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in lead up to event
- Company branding featured within the private meeting room
- Access to private meeting room for two days

$15,000 +GST



HOSPITALITY SUITE



A Hospitality Suite offers a premium opportunity to host clients or a delegation at evoke[AG.] 2027. Create a dedicated, branded environment for meetings, designed to elevate your event presence. Ideal for global trade delegations, corporates and attending teams, the suite provides a professional setting to build valuable connections.

Entitlements

- 15 x Delegate tickets
- 15 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in the lead up to the event
- 1 x Social media post at the event
- Hospitality Suite 8m x 4m
- Selected catering served at break times

$50,000 +GST



DEMO STAGE



The Demo Stage at evoke[AG.] offers sponsors a rare opportunity to put innovation centre stage where selected startups and scaleups deliver real time demonstrations of technologies transforming the agrifood sector. This live, short format stage is dedicated to showing innovation in action, bringing new technologies, ideas and solutions to life through practical, real time demonstrations.

Entitlements

- 8 x Delegate tickets
- 8 x Welcome Event tickets
- Branding on Demo Stage
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 2 x Social media posts in lead up to event
- 1 x Social media post at the event
- Opportunity for a representative to be the MC over a two-day full program, positioning your brand at the forefront of the event.
- Opportunity to deliver a 5 minute presentation

$30,000 +GST

CONNECT & COLLABORATE SESSION



Lead a focused, outcomes driven discussion on a theme with direct relevance to your organisation. Connect & Collaborate sessions provide partners with the opportunity to bring together evoke[AG.] delegates around a clearly defined topic aligned to your strategic priorities.

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets
- Host a Connect & Collaborate session (needs to be approved and interactive)
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in lead up to event
- 1 x Social media post at the event
- Lead generation with registration list from Connect & Collaborate session

$30,000 +GST



IGNITE YOUR BRAND IMPACT

LARGE EXHIBITION



Entitlements

- 8 x Delegate tickets
- 8 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in the lead up to the event
- Large Exhibition stand 6m x 6m

$40,000 +GST



MEDIUM EXHIBITION



Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in the lead up to the event
- Medium Exhibition stand 4m x 4m

$30,000 +GST

SMALL EXHIBITION



Entitlements

- 3 x Delegate tickets
- 3 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in the lead up to the event
- Small Exhibition stand 3m x 3m

$20,000 +GST

IGNITE YOUR BRAND IMPACT

COFFEE CARTS



Boost your brand visibility as our coffee partner at evoke[AG.] 2027. Your brand will be prominently displayed on all carts and cups throughout the exhibition. It's a fantastic way to get your brand out there, reaching attendees as they enjoy their coffee breaks.

Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
  - Event coffee cups (co-branded with event logo)
- 1 x Social media post in lead up to the event
- Company branding on coffee carts

$30,000 +GST

CHARGING STATION



SOLD

Enhance your brand visibility as ou
charging station partner at the
It's a fantastic way to get yo
noticed while providing a
service to attendees.

Entitlements

- [illegible]
- [illegible]
- [illegible]it tickets
- [illegible]
- [illegible]olding screens
- Partner wall
- evokeag.com 2027 partner listing
- Charging station
- 1 x Social media post in lead up to event
- Company branding featured on event charging stations

$15,000 +GST

XFACTOR BREAKFAST

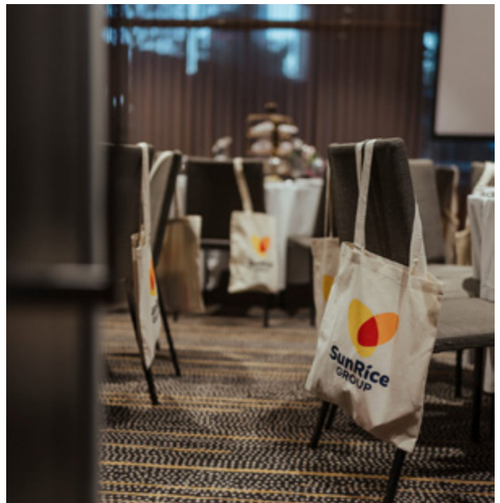


Returning in 2027 following a sold out event, the XFactor Breakfast sets the scene for day one of evoke[AG.] as a flagship leadership moment celebrating women driving innovation across agriculture and agritech. The breakfast features a curated conversation focused on the role of women in shaping the future of Agriculture.

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets
- 10 x XFactor breakfast tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
  - Digital and print signage at the XFactor Breakfast
  - Pre-event communication to delegates
- 2 x Social media posts in lead up to event
- 1 x Social media post at the event
- Opportunity to present a five minute presentation at the XFactor Breakfast
- Feature article focusing on XFactor Breakfast shared on evokeag.com following the event

$30,000 +GST



WELCOME EVENT



The Welcome Event officially kicks off evoke[AG.] 2027, setting a fun, vibrant tone and bringing the community together from the very first moment. For partners, the Welcome Event offers an early, high impact opportunity to showcase your brand and messaging as part of one of evoke[AG.]'s most social and highly attended events.

Entitlements

- 10 x Delegate tickets
- 10 x Welcome Event tickets

Branding on:

- Holding screens
- Partner wall
- evokeag.com 2027 partner listing
- Pre-event communication to delegates

- 2 x Social media posts in lead up to event
- 1 x Social media post at the event
- Prominent branding at the Welcome Event
- Opportunity to present a five minute presentation at the Welcome Event

$30,000 +GST



CULINARY CAPITAL DINNER



The evoke[AG.] Culinary Capital Dinner is an exclusive event connecting startups with key players across the agritech ecosystem in an intimate setting designed to spark meaningful conversations and genuine connections. Ten handpicked startups shaping the future of agrifood lead the evening through short pitches and facilitated table discussions. This unique opportunity supports the next generation of innovators while fostering connections that can drive partnerships, investment and real-world impact.

Entitlements

- 10 x Delegate tickets
- 7 x Welcome Event tickets
- 3 x Culinary Capital Dinner tickets

Branding on:

- Holding screens
- Partner wall
- evokeag.com 2027 partner listing
- Digital and print signage at the Culinary Capital Dinner

- 2 x Social media posts in lead up to event
- 1 x Social media post at the event
- Opportunity to be the MC of the evening
- Feature article focusing on the Culinary Capital Dinner shared on evokeag.com following the event

$30,000 +GST



IGNITE YOUR BRAND IMPACT

WATER BOTTLES



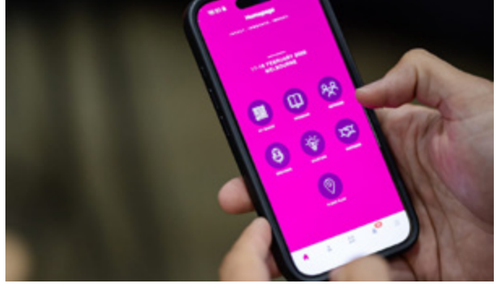
Have your brand elevated as our water bottle partner. Your logo will be prominently displayed on all bottles and stations, providing a lasting impression.

$15,000 +GST

Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- Branding on event water stations and water bottles (co-branded with event logo)
- 1 x Social media post in lead up to event

EVENT APP



Maximise your brand's visibility by sponsoring our event app, the primary source of information for all delegates. This sponsorship ensures maximum engagement with attendees as they rely on the app for programs, networking, updates, and event details. Your brand will be prominently featured throughout the app, providing continuous exposure and interaction with delegates.

$20,000 +GST

Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- Company branding featured on the event app
- 1 x Social media post in lead up to event
- 1 x Social media post at the event

EVENT WELLNESS



Taking care of yourself is crucial, and wellness initiatives help attendees stay refreshed and energised throughout the event. This partnership is a unique chance to connect with attendees in a meaningful way, promoting a healthy and balanced lifestyle.

$10,000 +GST

Entitlements

- 4 x Delegate tickets
- 4 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in lead up to event
- 1 x Social media post at the event
- Opportunity to facilitate a wellness activity at the event as part of the program

WI-FI



Stand out by sponsoring our Wi-Fi network at the exhibition. Your brand name will be prominently listed on all promotional materials as the official Wi-Fi network sponsor, ensuring maximum visibility. This sponsorship provides a unique opportunity to connect with attendees as they access the internet, making your brand an integral part of their event experience.

$15,000 +GST

Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in lead up to event
- Naming rights to event Wi-Fi

ROUND-TABLE CHALLENGE



The evoke[AG.] Roundtable Challenge is designed to bring together industry leaders, innovators, and stakeholders to discuss pressing issues and develop actionable strategies. As a partner, you can brand a table and lead the discussion of an industry specific challenge, creating a unique platform for collaboration and innovation.

$6,000 +GST

Entitlements

- 2 x Delegate tickets
- 2 x Welcome Event tickets
- Branded table as part of the evoke[AG.] Roundtable Challenge
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- Opportunity to lead the conversation on a global industry challenge
- Lead generation with registration list from the roundtable session

KEYNOTE SPEAKER



To ensure evoke[AG.] continues to deliver a world class experience, the event features respected keynote speakers who bring deep expertise and practical insight to the program. Your partnership enables their participation, including speaker fees, return airfares and accommodation.

The selection of the keynote speaker will be at AgriFutures Australia's absolute discretion.

$20,000 +GST

Entitlements

- 5 x Delegate tickets
- 5 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- 1 x Social media post in lead up to event
- 1 x Social media post at the event
- Acknowledgment by MC
- Partner recognition as keynote speakers are introduced to present

POCKET PROGRAM



Ensure every delegate has a quick reference with our Pocket Program sponsorship. This handy guide, given to all attendees, includes essential event information. Your brand will be prominently featured, ensuring high visibility and engagement. It's a perfect way to connect with delegates and make a lasting impression.

$8,000 +GST

Entitlements

- 2 x Delegate tickets
- 2 x Welcome Event tickets
- Branding on:
  - Holding screens
  - Partner wall
  - evokeag.com 2027 partner listing
- Branding on printed program
- Company profile included in pocket program

We recognise that a one size fits all approach doesn't suit every organisation when it comes to partnership investment, and we are happy to work with you to design a package tailored to your objectives.

If you're interested in partnering with us, hosting your guests or exhibiting at evoke[AG.] 2027, please contact:

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AgriFutures evoke AG.