

# FOOD SAFETY CONFERENCE

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## Sponsorship Prospectus

Presented by

 SAI GLOBAL



## Introduction

The APAC Food Safety Conference was formerly known as the Australian HACCP Conference. This year we celebrate 25 years of being the must-attend event for food safety professionals. Throughout its long history the conference has received extensive media coverage throughout Australia and has been labelled the leading food safety event in the country. The conference regularly attracts over two hundred delegates across the retail, agriculture and food industries.

The theme of this year's conference is *Culture and Technology: Shaping Tomorrow's Food Industry*.

Food safety culture is paramount to future-proofing any business. Future challenges within the food sector include technology, globalisation and hidden supply chain. In the ever-changing landscape which is the global food supply chain, businesses are likely to encounter increasing risks across multiple channels. Join us as we explore these topics and more during this interactive three day event.

**When** 21–23 August, 2018

**Where** Maia  
Shed 14, Central Pier  
161 Harbour Esplanade  
Docklands, VIC 3008

## Why Should You Sponsor?

Network with key members in the food safety industry at the only APAC food safety event held in Australia that attracts over 200 food safety professionals.

- Get maximum brand exposure through conference exhibition and advertising
- Build relationships in a social context at the Awards dinner
- Strengthen your brand presence ahead of your competition
- Provide your organisation with a unique opportunity to target senior technical, quality assurance and food safety professionals from the Asia Pacific region

## Subject Matter and Objectives

Food safety culture is paramount to future-proofing any business. Future challenges within the food sector include technology, globalisation and hidden supply chain. In the ever-changing landscape which is the global food supply chain, businesses are likely to encounter increasing risks across multiple channels.

To explore these challenges the theme of the 2018 APAC Food Safety Conference is *Culture and Technology: Shaping Tomorrow's Food Industry*.

The 2018 APAC Food Safety Conference will feature:

- Globally recognised speakers who are working with industry leaders on the latest food safety challenges
- Networking opportunities to meet and talk to other food safety and quality assurance professionals
- Hands-on, practical information and workshops
- Opportunities to hear from food manufacturers in the field and how they deal with challenges



- A chance to recognise your peers at the Awards Dinner

## Media and Promotional Activities

Partnering with the APAC Food Safety Conference presents a unique opportunity for stakeholders to reach the leaders and quality assurance professionals from the retail, agriculture and food industries.

It offers and allows your organisation:

- Exposure to multiple industry related publications
- Extensive marketing opportunities and exposure to our valued delegates
- Build relationships and network with international leaders in the global food industry

## Conference Attendees

The Conference attracts members of SAI Global's extensive food safety network, including training and certification clients, and our attendee base is diversifying every year. Our delegates come from a broad food sector base, including:

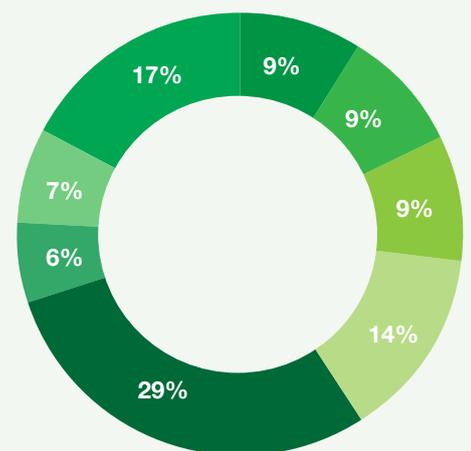
- Retailers
- Food Manufacturers & Primary Producers
- Industry Bodies & Associations

## Sponsorship Packages

We offer a variety of sponsorship packages to help you get the exposure you want:

Platinum Sponsor	1 available
Diamond Sponsor	1 available
Gold Sponsor	2 available
Exhibitor Package	12 available
Coffee Cart	1 available

2017 AUSTRALIAN HACCP CONFERENCE DELEGATES



# Platinum Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Platinum	\$10,000	1

## INCLUSIONS

### DESCRIPTION

This package is ideal for an industry leader who wants to ensure their brand is front and centre for delegates and the wider food industry.

We will work with you to determine what your objectives are for the conference and help you achieve these objectives so you can get maximum ROI.

### CONFERENCE ATTENDANCE

- 4 complimentary registrations to attend the APAC Food Safety Conference
- 4 complimentary tickets to the gala awards dinner

### TRADE EXHIBITION

- A tier 1 exhibition booth in prime location
- Preferential choice of exhibition booth

### BRAND EXPOSURE

- Logo coverage in Conference Programme
- Logo coverage and short company description on the official Conference web site together with a link to the company's own web site
- Coverage in all official Conference industry advertisements\*\* and pre/post Conference press releases

### SPEAKING OPPORTUNITIES & DELEGATE ACCESS

- Opportunity to give a short speech during the Conference proceedings
- Access to the delegates list (those delegates who have opted in to share their details).
- Facilitated introductions to key delegates at conference and social events.

### CONTENT MARKETING

- Opportunity to provide a branded content marketing article, whitepaper, case study etc to be distributed as a seat drop in a session of your choosing.

### SIGNAGE AND ACKNOWLEDGEMENTS

- Spoken recognition as part of the conference program by MC
- Opportunity to display x2 banners at conference venue in a prominent position
- One page advertisement in Conference Handbook

*\*\*Subject to availability, timing and conference organiser approval.*

# Diamond Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Diamond	\$8,000	1

## INCLUSIONS

### DESCRIPTION

This exclusive sponsorship is only extended to organisations who want build a meaningful partnership with conference delegates.

This sponsorship package allows exclusive sponsorship rights to the awards dinner and the ability to align your brand with essential values in the food industry, such as:

- Excellence in food safety, Ross Peter's Award
- Leaders of the future, Food Safety Learning Scholarship
- Innovators in food safety – recognising organisations who have developed best in class innovations in technology, process, procedure and training regarding food safety.

### CONFERENCE ATTENDANCE

- 4 complimentary registrations to attend the Conference
- 4 complimentary tickets to the gala awards dinner

### TRADE EXHIBITION

- A tier 1 exhibition booth in prime location
- Preferential choice of exhibition booth

### DELEGATE ACCESS

- Access to the delegates list (those delegates who have opted in to share their details).
- Facilitated introductions to key delegates at conference and social events.

### BRAND EXPOSURE

- Logo recognition in conference dinner presentation
- Logo recognition in printed awards material
- Logo recognition in electronic marketing of awards – nominations, voting, shortlist, website.
- Display x2 banners inside dinner venue.

### AWARDS PRESENTATION

- Ability to nominate company representatives to present 2 awards to the award winner.

### MARKETING

- Ongoing brand exposure through marketing activities related to the awards night.





## Gold Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Gold	\$5,000	2

INCLUSIONS
<p><b>CONFERENCE ATTENDANCE</b></p> <ul style="list-style-type: none"> <li>• 3 complimentary registrations to attend the Conference</li> <li>• 3 complimentary tickets to the gala awards dinner</li> </ul>
<p><b>TRADE EXHIBITION</b></p> <ul style="list-style-type: none"> <li>• An exhibition booth in prime location</li> </ul>
<p><b>BRAND EXPOSURE</b></p> <ul style="list-style-type: none"> <li>• Logo coverage in the Conference Programme</li> <li>• Logo coverage and short company description on the official Conference web site together with a link to the company's own web site</li> </ul>
<p><b>DELEGATE ACCESS</b></p> <ul style="list-style-type: none"> <li>• Access to the delegates list (those delegates who have opted in to share their details).</li> <li>• Facilitated introductions to key delegates at conference and social events.</li> </ul>
<p><b>SIGNAGE AND ACKNOWLEDGEMENTS</b></p> <ul style="list-style-type: none"> <li>• Opportunity to display x1 banner at conference venue in a prominent position.</li> <li>• 1/2 page advertisement in Conference Handbook</li> </ul>

# Networking Sponsorships

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Exhibitor package	\$3,000	12



## INCLUSIONS

### PRESENCE

- 2 complimentary registrations for exhibitor staff to attend the Conference.
- 2 complimentary tickets to attend the Awards Dinners

### BRAND EXPOSURE

- Company logo and description listed on the Conference website.
- Company logo and description listed on the sponsor's page of the Conference program.

### MESSAGING

- Ability to submit 1 piece of marketing collateral into the conference show bags provided to all conference attendees.

### TRADE EXHIBITION

- Trestle table x 1 and chairs x 2 in the exhibition area of the conference.
  - » Please note that there will be no formal booth structure, exhibitors will have access to a trestle table and chairs as means of booth set up.
- Ability to network with delegates across the 2 day conference program during session breaks (morning tea, lunch, afternoon tea). As well as networking opportunities at the Awards Dinner



SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Coffee Cart	\$6,000	1
Contact us for details.		



APAC  
**FOOD  
SAFETY**  
CONFERENCE

If you would like to find out more about the APAC Food Safety Conference please email [afsc@saiglobal.com](mailto:afsc@saiglobal.com)

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