

APAC

# FOOD SAFETY

CONFERENCE

*Emerging Food Safety Risks:  
Meeting the Challenge*

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## Sponsorship Prospectus

Presented by

 SAI GLOBAL



## Introduction

Throughout its long history, the APAC Food Safety Conference (formerly known as the Australian HACCP Conference) has received extensive media coverage and has been labeled as the leading Australian food safety event. Now in its 26th year, the conference is seen as the must-attend event for food safety professionals which regularly attracts over two hundred delegates across the food manufacturing, agriculture and retail sectors.

The theme of this year's conference is *Emerging Food and Safety Risks: Meeting the Challenge*.

Food safety culture is paramount to future-proofing any business. Future challenges within the food sector include technology, globalisation and the 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** 20–22 August, 2019

### Agenda

- Day 1 (20 August): Food Manufacturing Tour or HACCP Refresher Course
- Day 2 (21 August): First day of the conference and exhibition + Gala Awards Dinner
- Day 3 (22 August): Second day of the conference and exhibition

**Where** Doltone House, Darling Island  
48 Pirrama Road,  
Pyrmont, Sydney, NSW, 2009



**Doltone House Darling Island** is a spectacular waterfront venue on the foreshore of Sydney Harbour, with views of the iconic Sydney Harbour Bridge and magical city skyline. Darling Island is the first six-star green-star rated building in NSW and is located within easy walking distance of the CBD and all the attractions that Sydney city has to offer.

## Programme At A Glance

	WEDNESDAY 21 AUGUST	THURSDAY 22 AUGUST
AM	Opening  <b>Session 1.</b> Food Safety & Culture  Morning Tea  <b>Session 2.</b> Learning from the Horticulture Industry	Opening  <b>Session 5.</b> Food Defense  Morning Tea  <b>Session 6.</b> Morning Workshops (x4)
LUNCH	Delegate Lunch	Delegate Lunch
PM	<b>Session 3.</b> Global & Local Regulatory  Afternoon Tea  <b>Session 4.</b> Consumer Food Trends	<b>Session 7.</b> Waste and Sustainability  Afternoon Tea  <b>Session 8.</b> Food Fraud and Substitution (Food Authenticity)
EVENING	Gala Dinner/Awards Night	Conference Close

## 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 Gala Awards Dinner
- Strengthen your brand presence and reach new audiences
- Provide your organisation with a unique opportunity to target senior technical, quality assurance and food safety professionals from the Asia Pacific region
- Show your company's commitment to food safety and learn how industry best practices are evolving
- Access additional content marketing and advertisement opportunities (available for APAC Food Safety sponsors and exhibitors only)

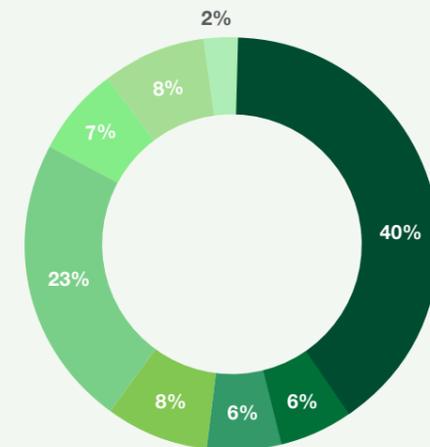
## Subject Matter & Objectives

To explore these challenges the theme of the 2019 APAC Food Safety Conference is *Emerging Food and Safety Risks: Meeting the Challenge*.

The 2019 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 Gala Awards Dinner

2018 FOOD SAFETY CONFERENCE DELEGATES



## Media and Promotional Activities

Partnering with the APAC Food Safety Conference presents a unique opportunity for stakeholders to reach out to leaders and quality assurance professionals from 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
- Additional content marketing and advertisement opportunities (available for APAC Food Safety sponsors and exhibitors only)

## Conference Attendees

The Conference attracts attendees frequented by SAI Global's extensive food safety training, certification clients and partnerships with industry bodies and associations including:

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

## Think Outside the Booth

For this year's APAC Food Safety Conference we're encouraging people to "think outside the booth" with their stand design. To help you with your exhibition stand we've listed some top tips for your consideration:

- **Book in early to get the best stand location.** All delegates will have a number of opportunities to visit all exhibition stands, but being front and centre is an easy way to encourage foot traffic to your stand.
- **Maximise your space.** Make sure to lock in your stand space and dimensions early, and work these into your designs to ensure your stand is welcoming and easily accessible. You may want to have meeting areas at the back of your stand to encourage people off the walkway, and reduce barriers to entering the stand. Consider upgrading to a double booth to optimise your exhibition space.
- **Stand designers and builders can work wonders.** Consider using an external agency to ensure your space has a high-quality look and feel, and your space is optimised. Ask to view previous stand designs / builds and check for company reviews and testimonials when going out to market. There can even be the possibility of storing your stand to use for different events.
- **Don't confuse your messaging.** Decide on your core brand message and stick to it. You may want to focus on one or two products you offer to ensure delegates are offered relevant information and remember your brand clearly.
- **Take part in the APAC Food Safety Conference prize draw.** More information will be provided when you register to exhibit at the conference.

## Sponsorship Packages

SPONSORSHIP LEVEL	NO. AVAILABLE	PRICE IN AUD (EXCL. GST)
Platinum Sponsor	1 available	\$12,000
Awards Sponsor	1 available	\$12,000
Gold Sponsor	1 available	\$9,000
Silver Sponsor	2 available	\$6,000
Networking Sponsor	18 available	\$4,000
ADDITIONAL ITEMS	NO. AVAILABLE	PRICE IN AUD (EXCL. GST)
Coffee Cart	1 package (includes 2 coffee carts)	\$6,000
Double Booth Upgrade	Limited availability	\$2,000
Lanyards	Limited availability	\$500
Charger Station	1 (available to exhibitors only)	\$5,000
Photo Booth	1 (available to exhibitors only)	\$5,000
Advert in Conference	5	Various

## Platinum Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Platinum	\$12,000	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

- 1 x full page advert in Conference Handbook
- Logo coverage in Conference Registration brochure as Platinum Sponsor
- Logo coverage on Conference Handbook
- Logo coverage and short company description on the official Conference website together with a link to the company's own website (exhibitor page)
- Coverage in all official Conference industry advertisements\*\* and pre/post Conference press releases
- Logo + link to your company's website on event homepage
- 3 x social posts on SAI Global Twitter and LinkedIn accounts promoting your sponsorship of the event
- Logo on delegate lanyards

#### 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
- Opportunity to provide an industry thought piece, co-branded and published on the SAI Global website. E.g. blog post, whitepaper, infographic

#### SIGNAGE AND ACKNOWLEDGEMENTS

- Spoken recognition as part of the conference program by MC

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



## Awards Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Awards	\$12,000	1

### INCLUSIONS

#### DESCRIPTION

This exclusive sponsorship is extended only to selected organisations who want to build a meaningful partnership with the APAC Food Safety 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.

Work with SAI Global on developing a co-branded award for the Food Safety Conference which aligns with your company's values.

Also align yourself with the values of current award stream values:

- Excellence in food safety, Ross Peters 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 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

#### 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

- ½ page advert in Conference Handbook
- Logo recognition in conference dinner presentation
- Logo recognition in printed awards materials
- Logo recognition in electronic marketing of awards – nominations, voting, shortlist, website
- Display x2 banners inside the dinner venue
- Logo + link to your company's website on event homepage
- 3 x social posts on SAI Global Twitter and LinkedIn accounts promoting your sponsorship of the event

#### AWARDS

- Option to provide a company representative to join the awards judging panel
- Option for your company representatives to present 2 awards to the award winners

#### MARKETING

- Ongoing brand exposure through marketing activities related to the awards night
- Opportunity to provide an industry thought piece, co-branded and published on the SAI Global website. E.g. blog post, whitepaper, infographic

## Gold Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Gold	\$9,000	1

### INCLUSIONS

#### DESCRIPTION

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

- 3 complimentary registrations to attend the APAC Food Safety Conference
- 3 complimentary tickets to the Gala Awards Dinner

#### TRADE EXHIBITION

- A tier 1 exhibition booth in prime location
- Preferential choice of exhibition booth Brand Exposure
- ½ page advert in Conference Handbook
- Logo coverage in Conference Registration brochure as Gold Sponsor
- Logo coverage on Conference Handbook
- Logo coverage and short company description on the official Conference website together with a link to the company's own website (exhibitor page)
- Coverage in all official Conference industry advertisements\*\* and pre/post Conference press releases
- Logo + link to your company's website on event homepage
- 2 x social posts on SAI Global Twitter and LinkedIn accounts promoting your sponsorship of the event

#### 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

#### 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
- Opportunity to provide an industry thought piece, co-branded and published on the SAI Global website. E.g. blog post, whitepaper, infographic

#### SIGNAGE AND ACKNOWLEDGEMENTS

- Spoken recognition as part of the conference program by MC

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



## Silver Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Silver	\$6,000	2

### INCLUSIONS

#### CONFERENCE ATTENDANCE

- 3 complimentary registrations to attend the APAC Food Safety Conference
- 3 complimentary tickets to the Gala Awards Dinner

#### TRADE EXHIBITION

- An exhibition booth in prime location

#### BRAND EXPOSURE

- 1/4 page advertisement in Conference Handbook
- Logo coverage in Conference Registration brochure as Silver Sponsor
- Logo coverage in Conference Handbook
- Logo coverage and short company description on the official Conference website together with a link to the company's own website
- Logo + link to your company's website on event homepage
- 1 x social posts on SAI Global Twitter and LinkedIn accounts promoting your sponsorship of the event

#### 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

## Networking Sponsorship

SPONSORSHIP LEVEL	COST (EX GST)	NO. AVAILABLE
Exhibitor package	\$4,000	18

### INCLUSIONS

#### PRESENCE

- 2 complimentary registrations for exhibitor staff to attend the APAC Food Safety Conference
- 2 complimentary tickets to attend the Gala Awards Dinners

#### BRAND EXPOSURE

- Company logo and description listed on the APAC Food Safety 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

- 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 Gala Awards Dinner
- Shell scheme booth 3x2 (option to upgrade to a double booth for an additional cost)

SPONSORSHIP OPTION	COST (EX GST)	NO. AVAILABLE
Coffee Cart	\$6,000 (2 x coffee carts)	1

### DESCRIPTION

Promote your business and good vibes with this cost-effective sponsorship option. Have your logo front of mind and in various areas of the exhibition with this energy and brand boosting option.

SPONSORSHIP OPTION	COST (EX GST)	NO. AVAILABLE
Double Booth Upgrade	\$2,000	Limited availability. First in best dressed.

### DESCRIPTION

Make double the impact for less than double the price with this simple yet effective stand upgrade. This year we're encouraging exhibitors to "think outside the booth" with their stand design and having double the space will help you to stand out amongst others, attracting more delegates.

SPONSORSHIP OPTION	COST (EX GST)	NO. AVAILABLE
Lanyards	\$500	Limited availability. First in best dressed.

### DESCRIPTION

Add your company logo to event delegate lanyards – a walking advertisement opportunity for your company.

SPONSORSHIP OPTION	COST (EX GST)	NO. AVAILABLE
Charger Station Sponsor	\$5,000	1 (available to exhibitors only)

### DESCRIPTION

Have your logo on 2 x charger stations with one conveniently located on your stand. Provide a much need service to delegates while increasing foot traffic to your stand.

SPONSORSHIP OPTION	COST (EX GST)	NO. AVAILABLE
Photo Booth	\$5,000	1 (available to exhibitors only)

### DESCRIPTION

Drive potential customers interaction and a social media extravaganza by having the highly versatile Galaxy Photo booth at your stand. Brand the photo booth with your company logo and create an everlasting memory by personalising your prints with a personal message or corporate logo. The creation of bespoke animated GIFs and digital photos ready for instant email and SMS sharing will undoubtedly establish an online social buzz and make the customers experience at your stand truly unforgettable.

SPONSORSHIP OPTION	COST (EX GST)	NO. AVAILABLE
Advert in Conference Programme	Various	5

### DESCRIPTION

Ensure you reach all conference delegates by advertising in the APAC Food Safety conference programme. Use prime advertising real estate to call out your key products, encourage delegates to head over to your stand, and increase your company's brand recognition.



**The APAC Food Safety Conference  
Inspiring Talks and Networking**

Questions?

Please contact Andrew Ischenko

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Event Coordinator

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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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