



17th Australian HACCP Conference

(incorporating the SQF International Conference)

Sponsorship Prospectus

23-27 August 2010
The Sebel Albert Park, Melbourne

HACCP Conference Proudly Convened by:



SQFI Conference Proudly Convened by:



Introduction

The Australian HACCP Conference Series invites you to be part of our 17th Conference by participating as a sponsor.

When: 23-27 August 2010

Where: The Sebel Albert Park, Melbourne, VIC, Australia

The **17th Australian HACCP Conference** will be held on Tuesday 24th and Wednesday 25th August. This year the Conference Package also incorporates the **SQF Conference** to be held on Thursday 26th August at the same venue. On Monday and Friday of that week there will also be workshops and training sessions.

About the Australian HACCP Conference (24th - 25th August)

The Australian HACCP Conference is the premier discussion forum for all food industry professionals involved in food safety. Each year the conference attracts a loyal following together with a growing number of delegates involved in the development, implementation and maintenance of food safety programs.

Each year the Conference Program addresses issues that have affected the industry resulting from a wide range of events including regulatory change, international policy implementation, foodborne illness outbreaks and technology developments. The Program also looks at specific sector issues so that all delegates can participate in the knowledge exchange, and apply the principles discussed in their own business environment. The conference has attracted many prominent international and domestic speakers over the years.

Previous years' Conference Programs are available for review on the Conference's website: www.haccptown.com

About the SQF International Conference (26th August)

This will be the fifth SQF International Conference and the first outside of North America. The SQF Institute is a Division of the US-based Food Marketing Institute (FMI), and manages the SQF 1000 and SQF 2000 supplier codes. The SQF codes have seen considerable growth internationally over the past twelve months, and this conference will showcase retailers, suppliers and other stakeholders from both sides of the Pacific outlining case studies and developments in the SQF Program.

Who will be attending?

The conference is expected to attract 250 food safety professionals including:

- ◆ Food manufacturers.
- ◆ Fresh food businesses.
- ◆ Ingredient and service suppliers to the food industry.
- ◆ Food service sector including healthcare, aged care & commercial catering.
- ◆ Retailers.
- ◆ Media.
- ◆ Private sector providers including consultants, risk management specialists and insurance providers.
- ◆ Third party certification providers.
- ◆ Training providers.
- ◆ Academia.
- ◆ Government sector including Research & Development.

Previous Sponsors/Exhibitors include:

Arrow Scientific, Asurequality, Coca-Cola Amatil, Coles Supermarkets, Commonwealth Dept of Agriculture, Fisheries & Forestry, Commonwealth Dept of Health & Ageing, Fonterra, Food Safety Victoria, HACCP Cleaning Australia, JAS-ANZ, Merck, Metcash, National Food Industry Strategy, NCS International, Patties Foods, Rentokil Pest Control, Rhima Australia, SAI Global Quality Assurance, SGS, Silliker Australia, What's New in Food Magazine, Woolworths Supermarkets, Vero Insurance, Zurich Insurance and more.

Benefits

Sponsorship and Exhibition benefits to your organisation

Make the link between your business and food safety obvious to a dedicated audience through brand exposure, networking and direct marketing.

The conference is an opportune way to display and demonstrate your commitment to food safety, to the industry and to maintain public exposure of your community values to the wider audience through advertising and media.

The conference is also an excellent way for your business to keep informed on opinions of industry and government.

Company/Brand Exposure

- ◆ Branding on over 20,000 Conference Registration flyers targeted at food industry professionals.
- ◆ Branding to the industry throughout Australia, New Zealand, USA and South East Asia.
- ◆ Branding on the HACCP Conference Website, and the SQFI Website.
- ◆ Branding on print advertising in food industry magazines.
- ◆ Branding on pre and post conference media releases.

Network and Direct Marketing Consumers

- ◆ Inform a specific target audience about your products/services.
- ◆ Unique opportunities to launch new products and services.
- ◆ Generate new business relationships/sales.
- ◆ Network in the best food safety focused environment across Australasia.
- ◆ Directly identify with new and existing customers.
- ◆ Discover international initiatives and pathways for international trade.
- ◆ Keep up to date with the latest industry information.

Melbourne, Australia in 2010

2010 sees the HACCP Conference go to Melbourne, Victoria.

Melbourne, located in the south-east corner of Australia, has an array of highlights for the discerning visitor, and has long been known as Australia's culture capital. It is one of Australia's most popular cities, offering a great selection in food, great events, theatre, the arts, festivals, fashion and shopping, dining, nature, wine and relaxing!

Melbourne has a reputation for its changeable weather. A tip for any visitor is to be prepared for anything – take an umbrella and wear layers that can be worn or removed as needed! As a general rule, Melbourne enjoys a temperate climate with warm to hot summers, mild and sometimes balmy springs and autumns, and cool winters.

We look forward to welcoming you to Melbourne in 2010!

The Sebel Albert Park, Melbourne

This year's conference will be held at the 4.5 star Sebel at Albert Park. With sweeping views over Albert Park Lake and Port Phillip Bay, the Sebel is only minutes from Melbourne CBD, and close to St Kilda Road and Toorak Road shopping. Other nearby attractions include the Royal Botanical Gardens, National Gallery of Victoria, Victorian Arts Centre, Melbourne Cricket Ground, Telstra Dome, Melbourne & Olympic Parks and National Tennis Centre, Melbourne Sports and Aquatic Centre, Casino, Station Pier and St Kilda beaches.

Conference Sponsors

Platinum Conference Sponsor

SOLD

Package includes the following:



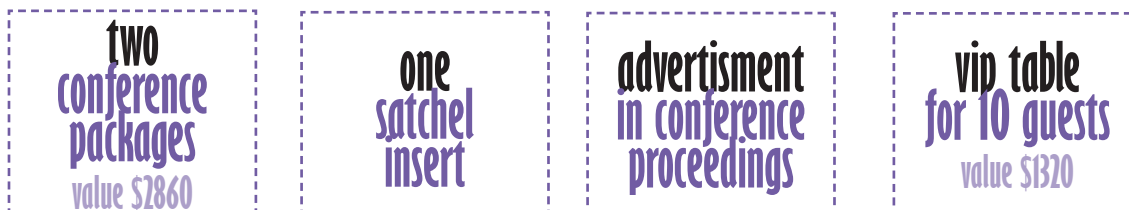
- ◆ 3 complimentary registrations including HACCP Conference, SQF Conference, Trivia Night, Awards Dinner, and SQF Reception.
- ◆ Premium exhibition booth in prime location for the 3 days.
- ◆ Logo coverage in Conference Registration brochure as Platinum Sponsor.
- ◆ Logo coverage on Conference Proceedings cover.
- ◆ One page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown) and SQFI website.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ Opportunity to display signage at Conference venue in prominent position.
- ◆ Opportunity to give a short speech.
- ◆ A flyer or promotional product inserted in the Conference Satchel.
- ◆ PA recognition as Platinum sponsor.

Total Investment \$11,000 inc GST

Conference Speakers

SOLD

Package includes the following:



- ◆ 2 complimentary registrations including HACCP Conference, SQF Conference, Trivia Night, Awards Dinner, and SQF Reception.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Complimentary VIP table for ten guests at either the Trivia Night or the Awards Dinner.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown) and SQFI website.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$8,800 inc GST

Conference Sponsors

Conference Satchel

SOLD

Package includes the following:



- ◆ Your company logo is printed on luggage tags attached to all of the conference satchels.
- ◆ 2 complimentary registrations including HACCP Conference, SQF Conference, Trivia Night, Awards Dinner, and SQF Reception.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown) and SQFI website.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$7,700 inc GST

HACCP Awards Dinner

Package includes the following:



- ◆ Exclusive naming rights to the HACCP Awards Dinner.
- ◆ Complimentary VIP table for ten guests at the HACCP Awards Dinner.
- ◆ 2 complimentary HACCP Conference Registrations.
- ◆ Opportunity for senior company representative to address the guests (5 minutes).
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown).
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$6,600 inc GST

Conference Sponsors

Social (Trivia) Night

Package includes the following:

two
haccp conference
registrations
value \$1980

one
satchel
insert

advertisement
in conference
proceedings

vip table
for 10 guests
value \$990

naming rights
for trivia night

- ◆ Your company to have naming rights to the HACCP Conference Trivia Night.
- ◆ Opportunity to display signage at the event.
- ◆ Complimentary VIP table for ten guests at the Trivia Night.
- ◆ 2 complimentary HACCP Conference registrations.
- ◆ Opportunity for senior company representative to address the guests (5 minutes).
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown).
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

opportunity
for short
speech

Total Investment \$6,600 inc GST

SQF Reception

SOLD

Package includes the following:

three
sqf conference
registrations
value \$1650

one
satchel
insert

advertisement
in conference
proceedings

naming rights
for sqf
reception

opportunity
for short
speech

- ◆ Your company to have naming rights to the SQF Reception.
- ◆ Opportunity to display signage at the event.
- ◆ 3 complimentary SQF Conference registrations.
- ◆ Opportunity for senior company representative to address the guests (5 minutes).
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown) and SQFI website.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$6,600 inc GST

Conference Sponsors

Name Tag Sponsor

SOLD

Package includes the following:



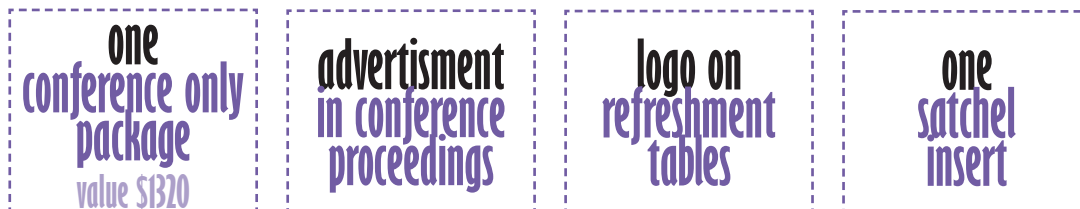
- ◆ Your company logo is printed on all of the conference name tags.
- ◆ 1 complimentary registration including HACCP Conference, SQF Conference, Trivia Night, Awards Dinner, and SQF Reception.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage on conference website (HACCPtown) and SQFI website.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$6,600 inc GST

Day Sponsor

Day One SOLD

Package includes the following:



- ◆ 1 complimentary registration for HACCP Conference and SQF Conference.
- ◆ Your company name or logo will be displayed in the conference room for the day.
- ◆ Logo coverage in conference registration brochure, proceedings, conference website (HACCPtown) and SQFI website.
- ◆ Half page advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Please select either day one, day two or day three

Total Investment \$4,400 inc GST

Other Opportunities

Satchel Inserts

Package includes the following:



- ♦ A flyer or promotional product inserted in the Conference Satchel.
e.g. sample product; promotional item, audio visual material i.e. cd or dvd, printed information on your products/services (max size of A4, 3cm thick).

Total Investment \$770 inc GST

Supply goods or services

If your company is interested in supporting the conference by supplying goods or services that could benefit attendees whilst they attend the conference, please contact us to discuss.

Examples:

- ♦ supply prizes for lucky door or trivia night;
- ♦ packaged food/drink for inclusion in satchel;
- ♦ internet service for delegates;
- ♦ supply award trophies;
- ♦ transport for delegates;
- ♦ got an idea - contact us to discuss.

Trade Display Opportunities

The Conference is an opportune way to display and demonstrate your commitment to food safety to the industry. Exhibition has always been a popular method of reaching potential clients at the conference. It is an excellent way to get involved with delegates face to face, especially if you have products to offer an information hungry audience.

Please ask for the Trade Display Prospectus. Limited opportunities are available.

HACCP Award Sponsor

Category 1 Sponsor: One Award **SOLD**

Outstanding individual nominated by an agri-food industry company.

Category 2 Sponsor: One Award **SOLD**

Outstanding individual working in a non-industry institution.

Category 3 Sponsor: One Award **SOLD**

Outstanding individual working as a registered food safety auditor.



Packages include the following per category:



- ◆ The opportunity to present the category award with a short speech at the HACCP Awards Ceremony.
- ◆ Company logo on winner's trophy and certificate and one complimentary Awards Dinner ticket.
- ◆ Company logo on Award Nominations Kit cover. Company logo coverage on Conference Website (HACCPtown). Company logo coverage on all Awards advertising, promotion & media releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment Per Category \$1,650 inc GST

Category 4 Sponsor: Six Awards

Outstanding company.

Packages includes the following:



- ◆ The opportunity to present the category award with a short speech at the HACCP Awards Ceremony.
- ◆ 1 complimentary registration including HACCP Conference, Trivia Night and Awards Dinner.
- ◆ Company logo on winner's trophy and certificate.
- ◆ Company logo on Award Nominations Kit cover. Company logo coverage on Conference Website (HACCPtown). Company logo coverage on all Awards advertising, promotion & media releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$3,300 inc GST

Explanatory Notes

Conference Registration Brochure

The Conference Registration Brochure is distributed to more than 20,000 Australian and international food industry businesses, detailing the Conference Program and Conference week agenda. Logo exposure is on the cover of the Brochure, positioned and sized according to the sponsorship package purchased, for example the Platinum Sponsor is featured in the most prominent position.

Conference Proceedings Cover

The Conference Proceedings is a collection of all the speakers presentations given at the Conference, distributed to all Conference delegates in the Satchel, and available for purchase 12 months following the Conference. Logo exposure is on the cover of the book, following the design of that on the Registration Brochure. This is an official publication of the Conference, and is therefore a permanent reference of information for the delegates. It is also deposited as an occasional publication in the Australian National Library and various State libraries.

Conference Proceedings Advertisement

Logo and dedicated text as an advertisement in the Conference Proceedings is positioned according to sponsorship package.

Conference Website

Logo coverage on the Conference Website (HACCPtown - the official online presence of the Conference Series) is positioned within the Conference section of the website, both on the opening page of the section and on the sponsorship information page. Position and size is according to sponsorship package purchased.

Conference Satchel

Luggage tags are printed with your company logo that is attached to the Conference Satchel. The satchel contains material offering delegates product and service information associated with HACCP and food safety, via General Sponsorship.

Name Badge

This sponsorship provides the opportunity to have your logo in a prominent position on the delegate name badges. As name badges must be worn by delegates at all times to gain access to sessions, this gives wide logo exposure during the course of the Conference agenda.

General Sponsorship & Satchel Inserts

A flyer or selected promotional product as part of General Sponsorship or as inclusion of other packages, gives the opportunity to distribute product and/or service information to delegates in the Conference Satchel. Printed material can be up to A4 oversize with a maximum thickness of 3cm.

Naming Rights

If sold prior to the printing and distribution of the Registration Brochure, the naming rights of the Conference Dinner, Social Night, will feature as part of the information given in the Brochure content. At the Conference itself, the naming rights will feature as part of all evening introductions, and where applicable in signage.

Display Signage

The opportunity to display signage (where included in any of the packages) can only be taken where the purchasing company of an applicable sponsorship package acknowledges the risk and liability of hanging signage lies between the purchasing company and the conference venue. The purchasing company must also acknowledge it must comply with the venue weight restrictions and delivery instructions.

For further information

contact **Conference Coordinator**

phone **61 2 9898 0344**

fax **61 2 9898 0564**

email **conference@haccptown.com**

Sponsorship Form

Company Name: _____
Contact Name: _____
Position: _____
Billing Address: _____
Town/Suburb: _____ Postcode: _____
State: _____ Country: _____
Phone: _____ Fax: _____
Email: _____

I wish to sponsor:

- | | |
|--|----------|
| Platinum Conference Sponsor | \$11,000 |
| Conference Speakers | \$ 8,800 |
| Conference Satchel | \$ 7,700 |
| <input type="checkbox"/> HACCP Awards Dinner | \$ 6,600 |
| <input type="checkbox"/> Trivia Night | \$ 6,600 |
| SQF Reception | \$ 6,600 |
| Name Tags | \$ 6,600 |
| <input type="checkbox"/> Day Sponsor | \$ 4,400 |
| Day One Day Two <input type="checkbox"/> Day Three <input type="checkbox"/> | |
| Awards Category One | \$ 1,650 |
| Awards Category Two | \$ 1,650 |
| Awards Category Three | \$ 1,650 |
| <input type="checkbox"/> Awards Category Four | \$ 3,300 |
| <input type="checkbox"/> General Sponsorship - Satchel Inserts | \$ 770 |

* Sponsorship packages include GST

Payment details:

Enclosed is a cheque for \$ _____ payable to Advancing Food Safety, or please charge my credit card:

Visa Mastercard AMEX (3% surcharge applies) Amount: _____

Card No

Expiry Date: ____/____/____ Cardholders Name: _____ Signed: _____

Terms & Conditions

The sponsor agrees to pay the fees in accordance with the payment terms, unless prior arrangements have been made with Advancing Food Safety. A 50% deposit is required within 14 days of booking. The balance is required by 30 April 2010. No refunds will be issued for cancellation. The organiser reserves the right to individually negotiate entitlements with each sponsor.

By signing this form, I agree to the terms and conditions outlined above and will abide by them.

Signature: _____ **Date:** _____

Please forward the completed form to: