

Australian HACCP Conference Series

Seventeenth Australian HACCP Conference

23 - 27 August 2010, The Sebel Albert Park, Melbourne, Victoria

17th Australian HACCP Conference

(incorporating the SQF International Conference)

Trade Exhibition 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 trade exhibitor.

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 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.



Conference Convenor - Advancing Food Safety Pty Ltd
ABN 44 077 766 977 PO Box 29 Oatlands NSW 2117 Australia
Phone 61 2 9898 0344 Fax 61 2 9898 0564
Email conference@haccptown.com Website www.haccptown.com



Benefits

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 services and 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 official conference proceedings.
- ◆ Branding on the HACCP Conference Website and SQFI website.
- ◆ Branding on 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.
- ◆ This years conference is also being marketed in Asia and the USA.

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.



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Trade Exhibition

Trade Exhibition Opportunities

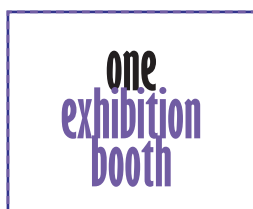
The Conference is an opportune way to display and demonstrate your commitment to food safety to the industry. Exhibition has always been a popular method of reaching potential clients at the conference. It is an excellent way to get involved with delegates face to face, especially if you have products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

Trade booths sold out in 2009, ensure you book early to avoid disappointment!

Booth space is limited to 22 booths only. Space will be allocated on a first in, first served basis.

Investment \$3,850 inc GST | Early Bird \$3,300 inc GST, book and pay by 30 April 2010

Package includes the following:



- ♦ Trade Display 24th, 25th and 26th August 2010.
- ♦ 2m x 2m booth shell with standard fascia board, lighting and power.
- ♦ One complimentary registration for HACCP and SQF Conferences. This includes morning/afternoon tea, lunch, entry to the conference sessions and conference satchel.
- ♦ Catering for a second staff member to man the booth only. This includes morning/afternoon tea and lunch for the 3 days, but excludes the conference sessions and satchel.
- ♦ Continuous tea and coffee for the duration of the conference.
- ♦ Company contact details printed in official conference proceedings.
- ♦ Company name listed on conference website www.haccptown.com.

Additional Staff for Booth

Should you have more than 2 people on your stand you will be charged for catering at a rate of \$85 per person per day. This includes morning tea, lunch, afternoon tea and a name badge.

Due to security reasons, we cannot allow extra staff on a booth without a name badge, and all staff attending must be registered.

Select your booth - map on following page.

Any trade booth enquires can be directed to Ruth Alcock at ralcock@haccptown.com or phone 61 2 9898 0344.



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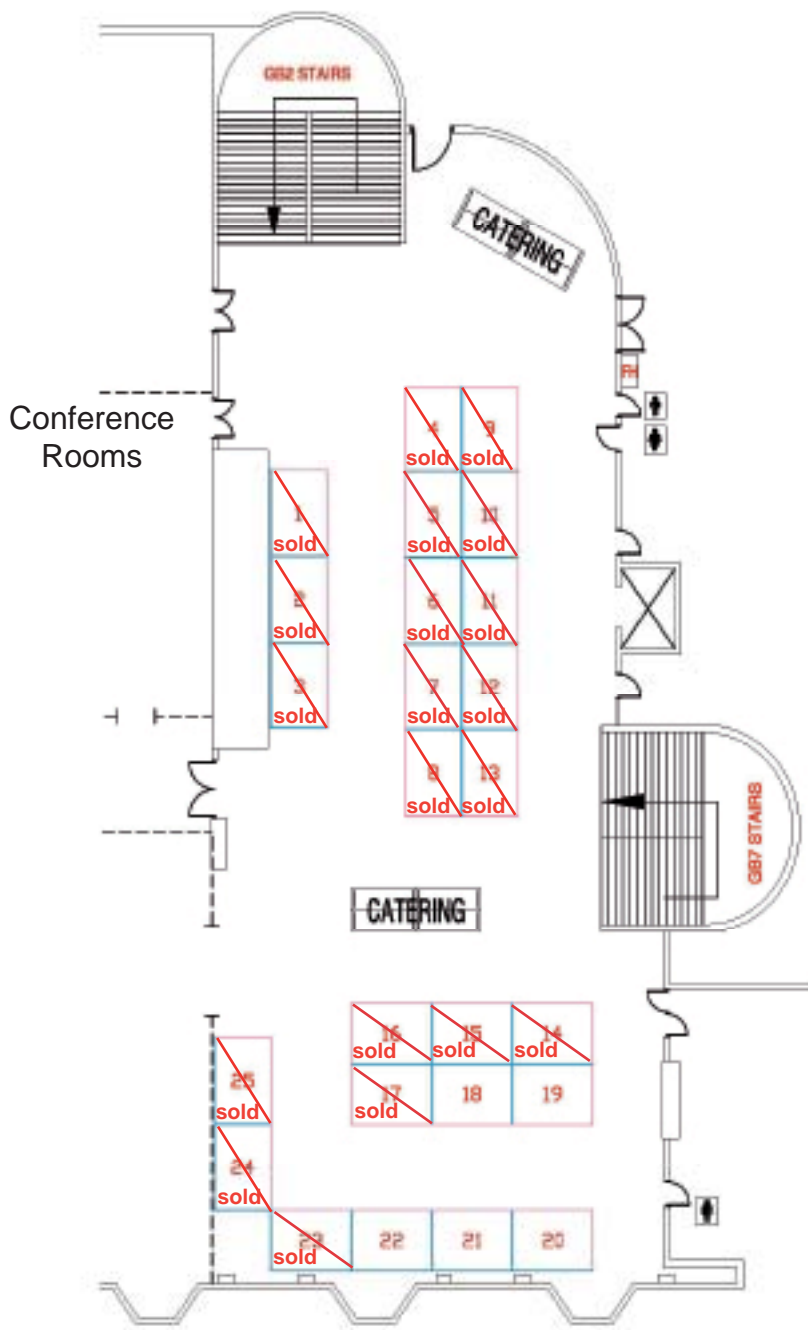
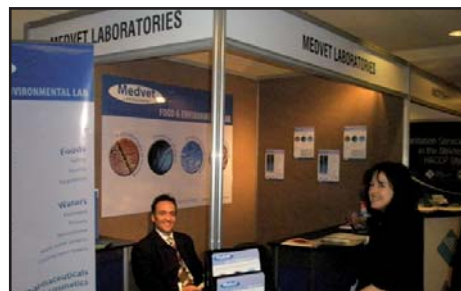
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Trade Exhibition

Choose your booth

Below: Some of previous years' Exhibitors



Queens Road



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Trade Booking Form

Contact Details

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

I wish to book a Trade Display booth:

Early Bird Price \$3,300 inc GST (must book and pay by 30 April 2010)

Regular Price \$3,850 inc GST

Booth number: First Preference _____ Second Preference _____

Payment details: (50% deposit required within 14 days of booking, balance by 30 April 2010 for Early Bird or by 30 June 2010 for others)

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

1. The exhibitor 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 to secure the space. The balance for the Early Bird is required by 30 April 2010, otherwise the regular price will be invoiced. The balance for the Regular price is 30 June 2010.
2. If for any reason the exhibitor cancels, the deposit of 50% will not be refunded. Cancellations within 28 days of the event, will result in forfeiting the entire fee.
3. The exhibitor agrees to abide by the code of conduct provided to you. The organiser reserves the right to individually negotiate exhibitor entitlements with each exhibitor.

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: