

Australian HACCP Conference Series

Eighteenth Australian HACCP Conference

12-16 September 2011, RACV Royal Pines Resort, Gold Coast, Queensland, Australia

18th
HACCP

Sponsorship Prospectus



12-16 September 2011

RACV Royal Pines Resort

Gold Coast, Queensland, Australia



Conference Convenor - Advancing Food Safety Pty Ltd
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Introduction

The Australian HACCP Conference Series invites you to be part of our 18th Conference by participating as a sponsor.

When: 12-16 September 2011

Where: RACV Royal Pines Resort, Gold Coast, Queensland, Australia

The **18th Australian HACCP Conference** will be held on Thursday 15th and Friday 16th September 2011. On the Monday, Tuesday and Wednesday of that week there will also be workshops and training sessions.

About the Australian HACCP Conference

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, food borne 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 web site: www.haccptown.com

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 health care, 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.

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.

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.

Platinum Conference Sponsor

The Platinum Conference Sponsor is the premium sponsorship opportunity available at the Australian HACCP Conference. Show your businesses commitment to food safety and HACCP in Australia by being the platinum conference sponsor. This sponsorship is great value for money and has the added benefit of the opportunity to address the delegates.

Package includes the following:

three conference registrations value \$2970	one exhibition booth value \$3850	opportunity for short speech	three tickets social night & gala dinner value \$693	one satchel insert value \$770	advertisement in conference proceedings value \$1430
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- ◆ 3 complimentary registrations to attend the 2 day HACCP Conference.
- ◆ 3 complimentary Welcome Drinks and Murder Mystery Night Tickets.
- ◆ 3 complimentary Gala Dinner and Awards Ceremony Tickets.
- ◆ Premium exhibition booth in prime location for the 2 days.
- ◆ Opportunity to give a short speech.
- ◆ A flyer or promotional product inserted in the conference bag.
- ◆ PA recognition as Platinum sponsor.
- ◆ Logo coverage in Conference Registration brochure as Platinum Sponsor.
- ◆ Logo coverage on Conference Proceedings cover.
- ◆ One page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ Opportunity to display own signage at Conference venue in prominent position.

Total Investment \$9,900 inc GST

Sold to SAI Global

Conference Speakers

The HACCP Conference always provides a great line up of speakers from Australia and abroad. This sponsorship covers the travel and accommodation expenses of the speakers.

Package includes the following:

two conference registrations value \$1980	four tickets social night & gala dinner value \$974	one satchel insert value \$770	advertisement in conference proceedings value \$770	logo coverage
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- ◆ 2 complimentary registrations to attend the 2 day HACCP Conference.
- ◆ 4 complimentary Welcome Drinks and Murder Mystery Night Tickets.
- ◆ 4 complimentary Gala Dinner and Awards Ceremony Tickets.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ 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

Sold to Metcash Trading

Conference Satchel

Sponsorship of the satchels offers excellent exposure, as the sponsor will be a constant presence for the duration of the event and beyond. Your logo will feature on one side of the satchel, which will contain the official Conference material, and which will be distributed to all delegates, speakers and VIP's. This highly visual opportunity will provide direct and constant exposure throughout and long after the Conference.

Package includes the following:

two conference registrations value \$1980	two tickets social night & gala dinner value \$462	one satchel insert value \$770	advertisement in conference proceedings value \$770	logo on conference satchels
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- ◆ Your company logo is printed on all of the conference satchels.
- ◆ 2 complimentary registrations to attend the 2 day HACCP Conference.
- ◆ 2 complimentary Welcome Drinks and Murder Mystery Night Tickets.
- ◆ 2 complimentary Gala Dinner and Awards Ceremony Tickets.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ 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

Sold to What's New in Food
Technology Magazine

Gala Dinner and HACCP Awards Ceremony

The Gala Dinner and HACCP Awards Ceremony is one of the highlights of the conference. The HACCP Awards recognise the achievements in Food Safety in Australia. This evening is a great opportunity for delegates to network in a relaxed, fun environment.

Package includes the following:

two conference registrations value \$1980	vip table for 10 guests at dinner value \$1320	one satchel insert value \$770	advertisement in conference proceedings value \$770	naming rights for gala dinner	opportunity for short speech
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- ◆ 2 complimentary HACCP Conference Registrations.
- ◆ Complimentary VIP table for ten guests at the HACCP Awards Dinner.
- ◆ Exclusive naming rights to the HACCP Awards Dinner.
- ◆ Display your own banner at the awards dinner
- ◆ Company name/logo on the programme/menu
- ◆ Company Name/Logo on event tickets
- ◆ Option to provide company branded novelty item or lucky door prize for dinner guests
- ◆ Opportunity for senior company representative to address the guests (5 minutes).
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.
- ◆ Entertainment for the evening

Total Investment \$6,600 inc GST

Sold to JAS ANZ

Name Tag Sponsor

An opportunity to be recognised at every introduction. Your company logo will be featured on all delegates name badges, providing direct and constant exposure throughout the Conference.

Package includes the following:

two conference registrations value \$1980	two tickets social night & gala dinner value \$462	one satchel insert value \$770	advertisement in conference proceedings value \$770	logo on conference name tags
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- ◆ Your company logo is printed on all of the conference name tags.
- ◆ 2 complimentary registration to attend the 2 day HACCP Conference.
- ◆ 2 complimentary Welcome Drinks and Murder Mystery Night Ticket.
- ◆ 2 complimentary Gala Dinner and Awards Ceremony Ticket.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ 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

Welcome Drinks and Murder Mystery Night

The Welcome Drinks and Murder Mystery Night will be held on Wednesday 14 September. It is a fantastic opportunity for delegates, speakers and VIPs to network in a relaxed social environment before the Conference.

Package includes the following:

two conference registrations value \$1980	vip table for 10 guests at social night value \$1320	one satchel insert value \$770	advertisement in conference proceedings value \$770	naming rights for night	opportunity for short speech
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- ◆ Exclusive naming rights to the HACCP Conference Murder Mystery Night.
- ◆ Display your own banner on the night
- ◆ Option to provide company branded novelty item or lucky door prize for dinner guests
- ◆ Complimentary VIP table for ten guests at the Murder Mystery Night.
- ◆ 2 complimentary HACCP Conference registrations.
- ◆ Company Name/Logo on event tickets
- ◆ Opportunity for senior company representative to address the guests (5 minutes).
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$5,500 inc GST

Internet Cafe

An Internet Cafe will be provided for the exclusive use of Conference delegates in the trade display area. It will be provided free of charge to delegates. It will be the place delegates come to network, check emails and do business. Sponsorship will cover the trade booth, internet access and equipment.

Package includes the following:

one conference registrations value \$990	one ticket social night & gala dinner value \$231	one satchel insert value \$770	advertisement in conference proceedings value \$770	logo coverage in internet cafe booth
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- ◆ Internet cafe computer home pages set to sponsors company web site
- ◆ Sponsor logo on desktop of computer screens.
- ◆ Opportunity to display signage in the internet cafe booth.
- ◆ 1 complimentary registrations to attend the 2 day HACCP Conference.
- ◆ 1 complimentary Welcome Drinks and Murder Mystery Night Ticket.
- ◆ 1 complimentary Gala Dinner and Awards Ceremony Ticket.
- ◆ Logo coverage in Conference Registration brochure and Conference Proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage on sponsorship board displayed at Conference venue.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ Coverage in all official conference advertisements and pre/post conference press releases.
- ◆ A flyer or promotional product inserted in the Conference Satchel.

Total Investment \$3,300 inc GST

Sold to Elevating
Food Safety

Day One or Day Two Sponsor

As a day sponsor you choose to sponsor either day one or day two of the HACCP conference. You will have the opportunity to address delegates and align your business with the conference program of the day.

Package includes the following:

one conference registrations value \$990	one ticket social night & gala dinner value \$231	one satchel insert value \$770	advertisement in conference proceedings value \$770	recognition as conference day sponsor
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- ◆ 1 complimentary registrations to attend the 2 day HACCP Conference.
- ◆ 1 complimentary Welcome Drinks and Murder Mystery Night Ticket.
- ◆ 1 complimentary Gala Dinner and Awards Ceremony Ticket.
- ◆ Your company name or logo will be displayed in the conference room for the day.
- ◆ Logo coverage in conference registration brochure and conference proceedings.
- ◆ Half page black and white advertisement in Conference Proceedings.
- ◆ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ◆ 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.
- ◆ Opportunity to address delegates via a short speech on your sponsored day.

Please select either day one or day two

Total Investment \$3,300 inc GST

Sold to Coles

Other Opportunities

Satchel Inserts

Package includes the following:

- ◆ One flyer or promotional product inserted in the Conference Satchel.
For example sample product; promotional item, audio visual material (CD or DVD), printed information on your products/services (max size of A4, 3cm thick).

Total Investment \$770 inc GST

Advertisement in Conference Proceedings

We are offering businesses the opportunity to advertise in the conference proceedings. The conference proceedings is the official document distributed to all conference delegates and is generally kept as a reference document for many years to come.

Option One - Half page black and white advertisement in Conference Proceedings.

Option Two - Full page black and white advertisement in Conference Proceedings.

Option One \$770 inc GST or Option Two \$1430 inc GST

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.

HACCP Award Sponsors

The HACCP Awards recognise the achievements of those in the food industry who work to ensure the safety of our food supply. By sponsoring the awards you are demonstrating your commitment to continuing excellence in Food Safety in Australia. This sponsorship covers the trophies, travel and conference attendance of the award winners.

Category 1 Sponsor: One Award - Sold to Metcash Trading

Outstanding individual nominated by an agri-food industry company.

Category 2 Sponsor: One Award Sold to Silliker Australia

Outstanding individual working in a non-industry institution.

Category 3 Sponsor: One Award Sold to RABQSA

Outstanding individual working as a registered food safety auditor.

Category 4a Sponsor: Three Awards Sold to Tassal Operations

Outstanding company - Low Risk Category

Category 4b Sponsor: Three Awards

Outstanding company - High Risk Category

Packages include the following per category:

- ♦ The opportunity to present the category award with a short speech at the HACCP Awards Ceremony.
- ♦ 1 complimentary Gala Dinner and Awards Ceremony Ticket.
- ♦ Company logo on Award Nominations Kit cover, winner's trophy and certificate.
- ♦ Logo coverage and short company description on the official on conference web site (HACCPtown), together with a link to the company's own web site.
- ♦ 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

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 Web site

Logo coverage on the Conference Web site (HACCPtown - the official online presence of the Conference Series) is positioned within the Conference section of the web site. It will also feature a brief description about the company and a link to the company home page. Position and size is according to sponsorship package purchased.

Conference Satchel

The Conference Satchel is printed with the sponsors logo. The satchel contains material offering delegates product and service information associated with HACCP and food safety, via General Sponsorship. During and following the Conference, the logo featured gains wide exposure, with the satchel intentionally designed to be a quality, reusable item.

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.

Conference Proceedings Advertisement

Logo and dedicated text as an advertisement in the Conference Proceedings is positioned according to sponsorship package. The conference convenor reserves the right to refuse any advertisement that we deem unsuitable for the publication.

For further information

contact **Michelle Tolhurst**

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:

- | | | |
|--------------------------|--|---------|
| <input type="checkbox"/> | Platinum Conference Sponsor | \$9,900 |
| <input type="checkbox"/> | Conference Speakers | \$7,700 |
| <input type="checkbox"/> | Conference Satchel | \$6,600 |
| <input type="checkbox"/> | HACCP Awards Dinner | \$6,600 |
| <input type="checkbox"/> | Murder Mystery Night | \$5,500 |
| <input type="checkbox"/> | Internet Cafe | \$3,300 |
| <input type="checkbox"/> | Name Tags | \$6,600 |
| <input type="checkbox"/> | Day One Sponsor | \$3,300 |
| <input type="checkbox"/> | Day Two Sponsor | \$3,300 |
| <input type="checkbox"/> | Awards Sponsor | \$1,650 |
| | Category 1 Category 2 Category 3 Category 4a Category 4b (please circle) | |
| <input type="checkbox"/> | General Sponsorship - Satchel Inserts | \$770 |
| <input type="checkbox"/> | Conference Proceedings Advertisement - half page | \$770 |
| <input type="checkbox"/> | Conference Proceedings Advertisement - full page | \$1430 |

Payment details:

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

Visa Mastercard AMEX (3.5% 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 2011. 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:



Conference Convenor - Advancing Food Safety Pty Ltd
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