

Australian HACCP Conference Series

Eighteenth Australian HACCP Conference

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

18th
HACCP

Trade Exhibition Prospectus



12-16 September 2011

RACV Royal Pines Resort

Gold Coast, Queensland, Australia

AFS
ADVANCING FOOD SAFETY

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 an exhibitor.

When: 15-16 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 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.

Benefits

Sponsorship and Exhibition benefits to your organisation

Exhibiting at the 18th Australian HACCP Conference will provide your organisation with access to about 250 delegates from various sectors of the food industry. 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.

Make the link between your business and food safety obvious to a dedicated audience through brand exposure, networking and direct marketing. The conference is also an excellent way for your business to keep informed on opinions of industry and government.

Conference delegates discuss the pivotal issues and learn from the opinions and perspectives of industry leaders and their peers. It is this engaging, learning and networking experience that makes the conference so successful and the reason why many delegates return year after year.

All refreshment breaks will be taken amongst the exhibition stands.

Benefits of Exhibiting

- ◆ Unique opportunities to showcase your products, services and demonstrate new releases.
- ◆ 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.

Furniture and Equipment

Additional furniture and equipment can be hired from the exhibition contractor.

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.

Any Questions? Contact Michelle Tolhurst 02 9898 0344 or email conference@haccptown.com

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 2010, ensure you book early to avoid disappointment!

Booth space is limited to 25 booths only. Space will be allocated on a first in, first served basis.



Early Bird Offer - Save \$550 on your trade booth by booking and paying by the 30 April 2011.

Package includes the following:



- ◆ Trade Display 15th and 16th September 2011.
- ◆ 2m pod with walling and company sign with a 150 watt light on arm and 4 amp power point (furniture is an additional cost).
- ◆ One complimentary registration for 2 day HACCP Conferences. This includes morning/afternoon tea, lunch, entry to the conference sessions and satchel.
- ◆ Catering for a second staff member to man the booth only. This includes morning/afternoon tea and lunch for the 2 days, but excludes the conference sessions and satchel.
- ◆ Company name, contact details and 50 word profile printed in official conference proceedings.
- ◆ Company name / logo and listed on conference web site www.haccptown.com.

Total Investment \$3,850 inc GST

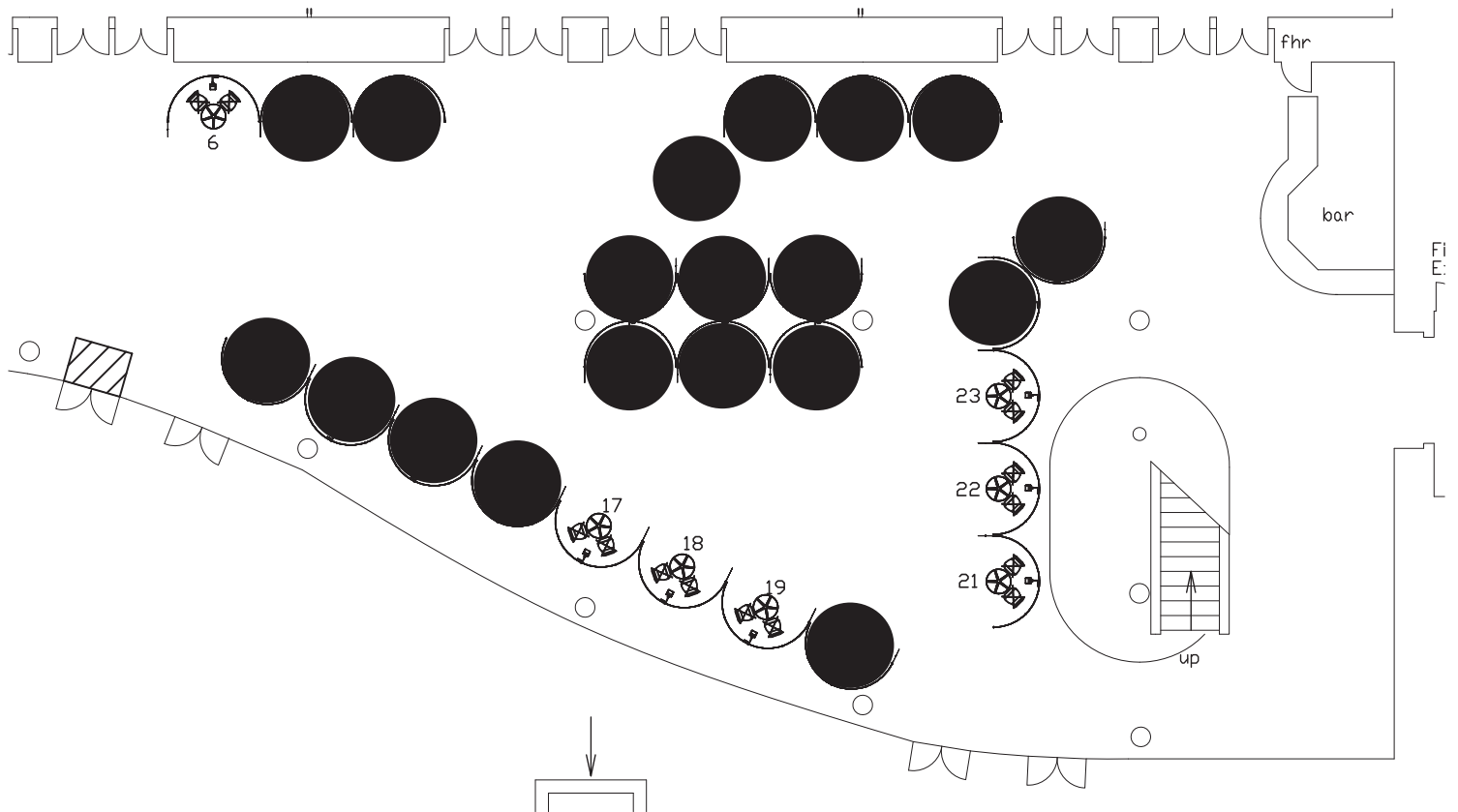
Additional Company Representatives on your Booth

All additional company representatives on your stand will be charged a catering 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.

Trade Exhibition

Choose your booth:

Conference Room



Below: Some of previous years' Exhibitors



Trade Exhibition Booking Form

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

I wish to exhibit at the 18th Australian HACCP Conference:

Regular Price \$3,850 inc GST

Booth number: _____ First Preference _____ Second Preference _____

Payment details: (50% deposit required with application, balance by 30 June 2011).

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

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 with application to secure the space. The balance for the Early Bird is required by 30 April 2011, otherwise the regular price will be invoiced. The balance for the Regular price is 30 June 2011. Bookings made after the 30 June 2011, full payment is required with application.

2. If for any reason the exhibitor cancels, the deposit of 50% will not be refunded. Cancellations after 30 June 2011, 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:



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