



2-5 SEP 2024
Melbourne Convention
& Exhibition Centre

Celebrating 40 Years

PARTNERSHIP OPPORTUNITIES

AT THE FOOD INDUSTRY'S
ANNUAL FLAGSHIP EVENT

ORGANISED BY

diversified
COMMUNICATIONS • AUSTRALIA



ALIGN YOUR BRAND GOALS

Sponsorship Package	Exclusivity	Brand Awareness	Lead Generation	Thought Leadership
Platinum Sponsor	✓	✓	✓	✓
Stage & Feature Sponsor	✓	✓		✓
App Sponsor	✓	✓		
Feature World Sponsor	✓	✓		
Exhibitor Wash Area	✓	✓	✓	
Be Seen First Package		✓	✓	
Onsite Digital Advertising		✓	✓	
Venue Signage		✓		
Various Digital Advertising Options	✓	✓	✓	✓

BRANDING OPPORTUNITIES

Ultimate brand exposure at the most important industry event in Australia.

These options and packages are specifically designed to differentiate your business from competitors through increased awareness and visibility pre, during and post show to an engaged visitor audience.

WHY BE A SPONSOR?



ENHANCE YOUR PRESENCE
IN THE INDUSTRY
AS IT DRIVES FORWARD



GAIN CREDIBILITY
THROUGH ASSOCIATION WITH THE
PREMIER EVENT FOR THE INDUSTRY



BUILD BRAND AWARENESS
IN THE HIGHLY ANTICIPATED
INDUSTRY EVENT!



DISCOVER NEW BUSINESS
AND REGENERATE
OLD RELATIONSHIPS



SHOW YOUR SUPPORT
FOR THE CHALLENGES
THE INDUSTRY HAS FACED



GAIN EXPOSURE
AS PART OF A TARGETED
MARKETING CAMPAIGN



INFORM ATTENDEES
ABOUT YOUR LATEST
PRODUCTS AND SERVICES



STAND OUT
AND BE SEEN IN A
COMPETITIVE MARKET



PLATINUM SPONSOR

The Fine Food Australia Platinum Sponsor is recognised as the exclusive show partner, offering intimate brand association and providing maximum corporate branding throughout the pre-show marketing campaign and onsite.

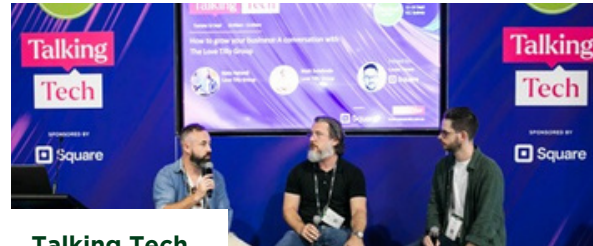


STAGE & FEATURE SPONSORSHIPS

Each stage and feature area at Fine Food Australia will host specific content relevant to different areas of expertise and interest, engaging with attendees in different ways.

Define the audience you're hoping to reach, what you're trying to achieve and contact our team to discuss which feature might suit your needs. Sponsorships will be tailored to your brand to ensure you get the most out of your involvement.

STAGES & FEATURES AT FINE FOOD INCLUDE:



Talking Tech

Returning in 2024, Talking Tech will delve deep into the influence, opportunities and advancements in technology for our industry. Key insights from leading experts will help make life easier for foodservice businesses and their staff.



Innovation in Patisserie

All things baking inspiration is covered at Innovation in Patisserie, presenting expert advice and new techniques from leading pastry chefs through a series of masterclasses.



Talking Trends

Supported by Food Industry Foresight, Talking Trends will feature a highly relevant series of panel discussions and keynote presentations on the national trends shaping the food industry. Talking Trends is a must attend for anyone looking to understand the key trends shaping the industry and for advice on reinvigorating their business for the future.



The Source Kitchen

In partnership with our friends at Straight to the Source, The Source Kitchen will delve into Australian produce, ideas and provenance through interviews, culinary demonstrations, ingredient spotlights and industry workshops with farmers, artisans, and innovators.

ALL OPPORTUNITIES

POA

*Subject to final package details.

Find example details of Stage Sponsorship on the next page.

STAGE & FEATURE SPONSORSHIPS

CONT...



SPONSORED BY



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Sponsorship inclusions across all stages and feature areas

(examples but not limited to):

- Recognition as the exclusive sponsor to the relevant stage or feature area with full logo integration in pre-event marketing collateral where the stage or feature area is mentioned (Company name mentioned where logo placement is not possible)
- Sponsor logo & company information to appear on Fine Food website Sponsor & Partner Page
- Sponsor logo to appear on dedicated Stage agenda page of Fine Food website
- Sponsor logo/name to appear where relevant across various pre-event advertising where stage or feature area is mentioned, such as:
 - Naming Rights in all relevant PR pitches
 - Relevant Digital Marketing Collateral
 - Social Media activity
 - Promotion Via Media Partners
 - Logo included in sponsor section of all pre-event eDMs
- Sponsored article spot: Editorial article supplied by sponsor to be hosted on the Fine Food website and distributed through Fine Food digital channels
- Sponsor logo to appear across prominent signage across event & feature area
- Sponsor logo to appear on holding slides displayed on stage
- Sponsor logo to appear in the official Fine Food Event App
- Sponsor verbally recognised during opening session, where applicable
- Opportunity to have company representatives involved in a panel/presentation within the education or demonstration program
- Opportunity to distribute branded materials to stage / feature area attendees (provided by sponsor)
- Company logo included in event Post Show Report

TAILOR A PACKAGE

Can't quite find what you are looking for? Or would like to combine activity to give your brand maximum exposure?

Our team will happily walk you through the options that best fit your business objectives.

MORE BRANDING OPPORTUNITIES

APP SPONSOR

Help attendees explore, connect, and plan their time at Fine Food, with exclusive sponsorship of the Official App. The App provides the vital information attendees need pre-event, onsite and ost-event – including daily schedules, exhibitor list and education timetables.

Sample Inclusions:

- Sponsor logo & information to appear across Fine Food website
- Sponsor logo to appear across prominent signage at event
- Sponsor logo/name to appear where relevant across various pre-event advertising where the app is mentioned, like:
 - Email Communications logo wall
 - Branding/Feature in eDM to fineFood audience pre-event
 - Relevant Digital Marketing Collateral
 - Social Media activity
- Opportunity to contribute editorial content to be hosted on the Fine Food website
- Prominent in App branding - splash screen & banners
- Dedicated 'sponsor' in App posts during event
- Recognition of Sponsorship in Post Show Report

\$15,000
+GST



Event App image an example only. Official Fine Food App will be cobranded with Fine Food and Sponsor

MORE BRANDING OPPORTUNITIES

FEATURE WORLD

Feature World sponsorship provides you exclusive branding on suspended overhead signage above a specific feature area on the show floor. It's a unique opportunity for high visibility, with your brand visible to every attendee at Fine Food.



Choose From:

- Bakery
- Coffee, Tea, Drinks
- Dairy
- Food
- Packaging
- Hospitality & Retail Tech
- Front of House
- Catering Equipment
- Meat & Seafood
- Flavours of the World

\$4,000
per world
+GST

**Feature World names are subject to change*

EXHIBITOR WASH AREA

Want to associate your brand with back of house cleaning supplies? There are several visible and well used wash areas across the show floor that will see frequent use by exhibitors.



Sample Inclusions:

- Sponsor logo & information to appear across Fine Food website
- Sponsor logo included on the official Fine Food floorplan
- Sponsor logo/branding featured on 4-6x Exhibitor wash areas across the show floor
- Sponsor to supply cleaning product for use in the Wash Area spaces

\$6,000
+GST

TAILOR A PACKAGE

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MORE BRANDING OPPORTUNITIES

BE SEEN FIRST PACKAGE

This enhanced marketing opportunity will see your brand stand out from your competitors, with increased exposure for your brand.

What's Included?

- Branding at front entrance: The event floorplan, including your logo, will be enlarged and utilised at each entry
- Printed Map Guide: The event floor plan will be included in physical map guides with your stand highlighted with your company logo, distributed to all attendees at all entrances
- Mapguide: Your logo and stand location will be displayed prominently on the floorplan in the printed mapguide.
- Event App: Your logo and stand location will be displayed prominently on the in App event floorplan
- Onsite Digital Advertising: Logo featured on 'Featured Exhibitors' 30 second video rotating on 4 screens across the show floor. Be seen minimum 70+ time per day of the event.



\$3,500 ea
+GST

Max 14 Available

ONSITE DIGITAL SIGNAGE ADVERTISING

Located in prime locations around the exhibition floor, free standing digital screens capture the attention of key decision makers while they're in the purchasing frame of mind. Direct traffic towards your stand or advertise your product, brand, solution or specific message!

What's Included?

- Receive a rotating 30 second video advert slot on 4 screens across the show floor
- Content to be supplied by you (subject to approval)
- Potential to be seen a minimum of 70+ times per day during 4 day event



\$2,000 ea
+GST

Max 10 Available

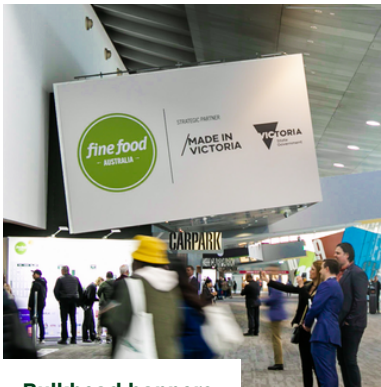
MORE BRANDING OPPORTUNITIES

VENUE SIGNAGE & PRODUCT PLACEMENT/DISPLAY

During the event, there are various opportunities to advertise at MCEC, Melbourne including large bulkhead banners, hanging overhead banners, or window decals that run the length of the concourse at MCEC. Position your brand at the heart of the event and capture the attention of all attendees as they leave and arrive each day.

Limited opportunities also exist for product or vehicle displays at the MCEC for the duration of the show, to heighten your brand presence away from your exhibitor stand.

Speak to our team about what options are available to get you the ultimate exposure.



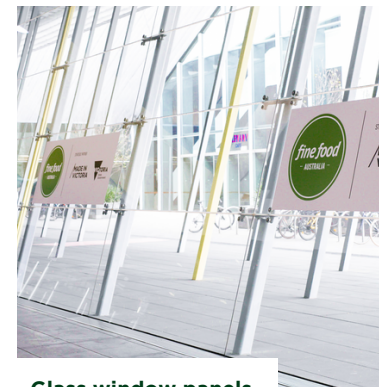
Bulkhead banners



Bulkhead blade banners



Overhead banners



Glass window panels



Product/vehicle display

YEAR ROUND DIGITAL OPPORTUNITIES

CONNECT WITH THE INDUSTRY YEAR ROUND

Expand your online presence and drive traffic straight to you 365 days a year. Engage and connect your brand with professionals from across the industry with an array of digital options with Fine Food Australia.

Active Social Campaigns Via:



WEBSITE OPPORTUNITIES

Banner Advertising

The Fine Food Australia website receives over 835,000 website views per year, offering year-round engagement and exposure for brands.

Take advantage of this premium exposure to your target market, spark interest and generate new quality leads.

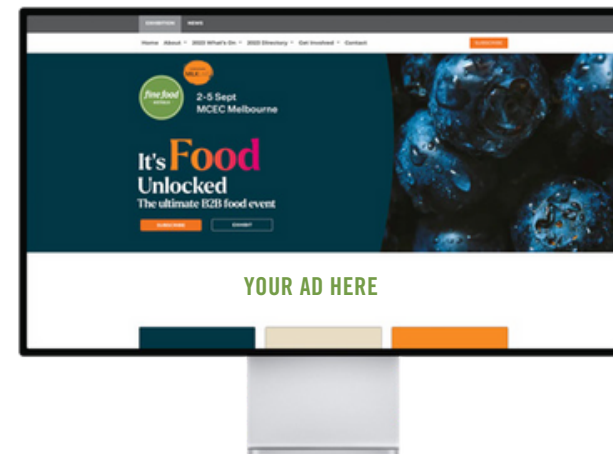
YEAR-ROUND OPPORTUNITIES!

Premium Website Leaderboard Banner

This leaderboard offers brand exposure on a top visited page of the Fine Food Australia website: homepage, exhibitor directory or product directory.

Your banner will appear as 1 of up to 3 banners prominently displayed on one top visited page of the Fine Food Australia website for a 3 month period.

\$1,800 + GST per 3 months maximum 9 available



Standard Website Leaderboard Banner

Feature your brand in a leaderboard advertising spot over several inner pages across the News & What's on section of the website.

Your banner will appear as 1 of up to 3 prominently displayed across several inner pages for a 3 month period. website.

\$1,500 + GST per 3 months maximum 6 available



EDM OPPORTUNITIES

With over 110,000 contacts, Fine Food Australia is a proven quality source of news and updates to food professionals.

eDMs are a great advertising option to expand brand reach beyond your current audience.

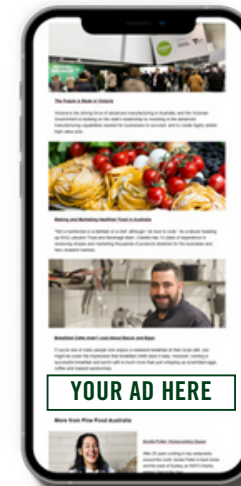
Maximise your impact with digital advertising through email campaigns to our extensive database of engaged food industry professionals

eDM Leaderboard Banner

Feature your leaderboard banner advertisement in one of our regular email campaigns, linking to your directory profile or preferred URL.

Maximum 2 advertisers per issue.

\$1,200 + GST per advertisement



Product Highlight Inclusion

Feature your product in one Fine Food Australia email campaigns, with your chosen imagery accompanied by a 30-word description and link.

\$650 +GST per product.

Solus eDM

Send your message without interruption to our Fine Food database via a dedicated eDM blast. Include your branding top and tailed in a Fine Food header and footer.

BESPOKE AUDIENCE: This opportunity includes the option to create a bespoke audience to send the eDM to through segmenting based on your brand's needs.

Maximum of 4 available per year (not available between Jun-Sep 2024)

\$5,000 +GST per product.



EDITORIAL OPPORTUNITIES

Fine Food Australia's year-round platform is a hub for industry news, stories and features, with a loyal and engaged readership.

Reach this audience through bespoke content and sponsorships, giving you the opportunity to share your brand, products, and unique story with engaged readers across the food industry.

YEAR-ROUND OPPORTUNITIES!

Bespoke Company Spotlight Article

Share your story or idea with us and our Marketing Team will work with you to create an article to put the spotlight on your brand. This article will be hosted on the Fine Food Australia News site, featured in a scheduled eDM, and featured in a social post.

Maximum of 1 available per month.

\$3,500 + GST per spotlight



Sponsored Article Spot

Curate an editorial article highlighting your business or product to be distributed through a number of our digital channels.

Your article will be hosted on the Fine Food Australia News site, featured in a scheduled eDM, and featured in a social post.

Article to be supplied by sponsor subject to Fine Food Australia's editorial checks.

\$2,500 + GST per spotlight



Maximise your investment with this upgrade:

Trending Article Spot

Be the first thing viewers see when they head to the News section on our website. Have your article pinned to the top of the News home page for maximum exposure.

Maximum of 4 articles per month. Limited to those who book Bespoke Company Spotlight or Sponsored Article Spot.

\$650 + GST per month

All content to be provided by client

DIGITAL PACKAGES

Not sure where to start?

We have put together a range of digital packages that will give you the best exposure based on your branding needs, no matter the budget.

Content Leader

Got something to share? Share your brand story, product journey or editorial on our official news site and reap the benefits. Our website receives over 835,000 views per year, which includes direct traffic to our dedicated news site. Your article will be housed on the Fine Food News Site, featured in an edition of our newsletter, shared as a post on social media and supported with a leaderboard banner displayed on the News Site.

- Sponsored Article on Fine Food Australia News Site (content written by client, to be approved by Fine Food Team)
- Article featured in an edition of the Fine Food Newsletter
- Article shared across Fine Food social media channels
- Article featured as a Trending Article Spot
- News & Directory Website Leaderboard Banner for 3 months

\$4,700 + GST

4 packages available per year

Digital Shaker

Increase your digital footprint by displaying your digital leaderboard banner on the Fine Food Australia website for 3 months, PLUS have a Product Highlight featured in an edition of our e-newsletter.

- 1x Website Exhibition Leaderboard Banner - Displayed for 3 months
- 1 x Newsletter Product Highlight Inclusion

\$2,200 + GST

Subject to availability

Let's Get Social

Promote your brand story or product in a short post across our three social media channels. Engage with our audience of over 29,600 followers.

- 1x social media post across LinkedIn, Facebook and Instagram (client to provide copy and image, to be approved by Fine Food team)

\$650 + GST PER POST

\$850 + GST PER POST DURING CAMPAIGN PERIOD

(June – September)

(Limit to x3 social media posts per month.)



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Celebrating **40** Years

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CONTACT US

AUSTRALIA'S LEADING DESTINATION FOR THE FOOD INDUSTRY

Talk to our team today
and get ready to transform
your business in 2024 with
Fine Food Australia.

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