



8-11 SEPT 2025  
ICC SYDNEY

# Sponsorship Prospectus

Organised By

**diversified**



# The Ultimate B2B Food Event

Fine Food Australia has been the nation's leading tradeshow for the foodservice & hospitality industry for more than 40 years. Featuring 12 diverse product segments across food, retail technology, catering equipment, bakery, and more, this show offers unparalleled access to 24,000+ industry professionals.

Our range of sponsorship opportunities are designed to make your brand stand out from the crowd through additional exposure to an audience of qualified industry buyers. Fine Food Australia is the industry's annual one-stop-shop to discover, innovate and connect.



## Fine Food Australia can help your brand with:



Brand  
Awareness



Thought  
Leadership



Lead  
Generation

# Our Audience

As the largest food trade event in Australia, your brand will be showcased to **24,000+** key decision makers looking to source new products, discover innovations and discuss the everchanging needs of our industry.

From Chefs and Owners, to Directors and Purchasing Managers, Fine Food Australia is the platform connecting the foodservice and hospitality industry face-to-face.



**24,787**  
Total Visitor Attendance in 2024



**1,606**  
International Visitors in 2024

**96%** OF VISITORS are satisfied with their experience at Fine Food Australia

**95%** OF VISITORS consider attending as important for their business

SOURCING **NEW PRODUCTS AND INNOVATIONS** AND **STAYING UP TO DATE WITH MARKET TRENDS** WERE THE MAIN REASONS FOR ATTENDING

## Top Job Functions



**22%**  
Owner / C-Suite / Director



**18%**  
Chefs



**16%**  
Manager



**18%**  
Operations, Sales, Marketing



**7%**  
Purchasing & Buying

# Our Audience

## Distribution / Wholesale / Import / Export 18%

- Food Importer / Exporter
- Foodservice / Retail Distributor
- Liquor Distributor
- Liquor Importer / Exporter
- Wholesaler

## Bakery / Patisserie 7%

## Retail 6%

- Butcher / Deli / Gourmet Store
- Convenience Store
- Independent Food Store / Specialist Food Store

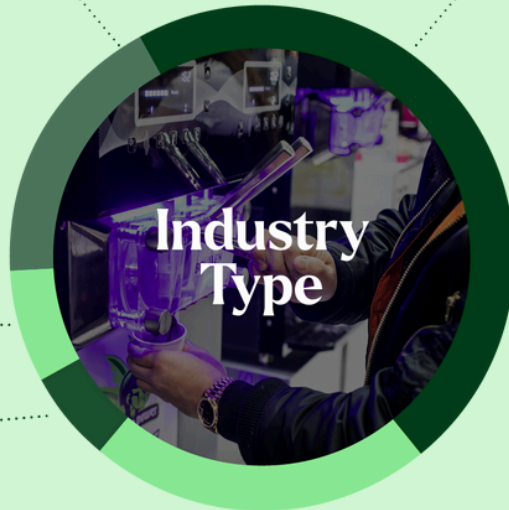
- Retail
- Supermarket / Convenience Store / Department Store

## General Food 22%

- Association / Government / Media / Agency
- Consultant
- Food Broker
- Food Safety & Handling
- Industry Association
- Manufacturing
- Marketing / Media

## Foodservice & Hospitality 47%

- Academic / Training Institute
- Aged Care
- Bar
- Café / Coffee Shop / Tea Room
- Catering
- Childcare
- Club
- Education & Training
- Educational Facility
- Fast Food / Quick Service
- Health Care
- Hotels & Accommodation
- Independent Takeaway
- Pizzeria
- Pub
- Restaurant
- Sandwich Shop
- Venue



## Top Visiting Companies in 2024

- ALH Group
- Australian Venue Co.
- Bidfood
- Cater Care
- Coles
- Compass Group
- Costco Wholesale
- Crown Resorts
- Delaware North
- dnata
- Emirates Leisure Retail
- Endeavour Group
- Lucas Group
- Merivale
- O'Brien Group
- Qantas Airways Limited
- Sodexo
- Star Group
- Venues Live
- Woolworths

# Brand Awareness

Explore the countless opportunities to increase brand awareness at Fine Food Australia. Investing in brand exposure at Australia's largest B2B food trade event will put your company at the forefront of the foodservice & hospitality industry. Be seen by qualified industry buyers including chefs, restaurant owners, distributors, and many more. Exclusive Packages include pre-event exposure to qualified industry buyers to enhance brand awareness pre-event.

OPPORTUNITY	AVAILABILITY	PRICE +GST
Platinum Sponsor	Exclusive	\$120,000
Gold Sponsor	2	\$55,000
Entrance Feature Sponsor	2	\$12,500
Networking Event Sponsor	Exclusive	\$25,000
Networking Breakfast	4	\$15,000
Talking Tech Stage Sponsor	Exclusive	\$16,000
Talking Trends Stage Sponsor	Exclusive	\$16,000
The Source Kitchen Stage Sponsor	Exclusive	\$16,000
Innovation in Patisserie Stage Sponsor	Exclusive	\$16,000
App Sponsor	SOLD	\$15,000
Exhibitor Wash Area Sponsor	Exclusive	\$6,500
Feature World Sponsor	10	\$4,500 - \$6,500
Be Seen First Sponsor	14	\$3,800 - \$4,800
Digital Signage	10	\$2,250
Venue Signage & Product Placement	POA	POA

# Thought Leadership

Be recognised as a thought leader by aligning your brand with the insightful education programs at Fine Food Australia. Place your brand front and centre stage to a crowd of qualified industry buyers, who attend educational sessions to discover the latest trends, innovations and market developments. Exclusive Packages include pre-event exposure to qualified industry buyers to enhance brand awareness pre-event.

OPPORTUNITY	AVAILABILITY	PRICE +GST
Platinum Sponsor	Exclusive	\$120,000
Gold Sponsor	2	\$55,000
Talking Tech Stage Sponsor	Exclusive	\$16,000
Talking Trends Stage Sponsor	Exclusive	\$16,000
The Source Kitchen Stage Sponsor	Exclusive	\$16,000
Innovation in Patisserie Stage Sponsor	Exclusive	\$16,000
Sponsored Speaking Opportunity	10	\$1,600



# Lead Generation

Maximise your Fine Food Australia experience by taking a sponsorship opportunity that can help you generate high value leads to fill your pipeline. Your brand will be seen by thousands of qualified industry buyers in Australia and beyond. Packages include pre-event exposure to qualified industry buyers to enhance brand awareness pre-event.

OPPORTUNITY	AVAILABILITY	PRICE +GST
Platinum Sponsor	Exclusive	\$120,000
Gold Sponsor	4	\$55,000
Talking Tech Stage Sponsor	Exclusive	\$16,000
Talking Trends Stage Sponsor	Exclusive	\$16,000
The Source Kitchen Stage Sponsor	Exclusive	\$16,000
Innovation in Patisserie Stage Sponsor	Exclusive	\$16,000
Sponsored Speaking Opportunity	10	\$1,600
Networking Breakfast	4	\$15,000



# Digital Opportunities

Expand your online presence and drive traffic straight to you 365 days a year. Engage and connect your brand with qualified buyers from across the industry with an array of digital opportunities that drive traffic and results.

## Online Audience 2024

As at September 2024

FACEBOOK

**16,900**

FOLLOWERS  
+5% SINCE 30 SEPT  
2023

INSTAGRAM

**10,900**

FOLLOWERS  
+32% SINCE 30 SEPT 2023

LINKEDIN

**5,600**

FOLLOWERS  
+ 46% SINCE 30 SEPT 2024

**33,400**

Combined Social  
Media Audience

COMBINED SOCIAL  
MEDIA REACH

**465K**

TOTAL REACH  
FROM LAST 12 MONTHS

TOTAL WEBSITE  
VIEWS

**881K**

TOTAL  
FROM THE PAST 12 MONTHS

EXHIBITOR  
DIRECTORY

**261.1K**

ONLINE VIEWS  
+5% VS 2023

**140k+**

Total  
Database Size





# Website



## Premium Website Leaderboard Banner

**\$2,500** +GST  
x 2 months

6 available per period,  
displayed alongside other  
advertisements

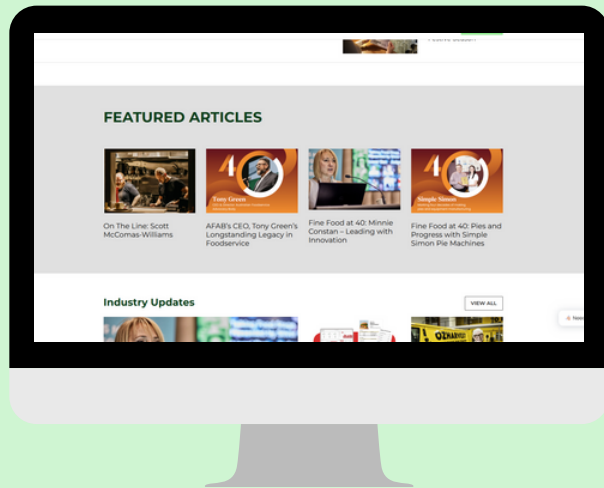


## Standard Website Leaderboard Banner

**\$1,900** +GST  
x 2 months

6 available per period,  
displayed alongside other  
advertisements

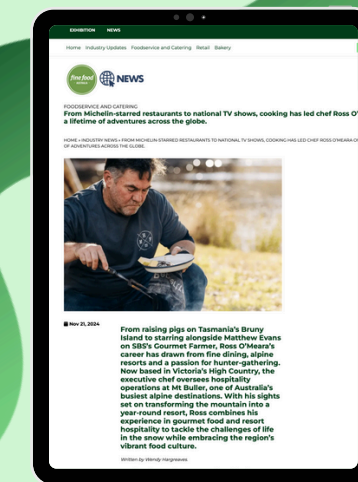
# Editorial



## Trending Article Spot

**\$650** +GST  
per month

4 available per month



## Sponsored Article

**\$2,500** +GST

Dedicated article hosted on  
website, shared via social  
media post

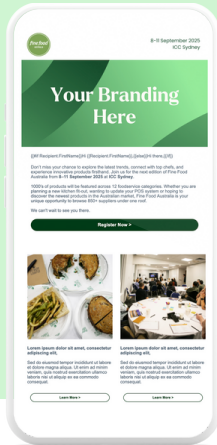
# Email

# Advertising Packages



## Email Leaderboard Banner

**\$1,200** +GST  
per advertisement



## Dedicated Email Blast

**\$5,000** +GST  
4 available



## Email Product Highlight Inclusion

**\$800** +GST  
per inclusion 12 available

## Content Leader

- Sponsored Article on Fine Food Australia News Site (content written by client, to be approved by Fine Food Team)
- Article featured in the Fine Food Newsletter
- Article shared in 1 x Social Media Post
- Article featured as a Trending Article Spot x 1 month
- News & Directory Website Leaderboard Banner for 2 months

**\$4,700** +GST  
4 available

**SAVE \$2,000**

## Digital Shaker

- 1 x Website Premium Leaderboard Banner
- Displayed for 2 months
- 1 x Newsletter Product Highlight Inclusion

**\$2,300** +GST  
Subject to availability

**SAVE \$1,000**

## Let's Get Social

- 1 x sponsored social media post published on Facebook, Instagram & LinkedIn

**\$650** +GST

**\$850** +GST  
during Campaign Period  
(May – September)  
\*3 per month

***fine food***

-- AUSTRALIA --

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## Contact Us

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Organised By

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### **TAILOR A PACKAGE**

Can't quite find what you are looking for? Or would you like to combine activity to give your brand maximum exposure? Our team are here to find the right option to suit your business objectives.

