



2019 PARTNERSHIP PACKAGES



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food science & technology

Technology • Science • Innovation

PARTNERSHIP OVERVIEW

AIFST is the only independent voice and network for Australia's food industry professionals. Its role is to support and underpin Australia's food industry professional's contribution to the national and global food industry.

AIFST provides partnership opportunities for companies who wish to link their brand to the food industry's leaders and innovators. A range of packages are available in 2019 and AIFST is available to discuss ways in which we can assist your brand in reaching your target audience.

Talk to AIFST today about partnering in 2019 by contacting:

Clive Russell, AIFST Partnership Manager

M: 0407 666 188 | E: clive.russell@aifst.com.au

A photograph of the Sydney International Convention Centre, a modern building with a large glass facade and a white, angular roof, situated on a waterfront. A diagonal dark blue and yellow line runs across the image from the bottom left towards the top right.

2019 AIFST CONVENTION

AIFST will celebrate this year's convention
at the Sydney International Convention Centre
from Monday, 1 July 2019 – Tuesday, 2 July 2019.

PARTNERSHIP CATEGORIES

AIFST offers different partnership categories to ensure your
brand reaches the right target audience at the right price. In 2019,
partnerships are available across the following areas:

- **PREMIUM PARTNERSHIPS**
- **SOCIAL & NETWORKING FUNCTIONS**
- **CATERING**
- **PROGRAM & CONTENT**
- **EXHIBITION BOOTH**
- **CONVENTION COLLATERAL**

2019 ADDITIONAL PARTNERSHIP BENEFITS

Along with individual package inclusions listed, all partnership packages automatically receive the following additional benefits:

- Exposure to AIFST's member database via direct Convention promotions
- Company logo printed in *food australia* magazine, which provides reach to over 9,000 food industry professionals
- Direct access to 500+ Convention delegates to communicate brand and message
- Company logo on display on the AIFST website Convention page with a hyperlink to your nominated web page
- Company logo included in our list of convention partners in all industry e-newsletter promotions
- Customised Post-Convention Partnership Report detailing measurable ways in which you benefited from partnership with AIFST, including brand reach
- Offered first rights to the following year Convention Partnership Packages, ensuring your company continues to receive the ongoing benefits of partnering with AIFST
- All 2019 Convention Partners receive a 10% discount* on any advertising in *food australia* or AIFST communication platforms (website, e-newsletters & social media) until 30 June 2019 (*unless otherwise specified in package)



PREMIUM PARTNERSHIP PACKAGES



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GOLD PARTNER

SOLD - ~~1 OPPORTUNITY~~

\$20,000 + GST ea.



Package includes:

- 1 x Exhibition Booth (3m x 3m) located in the Convention precinct
- Provision of 20-minute presentation at the Convention on an agreed topic in line with the Convention theme (*program timing subject to allocation by AIFST based on program format*)
- 4 x complimentary full Convention registrations (*including all social functions*)
- 1 x company banner on display for the duration of the convention on plenary main stage
- Company logo prominently featured on AIFST Convention program and Convention promotional material
- Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 30% discount on advertising taken in any 2019 *food australia* magazine and for any AIFST digital advertising
- Also included is your choice of:
 - Half-page colour advertisement in the Convention program booklet which will be distributed to all delegates during the Convention; or
 - Half-page written Partners Welcome in the Convention program booklet which will be distributed to all delegates during the Convention

Previous Gold Partners have included: IFT, The University of Melbourne, NSW Food Authority, POD Research and Strategy, BioMérieux, Food Innovation Australia Limited

SILVER PARTNER

3 SOLD - 4 OPPORTUNITIES

\$10,000 + GST ea.

Package includes:

- 1 x Exhibition Booth (3m x 3m) located in the Convention precinct
 - 2 x complimentary full Convention registrations (*including all social functions*)
 - Company logo prominently featured on AIFST Convention program and Convention promotional material
 - Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
 - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
 - 20% discount on advertising taken in any 2019 *food australia* magazine and for any AIFST digital advertising
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Previous Silver Partners have included: DTS Food Assurance, SGS Australia, Sage, GS1, POD Research & Strategy

SOCIAL FUNCTIONS & NETWORKING PACKAGES



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WINE & CHEESE TASTING SENSATION

SOLD - ~~1 OPPORTUNITY~~ \$10,000 + GST ea.

Full supporter naming rights of the Convention's ever popular networking event. The Wine & Cheese Tasting Sensation will be held on Monday, 1 July 2019.

Package includes:

- Provision of 7-minute presentation at the Convention on an agreed topic in line with the Convention theme (*program timing subject to allocation by AIFST based on program format*)
- Provision of a promotional video during the Convention to recognise and promote company's partnership of the Wine & Cheese Tasting Sensation evening (*2 mins and supplied by company*)
- 1 x company banner on display during the Wine & Cheese Tasting Sensation evening
- 1 x complimentary full Convention registration (*including all social functions*)
- 1 x additional complimentary ticket to the Wine & Cheese Tasting Sensation
- Company logo featured on AIFST Convention program and Convention promotional material
- Company logo on Wine & Cheese Tasting Sensation promotions and collateral
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 20% discount on advertising taken in any 2019 *food australia* magazine and for any AIFST digital advertising



YOUNG PROFESSIONALS & MENTORING NETWORKING BREAKFAST

SOLD - ~~1 OPPORTUNITY~~ \$3,000 + GST ea.

Launched at the 2016 Convention, the Young Professionals & Mentoring Networking Breakfast provides a forum for our future industry leaders to network with their peers while hearing from industry leaders. The breakfast provides the opportunity for your company to link your brand to the future of the industry.

Package includes:

- Provide Host for Breakfast, *if desired*
- Option to provide an industry speaker to present during Breakfast (*subject to AIFST approval*)
- 1 x company banner on display for the duration of the breakfast
- 1 x complimentary Convention registration (*including social functions*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- Company logo featured in AIFST Convention program



CATERING PACKAGES



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LUNCH PARTNER

1 SOLD - 2 OPPORTUNITIES

\$3,000 + GST ea.

Naming rights of Monday or Tuesday Convention Lunch.

Package includes:

- Up to 3 x company banners on display during the lunch
 - Recognition on catering tables with appropriate signage (*where appropriate*)
 - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
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MORNING & AFTERNOON TEA PARTNER

SOLD - ~~3 OPPORTUNITIES~~

\$1,500 + GST ea.

Naming rights of Monday or Tuesday Morning Tea or Monday Afternoon Tea.

Package includes:

- 1 x company banner on display during the morning or afternoon tea
 - Recognition on catering table with appropriate signage (*where appropriate*)
 - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
-



PROGRAM AND CONTENT PACKAGES



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STUDENT PRODUCT DEVELOPMENT COMPETITION

\$2,000 - 5,000 + GST ea.



MAJOR PARTNER

SOLD - ~~1 OPPORTUNITY~~

\$5,000 + GST ea.

Package includes:

- Recognition as the Major Partner for the 2019 Student Product Development Competition (SPDC)
- Participation as a member of the 2019 SPDC Award Judging Panel (*if desired and only available before the initial submission date in May 2019*)
- 1 x complimentary full Convention registration (*including all social functions*)
- Supply of company product for use by student teams in products, *if desired and as appropriate*
- Company representative to present prize to finalists at AIFST Convention Awards session
- Company logo displayed on all SPDC promotional collateral
- Company logo featured on AIFST Convention program and Convention promotional material
- 1 x company banner on display for SPDC presentations

SUPPORTING PARTNER

SOLD - \$2,000 + GST ea.

Package includes:

- 1 x complimentary full Convention registration (*including all social functions*)
 - Company logo displayed on all SPDC promotional collateral
 - Company logo featured on AIFST Convention program and Convention promotional material
 - 1 x company banner on display for SPDC presentations
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SESSION/WORKSHOP PARTNER

\$2,500 + GST ea.



Opportunity to link your brand with a specific workshop or session aligned with your company's specialisation. All partners are provided session branding and a 2-minute introductory address to session delegates providing you with a direct promotional opportunity to delegates.



Companies interested in partnering with a session or workshops are encouraged to contact AIFST to discuss session themes and alignment prior to finalisation of partnership.*

Package includes:

- Nomination of Chair and provision of welcome address at session/workshop commencement
- 1 x complimentary full Convention registration (*including all social functions*)
- 1 x company banner on display in room during the session or workshop
- Company logo included on session or workshop PowerPoint material
- Session partner acknowledgement in all associated promotional material for that session
- Company logo featured on AIFST Convention program and Convention promotional material

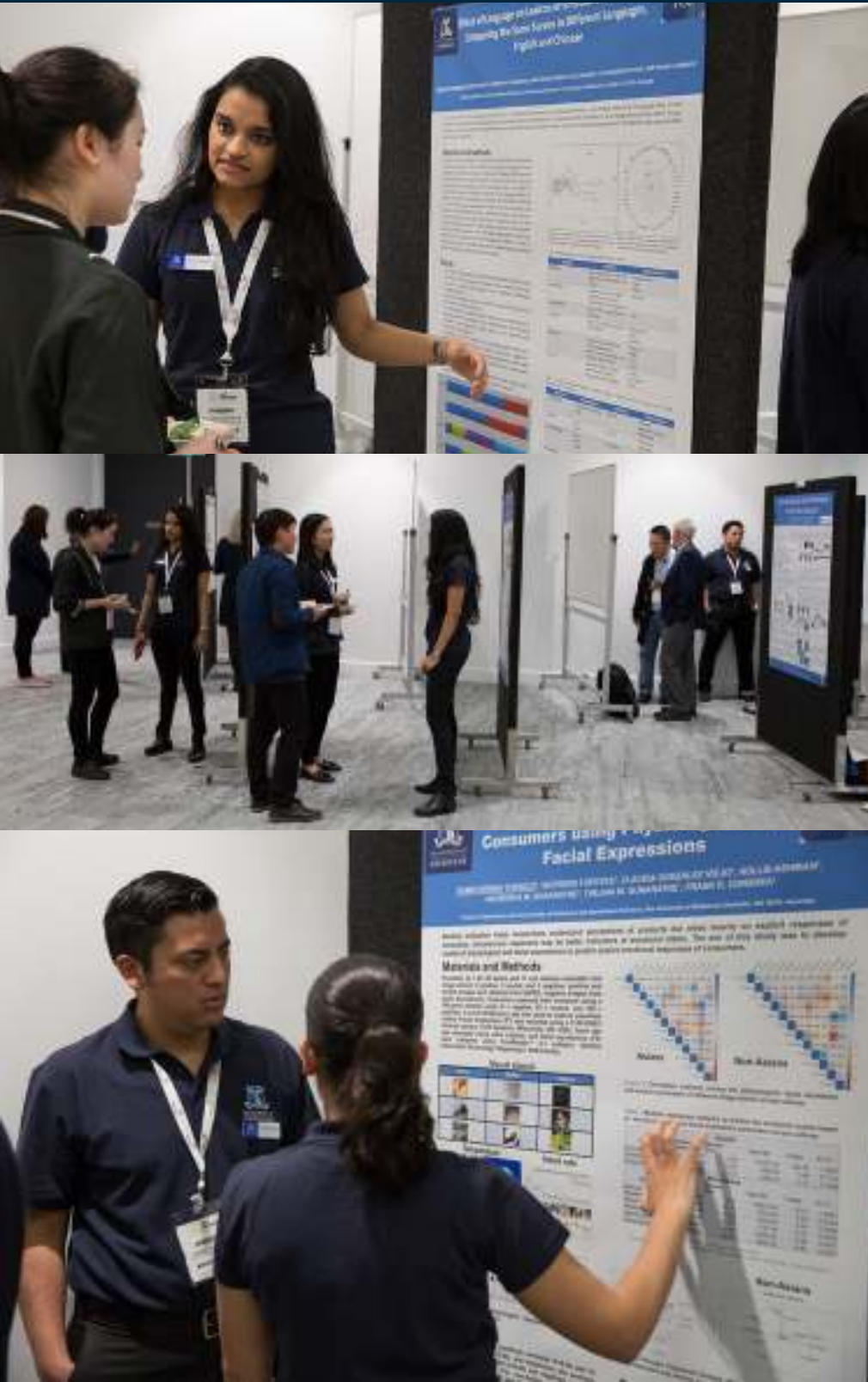
**Please note, support for these sessions does not provide speaking entitlements in that session or workshop. Content is developed via an abstract submission process or as identified by AIFST.*



POSTER COMPETITION PARTNER

1 OPPORTUNITY

\$2,500 + GST ea.



Opportunity to partner with Australia's leading and up-and-coming researchers presenting their latest findings and innovations as the exclusive Convention Poster Display Partner. Posters are displayed in a prominent location for the duration of the Convention. Judges choose the best posters, and winners will be announced during the Convention Awards Session.

Package Includes:

- Company logo on name cards prominently featured on all poster displays
 - Nominate a judge for the poster competition, *if desired*
 - Opportunity to present the Award and have your brand recognised on stage during the awards ceremony
 - Company logo featured in AIFST Convention program
 - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
-

EXHIBITION BOOTH



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PREMIUM EXHIBITION BOOTH

~~6 OPPORTUNITIES~~ - **SOLD** \$5,000 + GST ea. + COSTS

The 2019 AIFST Convention provides a limited opportunity for eight companies to showcase and participate in a premium trade display. The booth location will create greater opportunities to foster new relationships and increase business exposure to delegates and food industry professionals through a central booth location.

Package includes:

- 1 x 3m x 3m Exhibition Booth for the duration of the Convention (*booth will be prebuilt and supplied, however power, branding and fit out not included*)
- 1 x complimentary full Convention registration (*including all social functions*)
- Company logo featured on AIFST Convention program and Convention promotional material
- Central booth location in a prime position with prominent visibility and greater foot traffic to put your brand front and centre

STANDARD EXHIBITION BOOTH

14 OPPORTUNITIES - **12 SOLD** \$4,200 + GST ea. + COSTS

The 2019 AIFST Convention provides the opportunity for sixteen companies to participate in a trade display as a platform to communicate and connect their brand with delegates and food industry professionals.

Package includes:

- 1 x 3m x 3m Exhibition Booth for the duration of the Convention (*booth will be prebuilt and supplied, however power, branding and fit out not included*)
- 1 x complimentary full Convention registration (*including all social functions*)
- Company logo featured on AIFST Convention program and Convention promotional material



CONVENTION COLLATERAL PACKAGES



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DELEGATE SATCHELS

~~1 OPPORTUNITY~~ - **SOLD** \$3,000 + GST ea. + COSTS*

Package includes:

- Company logo and AIFST Convention logo on all satchels distributed to delegates *(branding to be approved by AIFST)*
- Sourcing and printing of 500 satchels
- 1 x complimentary Convention registrations *(including social functions)*
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- Company logo featured in AIFST Convention program

**Costs include cost of satchels at purchase price and logo printing*

DELEGATE LANYARDS

~~1 OPPORTUNITY~~ - **SOLD** \$3,000 + GST ea. + COSTS*

Keep your brand front and centre during the Convention as the sole lanyard partner.

Package includes:

- Company logo on all delegate lanyards *(supplied by Partner, design to be approved by AIFST)*
- Company logo featured in AIFST Convention program

**Costs include cost of lanyards at purchase price – alternatively lanyards can be supplied by AIFST*





VOLUNTEERS T-SHIRT PARTNER

~~1 OPPORTUNITY~~ - **SOLD** \$2,000 + GST ea. + COSTS*



Volunteers play a vital role in the success of our conventions year after year. In 2019, we have a unique opportunity for you to link your brand with our hardworking and professional volunteers.

Package Includes:

- Company logo featured prominently on the back of volunteers' t-shirts for the duration of the Convention
- Choice of t-shirt colour (*subject to AIFST approval and availability*)
- 1 x complimentary full Convention registration (*including all social functions*)
- Company logo featured on AIFST Convention program and Convention promotional material
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

**Costs include cost of t-shirts at purchase price, printing and delivery*



NOTEPAD PARTNER

~~1 OPPORTUNITY~~ - SOLD \$1,500 + GST + COSTS*

Included in the delegates' satchels, the notepads are a prominent place to merchandise your brand throughout the Convention and long after the event finishes.

Package includes:

- Company logo printed on notepads (*notepads to be supplied by company*)
- Recognition as the notepad partner on the Convention website and collateral

**Costs include cost of notepads at purchase price*

PENS PARTNER

~~1 OPPORTUNITY~~ - SOLD \$1,500 + GST + COSTS*

Included in the delegates' satchels, pens are a great opportunity to promote your brand throughout the Convention and long after the event finishes.

Package includes:

- Company logo printed on pens (*pens to be supplied by company*)
- Recognition as the pen partner on the Convention website and collateral

**Costs include cost of pens at purchase price*



EXHIBITOR PASSPORT PARTNER

~~1 OPPORTUNITY~~ - **SOLD** **\$1,500 + GST ea. + COSTS***

Exhibitor Passports will be introduced at the 2019 AIFST Convention and this is the perfect opportunity for an exhibitor to further promote their brand. Each delegate will receive a Passport and when completed, they will go in the running to win fantastic prizes.

Package includes:

- Company logo printed on Exhibitor Passport card
- Printing of 500 Exhibitor Passports
- Option to supply additional prizes to promote company brand (*to be supplied by company and approved by AIFST*)
- Company representative asked on stage to assist with the draw and presentation of prizes.

**Costs include printing of Exhibitor Passport. Subject to negotiation.*



SATCHEL INSERT

\$750 + GST ea. + COSTS*

Include your promotional material in delegate satchels and take advantage of the opportunity to promote your brand directly to food industry professionals. This opportunity provides a great potential for networking and business deal offers targeted to Convention delegates.

Package includes:

- 1 x company brochure or advertising material inserted into delegates' satchels (*material to be provided by company*)
- Company product* samples may be included upon request (cost subject to negotiation) and may include water bottles, product samples/snacks, USBs, tissue packs, sticky notes etc.

**Please note satchel inserts cannot include notepads or pens.*





TALK TO AIFST TODAY

Talk to AIFST today about partnering in 2019 by contacting:

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