



23-26 July 2023  
Melbourne Convention  
and Exhibition Centre

# AUSTRALIA'S LONGEST RUNNING INDUSTRY EVENT.

Create big business and connect with  
the top buyers in food manufacturing

About

Exhibit

Sponsorship



ORGANISED BY

**diversified**  
COMMUNICATIONS AUSTRALIA



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# Why foodpro?

**foodpro is the platform where the greatest minds in the food and beverage world gather.**

For more than 50 years, foodpro has been bringing together the entire food manufacturing and processing sector, driving it forward and encouraging future thinking. Over that time, the buying power of its attendees has grown - as has the value for exhibitors.

This is your platform to place products, services, and solutions in front of the nation's top food companies and decision makers looking to invest in their business to stay ahead.

Connections are forged and big business decisions are made at foodpro.

## Your market covered

Food/Beverage Processing & Production

Plant Equipment

Ingredients & Additives

Food Science & Technology

Testing & Safety

Packaging Equipment

Packaging Materials and Supplies

Handling, Storage & Transit

## Exhibit this year to:

- **Meet** top industry decision markers looking for trusted vendors
- **Create** strong business contacts face-to-face and demonstrate products
- **Align** your brand with other major industry bellwethers
- **Showcase** how your solutions can support industry growth and innovation
- **Be part** of something bigger as the industry reconnects at Australia's largest industry event

9,582

TOTAL VISITOR ATTENDANCE

(2017 foodpro)

84%

OF EXHIBITORS

were satisfied or very satisfied with exhibiting at foodpro

92%

OF EXHIBITORS

were satisfied with the quality of visitors to their stands

86%

OF EXHIBITORS

of exhibitors were satisfied or very satisfied with meeting the right buyers

*"A must attend exhibition for everyone associated with the Australian food industry. If there is only one food exhibition you attend, make it foodpro! For exhibitors, a great source of contacts, sales leads and networking"*

CRAIG MOORE, MARKETING & SALES MANAGER, GRAINTEC SCIENTIFIC



# foodpro Visitors

Exhibiting at foodpro provides your company with the opportunity to showcase your brands, products, and services to key decision-makers from the Australasian food manufacturing and processing industry.

foodpro attracts industry professionals with real buying power, who come to see trusted suppliers and seek new equipment to create efficiencies to remain at the forefront.

## Our visitors span the following sectors



FOOD & BEVERAGE  
MANUFACTURING



RETAIL &  
DISTRIBUTION



SERVICE &  
SUPPLIERS



EDUCATION &  
GOVERNMENT



PRIMARY PRODUCERS  
& PROCESSORS



FOOD SERVICE  
& HOSPITALITY



RESEARCH &  
DEVELOPMENT



FOOD SAFETY  
& HANDLING

## What they come for

### Top areas of interest

Beverage Equipment & Technology

Food Handling Storage & Transit

Food Ingredients & Additives

Food Packaging & Machinery Supplies

Food Technology

Food Plant Equipment & Technology

Food Testing & Safety

*" foodpro is Australia's best exhibition for food processors - in one day your business can access the latest and greatest innovations and technology! Don't miss out attending foodpro, it only comes around every 3 years! "*

ALISTER JOYCE, SALES MANAGER,  
HIGHGATE GROUP



## Top visiting companies

- Allied Mills
- Arnott's Biscuits
- B.E Campbell
- Bertocchi Smallgoods
- Baiada Poultry
- Bega Cheese
- Cerebos
- Coles
- Devondale Murray Goulburn
- Diageo
- George Weston Foods
- Goodman Fielder
- Hello Fresh
- Inghams
- Kellogg's
- Lion Dairy & Drinks
- Manilda Group
- Mars
- Marley Spoon
- McCain Foods
- Midfield Foods
- Midfield Meat International
- Nestle Australia
- Parmalat Australia
- Retail Ready Operations Australia
- Sanitarium Health & Wellbeing
- Unilever Australia
- Woolworths



# Exhibit with us

## WHAT'S NEW FOR YOU AT FOODPRO

With a whole host of new inclusions and benefits when you exhibit at foodpro in 2023, there has never been a better time to get involved with Australia's biggest food manufacturing event.

### New for your business



#### Sample your product

Cooking will be allowed on stands, enabling you to demonstrate your equipment and create a unique experience for your stand visitors.



#### Business Lounge

Including workstations and charging ports, providing you with a space to host meetings and conduct business away from the show floor. *(available via invitation only)*



#### The Sensory Experience

Centered around taste, smell and sight, the Sensory Experience includes sampling and display opportunities available to sponsor.



#### Celebratory Evening

An unmissable social gathering for all event participants with tickets available to exhibitors, visitors and delegates.



#### Networking Bar

Network with clients whilst enjoying happy hour and live music on the show floor, with the opportunity for additional branding via digital signage options.

## Your Marketing Inclusions

Our in-house marketing team are experienced marketers with the knowledge to maximise channels to reach a targeted audience of qualified buyers. Included as part of your stand package, your exhibitor marketing benefits further support your ROI of exhibiting.

Free tools for Exhibitors include:

- Digital visitor invites
- Social Media assets to share through your own channels
- Digital Banners & Email Signatures
- Bespoke options – speak to your Client Manager

#### Online Exhibitor Profile

*(during exhibition campaign only)*

- Company Profile (Name, Logo & Stand Number)
- 50-word description
- Contact Information & Web Hyperlink
- Social Media links

#### Online Exhibitor Product Guide

*(during exhibition campaign only)*

- Create product profiles that link back to your Exhibitor Directory Profile
- Product Categories index x 5
- Product Profile (50-word description & image) x 5

#### Digital Event App

- Company Profile (Name, Logo & Stand number)
- 50-word description
- Contact Information & Web Hyperlink
- Social Media links

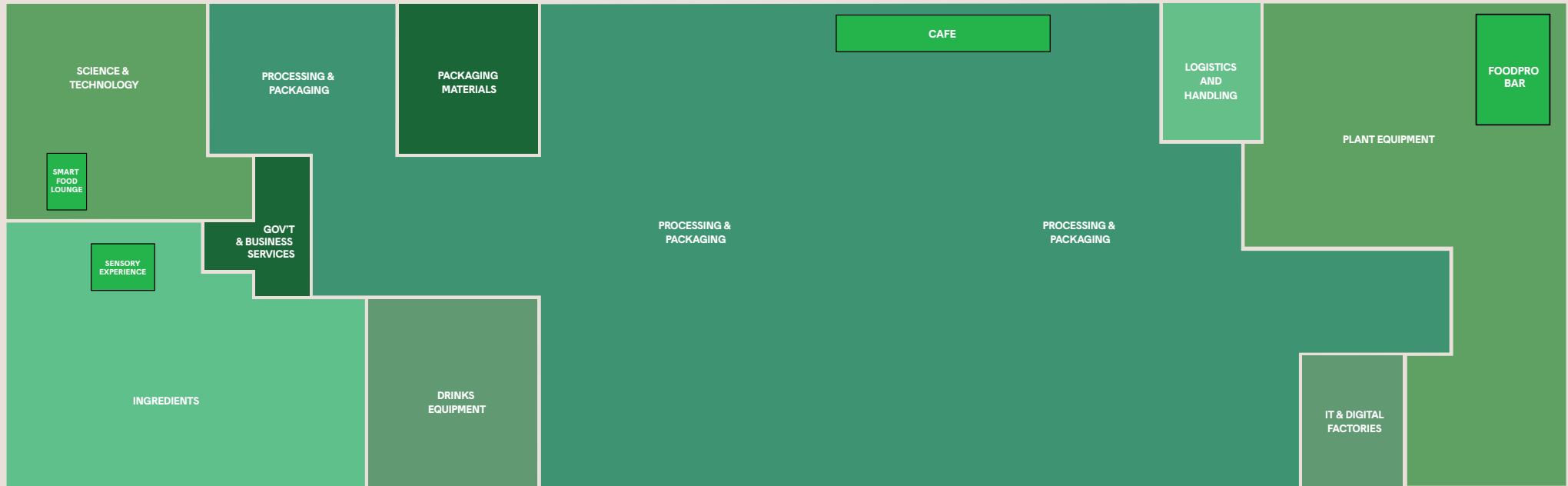




# foodpro 2023 Floorplan

Secure a premium spot on the show floor

[Contact Us](#)



ENTRANCE / EXIT

*floorplan subject to change*

## Stand Rates

*(pricing valid as of January 2023)*

Size	Space Only	Shell Scheme
9sqm	\$5,765 +GST	\$6,575 +GST
12sqm	\$7,490 +GST	\$8,570 +GST
18sqm	\$10,940 +GST	\$12,560 +GST
27sqm	\$16,115 +GST	\$18,545 +GST
36sqm	\$21,290 +GST	\$24,530 +GST
54sqm	\$31,640 +GST	n/a
72sqm	\$41,990 +GST	n/a
108sqm	\$62,690 +GST	n/a

### SPACE ONLY

A blank canvas to build your base. package includes marketing package and insurance.

### SHELL SCHEME

*Additional \$90 per sqm*  
Eye-catching, walled and illuminated. This package includes walls, carpet, lighting, fascia board with your company name; marketing package and insurance.

### PREMIUM EXPOSURE

Additional \$150 for corner stand locations (per corner).

### WALK ON PACKAGES

*Additional \$95 per sqm*  
Get straight in. This package includes all Shell Scheme features and furniture including compact café table, chairs, large lockable cupboard, basic power connection and shelving.

## Easily Capture Leads

Scan, qualify and track leads straight from your personal device on your stand, at no extra cost. Accelerate your sales with this easy-to-use lead capture system, included in your stand package.

Leads can be instantly accessed via the app and exported at any time post event. You'll be able to rank and qualify your leads with custom questions so you can follow-up high priority prospects first.





# Branding Opportunities

We have a range of sponsorship options to enhance your brand position above your competitors on the foodpro show floor.

There is pre-show, onsite and post-show opportunities that will increase your brand exposure and ROI at the event and beyond.

Stand out from competitors, increase your brand's profile and reach your market with tailored sponsorship and branding opportunities in 2023.

JUMP TO 

[Onsite Sponsorships](#)

[Digital Opportunities](#)

## Why Sponsor?

- **BRAND EXPOSURE**  
Reach your target audience and make your impact meaningful in a qualified market
- **BRAND POSITIONING**  
Position yourself among market leaders, share your brand story
- **STAY AHEAD**  
Differentiate from your competitors, increase your credibility, and stay front of mind
- **PR**  
Gain publicity and brand awareness beyond the show floor
- **LEAD GENERATION**  
Generate meaningful conversations and sales leads, capture data for ongoing engagement, and strengthen relations





## ONSITE SPONSORSHIPS

# Principle Event Sponsor

This exclusive sponsorship offers the most powerful branding to make an impact at foodpro. Event Partner status provides a strong and broad marketing footprint - capturing audiences throughout the entire show. Your brand will be front and centre across high visibility points.

### Inclusions:

#### BRANDING

- Company logo/acknowledgement in all relevant digital promotion (eDMs, website, social media etc.)
- 2 x blog posts on the foodpro website (content to be provided by sponsor)
- Feature article inclusion in 1 x campaign email (pending supplied content for blog posts)
- 2 x social media posts pre-show

#### AT EVENT

- Company logo/acknowledgement as Event Sponsor on the official foodpro app
- Company logo/acknowledgement on Event Entrance Feature signage
- Opportunity for Digital Signage on Event Show floor
- Company logo featured on 'Sponsors & Partners' board at event entrance



**\$35,000**  
+GST





## ONSITE SPONSORSHIPS

# Networking Bar Sponsor

Boost your branding at the Networking Bar, this high traffic feature offers significant exposure for your brand. The bar is a hub of activity for visitors to take a break and meet with their peers, offering hot food, drinks and live entertainment throughout the event.

### Inclusions:

#### BRANDING

- Exclusive sponsorship and full naming rights of the bar
- Company logo/acknowledgement in all relevant digital promotion (eDMs, website, social media etc.)
- 1 x blog posts on the foodpro website (content to be provided by sponsor)
- Bar feature in an existing campaign eDM with your branding and logo featured
- 2 x social media posts pre-show

#### AT EVENT

- Company logo featured on the bar structure & digital screens
- Company logo included on 'Sponsors & Partners' board at event entrance
- Logo included on bar position on floor plan
- Inclusion of short video/or imagery on digital screens above bar
- Your logo on aprons worn by bar staff
- \$500 worth of bar vouchers for your staff or clients



**SOLD**

**\$19,000**  
+GST



## ONSITE SPONSORSHIPS

# Registration Sponsor

Make your mark with our visitors before they even hit the show floor, at the registration desk. Your brand will be seen by all visitors as they enter the foodpro across the four-day event.

### Inclusions:

#### BRANDING

- Exclusivity as the Registration Sponsor
- Company logo/acknowledgement in all relevant digital promotion (eDMs, website, social media etc.)
- Company logo/acknowledgement on the online registration page header and confirmation email
- 1 x blog post on the foodpro website (content to be provided by sponsor)
- 2 x social media posts pre-show

#### AT EVENT

- Company logo featured on registration signage
- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo /acknowledgement on the 'Sponsors & Partners' page on the official foodpro app
- Company logo on registration staff t-shirts
- 2 x social media posts during show



**SOLD**

**\$10,000**  
+GST



## ONSITE SPONSORSHIPS

# Celebratory Evening

The foodpro Celebratory Evening will be a spectacular social event, held on the Tuesday evening of foodpro 2023. Bringing the industry together for an evening of networking and celebration, the event will feature premium drinks and food as well as exciting entertainment. New for foodpro in 2023, the Celebratory Evening will be an unmissable gathering for all event participants with tickets available to exhibitors, visitors and delegates.

### Inclusions:

#### BRANDING

- Exclusive sponsorship and full naming rights of the Event on the Tuesday night of the exhibition
- Company logo/acknowledgement in all relevant digital promotion (eDMs, website, social media etc.)
- 2 x social media posts pre-show
- 1 x blog post on the foodpro website (content to be provided by sponsor)
- Company logo/branding on signage at foodpro Celebratory Evening
- Company logo/branding on directional signage from foodpro to the Evening event venue
- Company logo/acknowledgement on the 'Sponsors & Partners' page on the official foodpro app
- Opportunity for additional branding within the Evening event venue (pull-up banners, etc) to be approved by Diversified, at the sponsors own cost
- 2 x social media posts during foodpro event
- 10 x tickets to the event for your clients

#### AT EVENT

- Opportunity for a sponsor's address at the Celebratory Evening
- Verbal recognition of sponsorship by foodpro representative at the Drinks Reception
- Company logo included on 'Sponsors & Partners' board at foodpro event entrance.



**SOLD**  
**\$25,000**  
+GST



## ONSITE SPONSORSHIPS

# The Sensory Experience

New to foodpro 2023, this zone is a unique feature for attending buyers to touch, sample and experience ingredients and food products. Centered around taste, smell and sight, the Sensory Experience includes showcase opportunities available to sponsor.

### Inclusions:

#### BRANDING

- Company logo/acknowledgement in all relevant digital promotion (eDMs, website, social media etc.)
- 2 x social media posts pre-show
- 1 x blog post on the foodpro website (content to be provided by sponsor)

#### AT EVENT

- Company logo featured on your designated section
- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo/acknowledgement on the 'Sponsors & Partners' page on the official foodpro app
- 2 x social media posts during show
- Requirement to provide resources, product and materials (relevant to the section you sponsor)

*Discuss with our team about which area is the best fit for your brand.*

**\$2,500** EA  
+GST





# More Opportunities

## Sustainability Spotlight

\$3,750 +GST (exclusive)

**Spotlight your business for your sustainability initiatives with our brand new Sustainability Spotlight package. Limited to a maximum of 8 exhibitors, the visiting audience at foodpro will be able to identify you as leading the way in mindful manufacturing.**

- 2 x social media posts pre-show
- 1 x blog post on the foodpro website (content to be provided by sponsor)
- Your business will be identified on the foodpro website with a Sustainability Spotlight feature
- Featured in a pre-event promotional eDM (including your logo and stand location) sent to the visiting audience
- A bespoke Sustainability Spotlight carpet tile, featuring your logo and stand location will be strategically placed in the aisle close to your stand
- Your logo and stand location will be displayed prominently on the floorplan in the event app and printed map guide (subject to print deadlines)

## Be Seen First Package

\$2,500 +GST (5 available)

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

- Front entrance: The event floorplan will be enlarged and utilised at each entry
- Directional Carpet Tiles: Your logo and stand location will feature on strategically placed show map carpet tiles throughout the concourse and show floor
- 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 screens across the show floor. Be seen minimum 70+ times per day of event.

## Digital New Product Showcase

\$1,800 +GST (maximum 10 available)

**Direct buyers to your stand, and showcase your latest innovations, via the Digital New Product Showcase. This is an exclusive opportunity for up to 10 exhibitors to display details on new products, equipment, ingredients or technology. Your solutions and business will get noticed with highly visible digital screens located around the expo as well as featuring in the pre-show promotional campaign.**

- Product name and image featured in an eDM, to the visitor database, directly linked to your product directory listing on the foodpro website.
- Exhibitor profile on screen including Company Name, Stand Number and Product Information
- 30 second video or static image advert slot on screen (content to be supplied by you - subject to approval)
- Potential to be seen a minimum of 60+ times per day



# More Opportunities

## Official Lanyard Sponsor

\$7,500 +GST (exclusive)

**SOLD**

Lanyards are worn by every visitor, delegate, and exhibitor at the show as their identification to enter the event. This high visibility opportunity features your company logo on each lanyard maximising your brand impact at the event and beyond:

- Company logo/profile featured and linked on the sponsor section of the foodpro website
- Company logo/acknowledgement on the 'Sponsors & Partners' page on the official foodpro app
- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo on lanyards in a colour of your choice
- Company logo on lanyard distribution point
- Opportunity to retain ownership of unused lanyards

## Official foodpro app sponsor

\$5,000 +GST (exclusive)

**SOLD**

Be the brand helping attendees to connect, explore and plan their time at foodpro, with exclusive sponsorship of the event app.

- Company logo on the welcome page of the app and in the header menu page alongside foodpro 2023 logo
- Inclusion of 4 x sponsored posts (1 each day) in app feed
- Company logo/profile featured and linked on the sponsor section of the foodpro website
- Company logo included on 'Sponsors & Partners' board at event entrance

## Restroom Facilities Sponsor

\$6,500 +GST (exclusive)

Receive maximum exposure at foodpro with sponsored branding in all of the restrooms. With this novel opportunity, your company logo and details will be featured in a high footfall area of the event.

- Company logo/acknowledgement in all relevant digital promotion (eDMs, website, social media etc.)
- 2 x social media posts pre-show
- 1 x blog post on the foodpro website (content to be provided by sponsor)
- Company logo/acknowledgement on the 'Sponsors & Partners' page on the official foodpro app
- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo and stand number on decals displayed on mirrors in each restroom (4 per mirrors per restroom facility)

## Meeting room hire

\$1,500 +GST (per day)

A range of meeting rooms are available for hire across the four days for you to conduct business and book meetings outside of the show floor.

- Dedicated rooms available for full day bookings
- AV and furniture options available (additional charge)
- Rooms also available for half day bookings.

[Enquire for further details](#)

## Venue Signage & Floor Tiles

There are various opportunities to increase your footprint beyond your stand, with advertising in the concourse and on the show floor. Speak to our team about available options to get you ultimate exposure.

- Concourse Overhead Banners from \$3,500 +GST each (minimum of 4)
- Window Decals from \$2,000 +GST each (minimum of 4)
- Carpet Tiles from \$500 +GST each





# Digital Opportunities

Our in-house marketing team utilise multiple channels to reach a targeted audience of industry professionals across the food and beverage industry. We engage the industry throughout the year across foodpro audiences with a sophisticated campaign.

foodpro has a range of options to suit every brand and budget. Cut through the noise – take advantage of our premium digital touchpoints to your target market while they are online more than ever before.

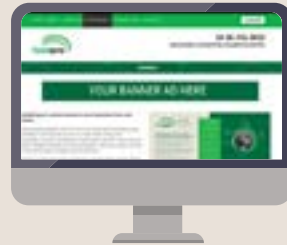


## Premium Leaderboard

**\$1,250 +GST**

For premium exposure, this leaderboard offers branding on the top visited pages of the foodpro website. Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

*Three-month duration, maximum of three advertisers.*



## Standard leaderboard

**\$1,000 +GST**

For prominent exposure, this leaderboard offers branding on the top visited pages of the foodpro website, except for the home page. Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

*Three-month duration, maximum of three advertisers*



## Featured Exhibitor

**\$1,000 +GST**

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website, ensuring your company is the first visitors see when browsing the page.

*Maximum of three spaces available, 3-month duration*

*\*only available to foodpro exhibitors*



## Featured Product

**\$1,000 +GST per month**

Maximise your exposure by featuring one of the products you will be showcasing at the expo, where it will be pinned and highlighted at the top of the directory page.

*Maximum of three spaces available, 3-month duration*

*\*only available to foodpro exhibitors*



# Digital Opportunities

## CONTINUED



### Campaign eDM Advertising Spot

**\$1,500 +GST**

The foodpro marketing campaign runs a series of eDMs pushing event highlights, registrations and event reminders from May until showtime. Place your banner advert in one of these highly targeted eDMs to get your brand featured pre-show. Maximum one advertiser per eDM.

*Availability: Please get in touch for available eDM spots.*



### Sponsored Article Spot

**\$2,000 +GST**

Curate an editorial article highlighting your business and/or product to be distributed through a number of our digital channels. Your article will be hosted on the foodpro site, distributed through a scheduled eDM blast, and featured in a social post.

*Article to be supplied by sponsor subject to foodpro's editorial checks.*



### Solus eDM

**\$5,000 +GST**

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged food industry audience. Send your message without interruption to the foodpro reader database via a solus eDM blast, with your branding included.

*Maximum 4 solus eDMs available per year.*

*Availability: one scheduled solus eDM is permitted per month, no eDMs will be scheduled 2 weeks prior/post a foodpro event date.*





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# Contact the team

1300 DIVCOM (1300 348 266)

[foodproexpo@divcom.net.au](mailto:foodproexpo@divcom.net.au) >

[foodproexh.com](http://foodproexh.com) >



#foodpro

## 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 is available to walk you through the options that best fit your business objectives.



ORGANISED BY

**diversified**  
COMMUNICATIONS ■ AUSTRALIA