

**CREATING
TRUST** & **TRANSPARENCY**
IN THE GLOBAL FOOD INDUSTRY

24TH AUSTRALIAN HACCP CONFERENCE

**SPONSORSHIP
PROSPECTUS**

Presented by  SAI GLOBAL

Conference Introduction

The Australian HACCP Conference has been the must-attend event for Australian food safety professionals for more than 20 years. Throughout its long history the Australian HACCP conference has received extensive media coverage throughout Australia and has been labelled the leading food safety event in the country. The conference regularly attracts over two hundred delegates across the retail, agriculture and food industry.

When: 30-31 August, 2017

Where: Doltone House Hyde Park
Level 3, 181 Elizabeth Street
Sydney NSW 2000

WHY SHOULD YOU SPONSOR?

Network with key members of the food safety industry at the only Australian event that regularly attracts 200+ food safety professionals.

- Get maximum brand exposure through conference exhibition and advertising.
- Build relationships in a social context at the Awards dinner.
- Beat out your competition with a strong presence so you can be front of mind.
- Sponsorship of the Australian HACCP Conference provides your organisation with a unique opportunity to target senior technical, quality assurance and food safety professionals from across Australia.

SUBJECT MATTER & OBJECTIVES

Maintaining farm-to-fork traceability and safeguarding brand trust is a significant challenge for the Australian food industry. With an ever-increasing global supply chain, food businesses are under pressure to ensure the safety and quality of their product while maintaining a competitive price.

To explore these challenges the theme of the 2017 24th Australian HACCP Conference is, Creating Trust & Transparency in the Global Food Industry.

The 2017 HACCP Conference will feature:

- Globally recognised speakers who are working with leaders of industry on the latest food safety challenges
- Networking opportunities to meet and talk to other food safety and quality assurance professionals
- Hands-on, practical information on key topics such as VACCP and TACCP
- Opportunities to hear from food manufacturers in the field and how they deal with challenges
- A chance to recognise your peers at the Awards Dinner

MEDIA AND PROMOTIONAL ACTIVITIES

The Australian HACCP Conference regularly attracts media attention from a range of industry related publications. The conference is frequented by SAI Global’s extensive food safety training and certification clients, covering:

- ✓ **Retailers** – SAI Global has extensive relationships with all of the major Australian retailers. Previous conferences have seen participation from both Woolworths and Coles, in 2017 our program will seek to expand our connection with the retailers and provide a forum to discuss best practice.
- ✓ **Food Manufacturers & Primary Producers** – As the leading Australian Certification Body (CB) SAI Global works with the full spectrum of food manufacturers from global brands to Australian grown niche producers.
- ✓ **Industry Bodies & Associations** – At SAI Global we find it essential to be up to date with the trends and concerns facing the industry as a whole. We maintain close relationships with key industry bodies such as the Australian Food and Grocery Council (AFGC) – who provided a speaker for the 2015 Australian HACCP Conference amongst others.

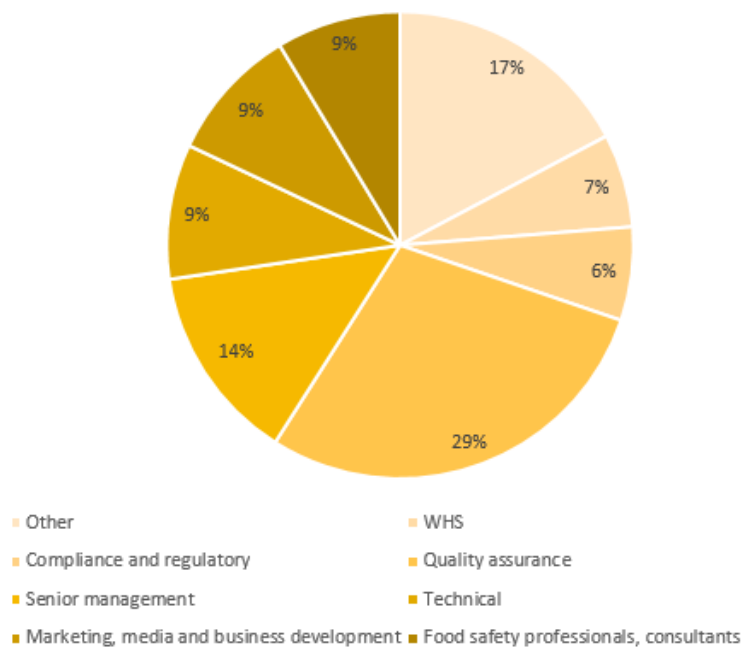
Aside from direct marketing with our valued clients the conference and speaker program will be promoted via social media, advertising in ‘What’s New in Food?’ and online on the Food Processing site, Food Australia Magazine and Australian Food News.

WHO ATTENDS THIS CONFERENCE?

Throughout its history the HACCP Conference has attracted a loyal following amongst food safety quality assurance professionals from organisations of all sizes throughout the industry. In conjunction to the core audience of food safety professionals the conference also attracts leaders and decision makers from the food and agriculture industry.

In this year’s conference we seek to leverage SAI Global’s international connections and showcase some of the issues, challenges and opportunities experienced by the global food industry to diversify and expand the audience of the conference.

2016 Australian HACCP Conference Delegates



SPONSORSHIP LEVELS:

- Major Sponsor - \$10,000
- Platinum, \$8,000
- Gold, \$5000
- Networking, exhibitor package - \$3000
- Coffee Cart - \$6000

All prices are exclusive of GST.

Please see following page for sponsorship entitlements.

MAJOR SPONSORSHIP

Sponsor-Ship Level	Cost (ex GST)	No. Available	Inclusions
Major Industry Leader package	\$10,000	1	<p>Description</p> <p>This package is ideal for an industry leader who wants to ensure their brand is front and centre for delegates and the wider food industry.</p> <p>We will work with you to determine what your objectives are for the conference and help you achieve these objectives so you can get maximum ROI.</p> <p>Conference Attendance</p> <ul style="list-style-type: none"> - 4 complimentary registrations to attend the HACCP Conference - 4 complimentary tickets to the gala awards dinner <p>Trade Exhibition</p> <ul style="list-style-type: none"> - A tier 1 exhibition booth in prime location - Preferential choice of exhibition booth <p>Brand Exposure</p> <ul style="list-style-type: none"> - Logo coverage in Conference Registration brochure as Platinum Sponsor - Logo coverage on Conference Handbook - Logo coverage and short company description on the official Conference web site (australianhaccpconference.com.au), together with a link to the company's own web site - Coverage in all official Conference industry advertisements** and pre/post Conference press releases <p>Speaking opportunities & delegate access</p> <ul style="list-style-type: none"> - Opportunity to give a short speech during the Conference proceedings - Access to the delegates list (those delegates who have opted in to share their details). - Facilitated introductions to key delegates at conference and social events. <p>Content Marketing</p> <ul style="list-style-type: none"> - Opportunity to provide a branded content marketing article, whitepaper, case study etc to be distributed as a seat drop in a session of your choosing. <p>Signage and Acknowledgements</p> <ul style="list-style-type: none"> - Spoken recognition as part of the conference program by MC - Opportunity to display x2 banners at conference venue in a prominent position - One page advertisement in Conference Handbook <p>** Subject to availability, timing and conference organiser approval.</p>

PLATINUM AND GOLD SPONSORSHIP

Sponsor-Ship Level	Cost (ex GST)	No. Available	Inclusions
Platinum Social Partner	\$8000	1	<p>Description</p> <p>This exclusive sponsorship is extended only to selected organisations who want build a meaningful partnership with HACCP conference delegates.</p> <p>This sponsorship package allows exclusive sponsorship rights to the awards dinner and the ability to align your brand with essential values in the food industry, such as:</p> <ul style="list-style-type: none"> - Excellence in food safety, Ross Peter’s Award - Leaders of the future, Food Safety Learning Scholarship - Innovators in food safety – recognising organisations who have developed best in class innovations in technology, process, procedure and training regarding food safety. <p>Conference Attendance</p> <ul style="list-style-type: none"> - 4 complimentary registrations to attend the HACCP Conference - 4 complimentary tickets to the gala awards dinner <p>Trade Exhibition</p> <ul style="list-style-type: none"> - A tier 1 exhibition booth in prime location - Preferential choice of exhibition booth <p>Delegate Access</p> <ul style="list-style-type: none"> - Access to the delegates list (those delegates who have opted in to share their details). - Facilitated introductions to key delegates at conference and social events. <p>Brand Exposure</p> <ul style="list-style-type: none"> - Logo recognition in conference dinner presentation - Logo recognition in printed awards material - Logo recognition in electronic marketing of awards – nominations, voting, shortlist, website. - Display x2 banners inside dinner venue. <p>Awards Presentation</p> <ul style="list-style-type: none"> - Ability to nominate company representatives to present 2 awards to the award winner. <p>Marketing</p> <ul style="list-style-type: none"> - Ongoing brand exposure through marketing activities related to the awards night.

<p>Gold Distinguished partner</p>	<p>\$5,000</p>	<p>SOLD OUT</p>	<p>Conference Attendance</p> <ul style="list-style-type: none"> - 3 complimentary registrations to attend the HACCP Conference - 3 complimentary tickets to the gala awards dinner <p>Trade Exhibition</p> <ul style="list-style-type: none"> - An exhibition booth in prime location <p>Brand Exposure</p> <ul style="list-style-type: none"> - Logo coverage in Conference Registration brochure as Gold Sponsor - Logo coverage in Conference Handbook - Logo coverage and short company description on the official Conference web site (australianhaccpconference.com.au), together with a link to the company's own web site <p>Delegate Access</p> <ul style="list-style-type: none"> - Access to the delegates list (those delegates who have opted in to share their details). - Facilitated introductions to key delegates at conference and social events. <p>Signage and Acknowledgements</p> <ul style="list-style-type: none"> - Opportunity to display x1 banner at conference venue in a prominent position. <p>1/2 page advertisement in Conference Handbook</p>
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NETWORKING SPONSORSHIPS

Sponsor-Ship Level	Cost (ex GST)	No. Available	Inclusions
Networking Exhibitor package	\$3000	13	<p>Presence:</p> <ul style="list-style-type: none"> - 2 complimentary registrations for exhibitor staff to attend the 2017 Australian HACCP Conference. - 2 complimentary tickets to attend the Awards Dinners <p>Brand Exposure:</p> <ul style="list-style-type: none"> - Company logo and description listed on the Australian HACCP Conference website. - Company logo and description listed on the sponsor's page of the Conference program. <p>Messaging:</p> <ul style="list-style-type: none"> - Ability to submit 1 piece of marketing collateral into the conference show bags provided to all conference attendees. <p>Trade Exhibition:</p> <ul style="list-style-type: none"> - 1 x trestle table and 2 x chairs in the exhibition area of the conference. <ul style="list-style-type: none"> o Please note that there will be no formal booth structure, exhibitors will have access to a trestle table and chairs as means of booth set up. - Ability to network with delegates across the 2 day conference program during session breaks (morning tea, lunch, afternoon tea). As well as networking opportunities at the Awards Dinner
Coffee Cart	\$6000		<p>Description</p> <p>Attract as many caffeine deprived delegates to your stand as possible with sponsorship of the conference coffee cart.</p> <p>Promote your branding, boost good feelings and have some great conversations with this cost effective sponsorship.</p>

MORE INFORMATION

If you would like to find out more about the Australian HACCP Conference visit our website: australianhaccpconference.com.au