

PRESENTED BY



9-10 NOVEMBER 2022 CARRIAGWORKS, SYDNEY

Be part of a
360° product
solution.

Australia's newest, and only, event dedicated to
bringing new food and beverage products to life.

About

Exhibit

Sponsorship



diversified
COMMUNICATIONS ■ AUSTRALIA



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Why thinkfood LIVE?

Discover a brand-new business offering in 2022, thinkfood LIVE presented by foodpro is a unique opportunity to place your business in front of the industry's top buyers looking for the latest in new developments and innovations in food and beverage creation.

In these uncertain times Australians are increasing their expenditure on groceries. Beyond the standard pantry items, consumers are exploring new tastes and retailers are searching for the latest products to drive basket value.

From food science and ingredient testing, right through to enabling technologies and packaging design. At thinkfood LIVE, your business is placed in front of industry professionals looking for trusted suppliers to bring their next bestsellers to life.

Your market covered

Ingredients & Flavours

Food Science & Technology

Packaging Design

Packaging Solutions

Consumer Research

Business Services

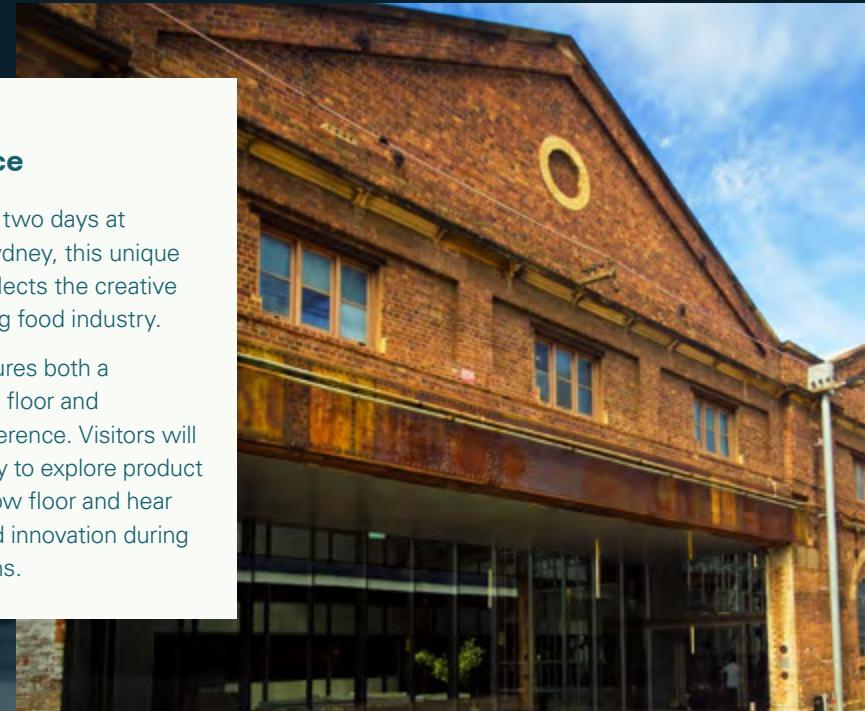
Supply Chain

Logistics

An innovative exhibition space

Taking place across two days at Carriageworks in Sydney, this unique exhibition space reflects the creative nature of our thriving food industry.

thinkfood LIVE features both a dedicated exhibition floor and accompanying conference. Visitors will have the opportunity to explore product solutions on the show floor and hear from experts in food innovation during daily content streams.



Presented by  foodpro

thinkfood LIVE is presented by foodpro, the longest running and largest event for food and beverage manufacturing in Australia. For over 50 years, foodpro has led the way for the industry, bringing together the best suppliers to do business and continue to lead this thriving sector into the future.



thinkfood LIVE visitors

Exhibiting at thinkfood LIVE provides your company with the opportunity to showcase brands, products, and services to key decision makers within Australia's food and beverage industry.

This event is aimed at industry professionals with real buying power and specialist knowledge. They come to meet trusted suppliers and explore new ingredients and ideas to keep their products at the forefront of this competitive market.

thinkfood LIVE visitors cover the breadth of new product development, from creatives looking for the latest in packaging design to technical buyers on the lookout to streamline their production process.

Where do they come from?

Food Manufacturing & Production

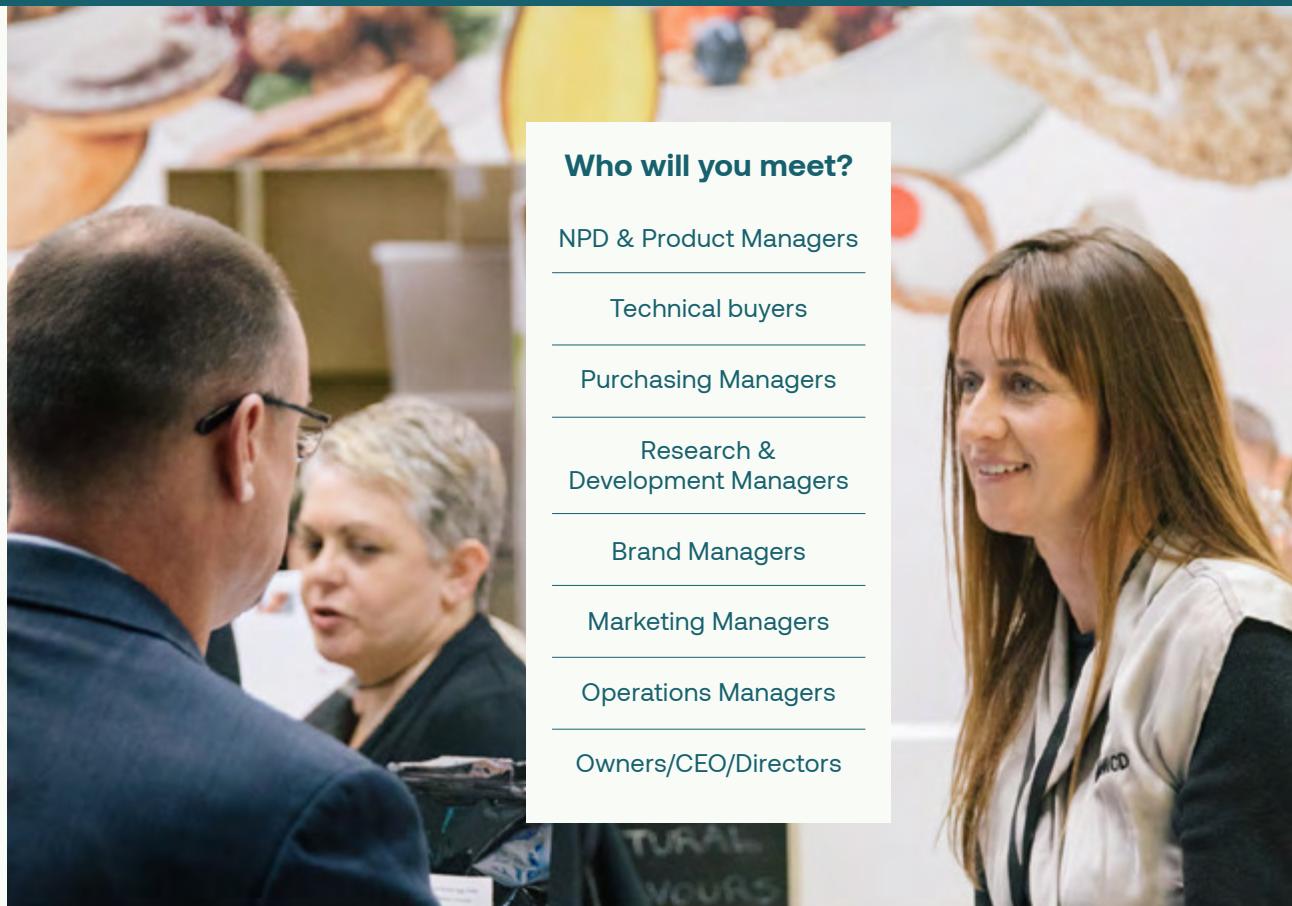
Australia's largest manufacturing sector, from large FMCG companies to smaller brands meeting the demand for niche items. This sector is highly dynamic and looking for the latest food innovations to meet the needs of today's consumers seeking diverse and quality foods.

Retail

Today's retailers are looking to increase the basket value of their shoppers, with many of Australia's biggest retailers now offering home brand products that match the quality of top branded versions. These retailers are looking for quality ingredients for good value to drive margin in this competitive sector.

Foodservice & Hospitality

A sector which has seen steady growth as the 'foodie' culture continues to grow in Australia. New businesses pop up in Australian cities each week, an increase in consumer demand has seen business owners creating and sourcing their own products to drive consumer interest and industry reputation.



Who will you meet?

NPD & Product Managers

Technical buyers

Purchasing Managers

Research & Development Managers

Brand Managers

Marketing Managers

Operations Managers

Owners/CEO/Directors





Exhibit at thinkfood

New products are launched every month in Australian food stores, and with food consumption in Australia higher now than ever before, manufacturers are looking for new and innovative products that will excite this lucrative market.

This is a unique opportunity to be at the heart of product creation, where your business is placed in front of food professionals looking for trusted suppliers to help bring their products to life. Becoming a exhibitor in 2022 will position your brand amongst industry leaders, generate new business for your company and offer exclusive access to marketing and networking benefits.

Easily Capture Leads

Scan, qualify and track leads straight from a 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 or 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.



Exhibit this year to:

- **Meet quality, professional decision makers** and creatives looking for trusted industry vendors
- **Demonstrate and talk face-to-face** about your products to buyers looking for the latest solutions to meet changing consumer demands
- **Showcase how your solutions** can support growth and innovation in the industry
- **Raise brand awareness** at Australia's only event dedicated to bringing new food and beverage products to the market
- **Be part of something bigger** as the industry is finally able to re-connect and inspire one another at a major trade event
- **Align your brand** with other industry bellwethers
- **Take advantage** of this year's opportunity to meet a targeted Australian buying audience craving innovation and efficient solutions

The Power of Exhibitions

A message from Diversified Communications Australia, organiser of Thinkfood LIVE

We understand the importance of events like ours in supporting business and economic growth, and we are going above and beyond to be expo ready. Exhibitor and attendee safety always has been, and always will be, our top priority. Planning is constantly underway to ensure that thinkfood LIVE and all of our exhibitions are delivered in a safe and controlled environment, within COVID-19 government guidelines, whatever they are at the time of the event.



Exhibit in 2022

thinkfood LIVE has stand options to suit all varieties of business goals and budgets in 2022.

If you have any questions about exhibiting at the event, please [get in touch today](#).

Exhibiting Options

Size	Space	Shell
9sqm	\$4,410	\$5,175
12sqm	\$5,880	\$6,900
18sqm	\$8,820	\$10,350
27sqm	\$13,230	\$15,525
36sqm	\$17,640	\$20,700

A compulsory \$300 marketing package and \$40 PLI applies to all stands. All pricing is ex GST
\$100 per corner loading will apply if applicable

SPACE ONLY

A blank canvas to build your base. This package excludes a marketing package and insurance.

SHELL SCHEME

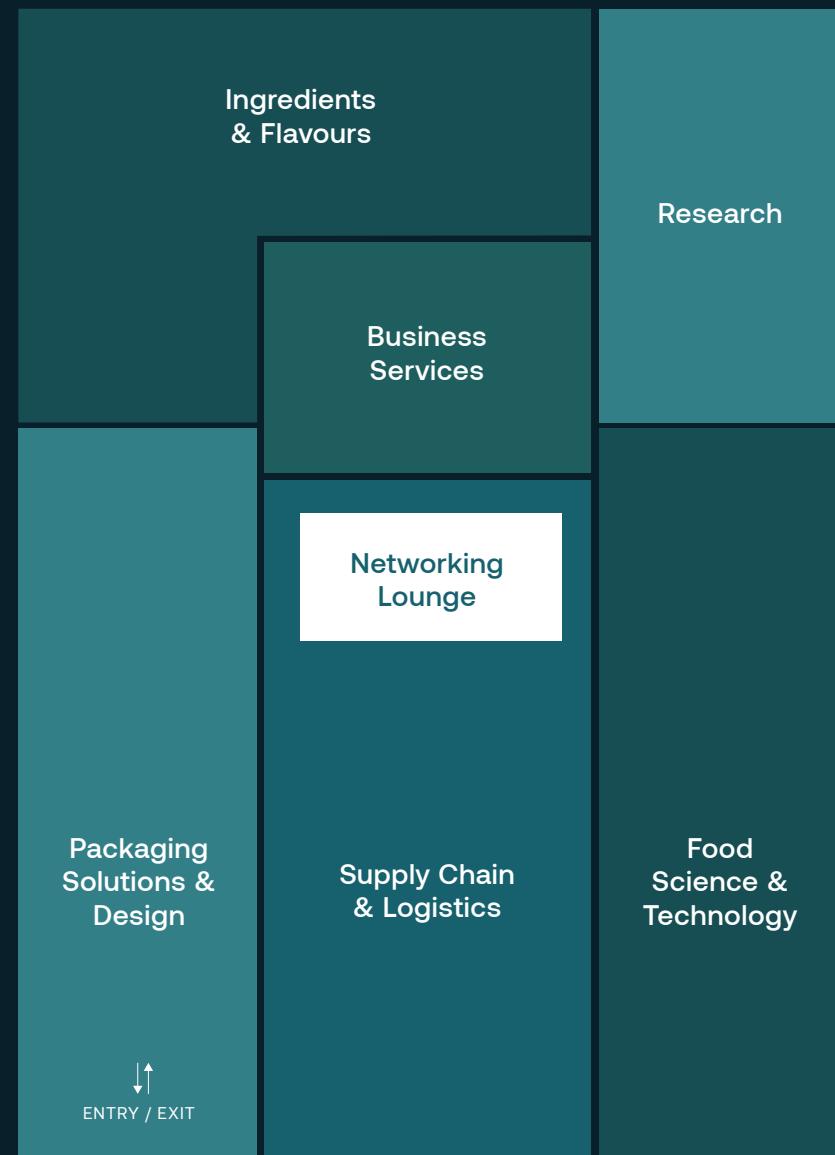
Eye-catching, walled and illuminated. This package includes walls, lighting, fascia board with your company name.

WALK ON PACKAGES

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

NEW THINKFOOD WEBSITE LAUNCHING SOON!

Floorplan



Secure a premium spot on the show floor

Contact Us



Branding Opportunities

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

There are 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 2022.



JUMP TO

Onsite Sponsorship

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

Conference Sponsor

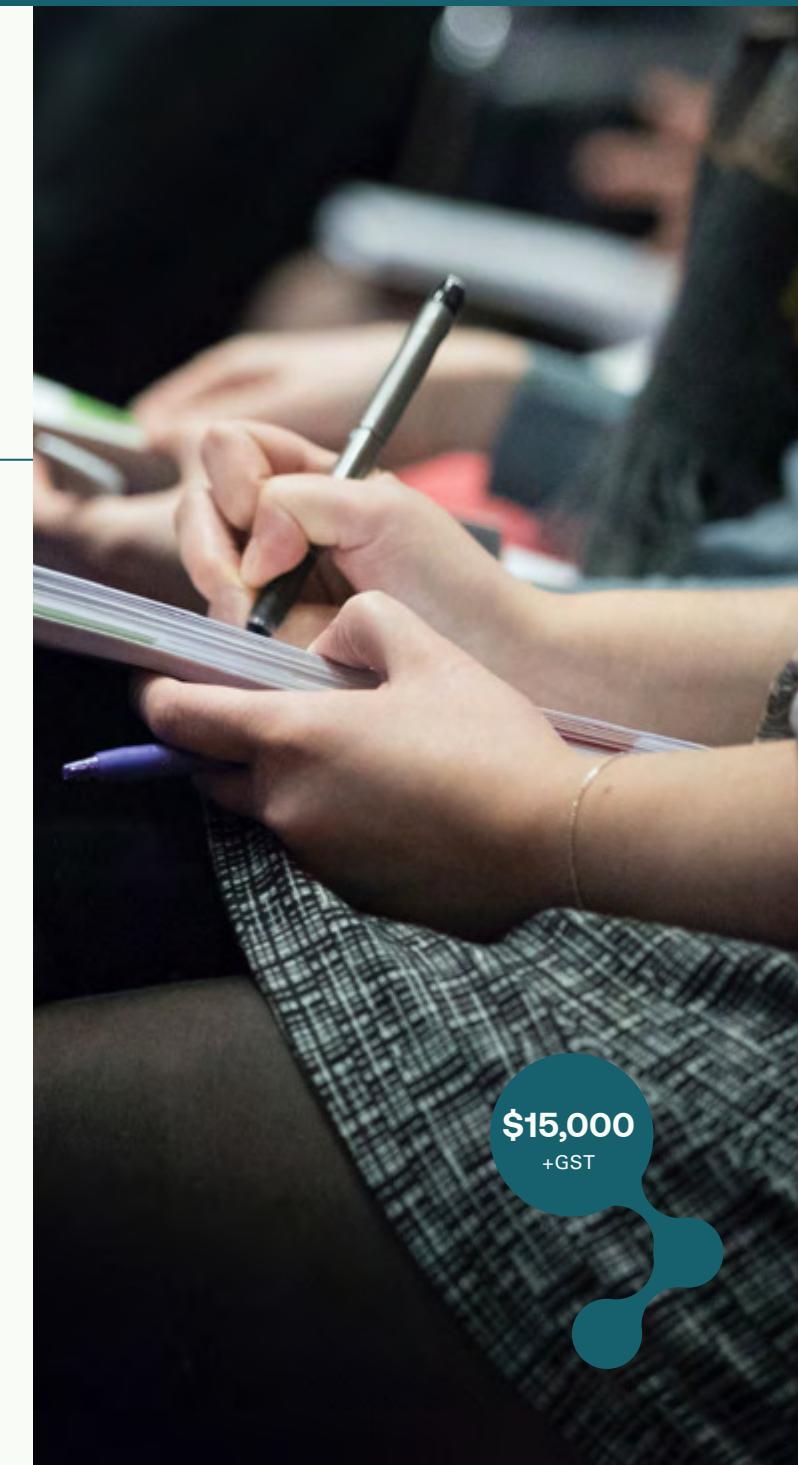
Delivering expert insight, the thinkfood LIVE conference features a comprehensive program of speakers covering topics on Commercial Foods, Science & Technology and Design & Creative. Align your brand with renowned industry speakers and learning.

Inclusions:**BRANDING**

- Exclusive Naming Rights of the Conference Theatre
- Company logo/acknowledgment in all relevant digital promotion (eDMs, website, social media etc.)
- 2 x blog posts on the thinkfood LIVE website (content to be provided by sponsor)
- 2 x social media posts pre-show

AT EVENT

- Company logo/acknowledgement as Conference sponsor on the official event app
- Branding across the Theatre entrance and on the lectern
- Opportunity to have promotional material within the theatre each day
- Company logo included on 'Sponsors & Partners' signage at event entrance
- Inclusion of a Speaking Session (topics to be discussed with Diversified Communications)



\$15,000
+GST



ONSITE SPONSORSHIPS

Networking Bar

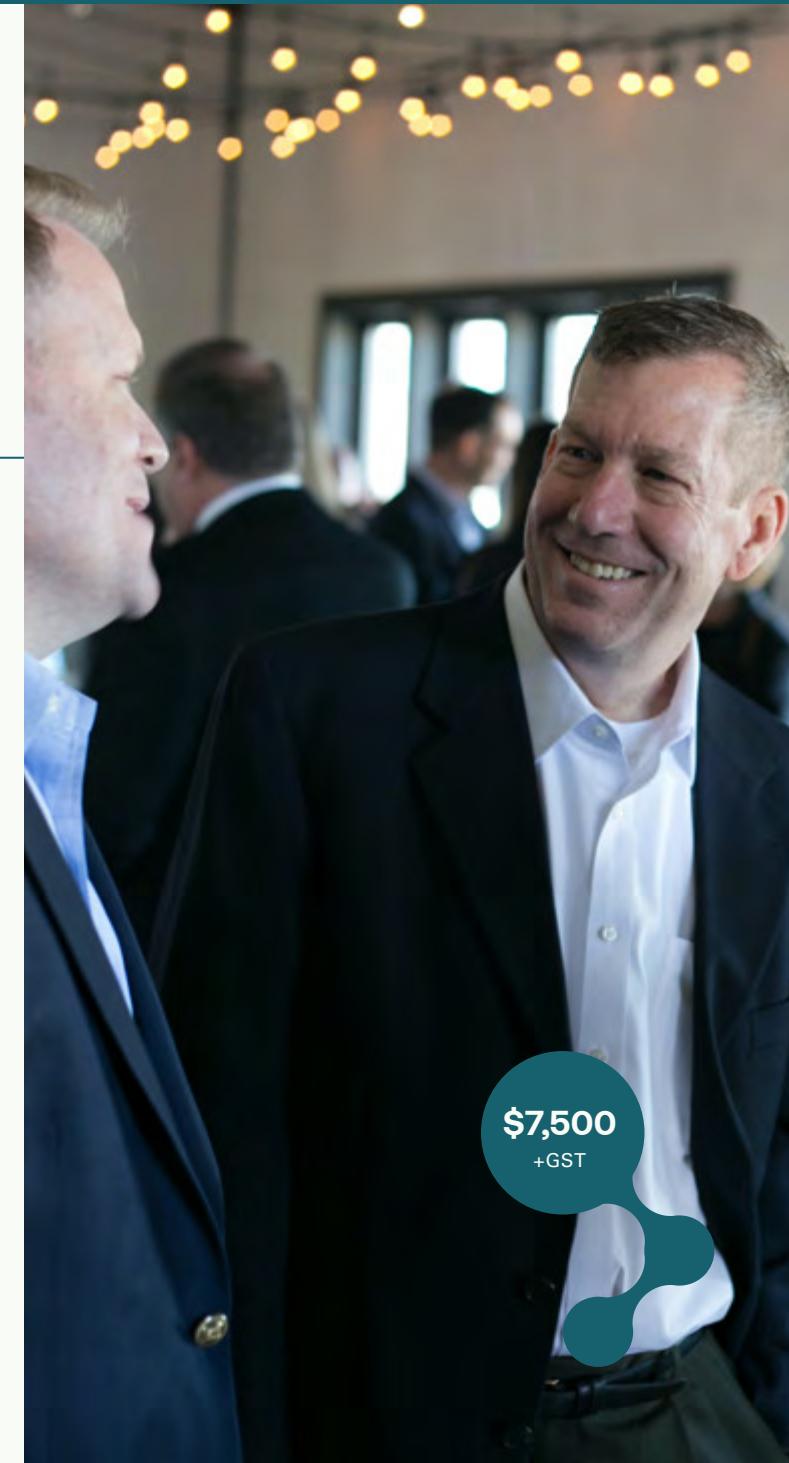
A high traffic feature offering significant exposure for your brand. The Networking Bar is a hub of activity for visitors to take a break and network, offering food, drinks and entertainment throughout the event.

Inclusions:**BRANDING**

- Exclusive sponsorship and full naming rights of the bar
- Company logo/acknowledgment in all relevant digital promotion (eDMs, website, social media etc.)
- 1 x blog posts on the thinkfood LIVE 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





ONSITE SPONSORSHIPS

Registration Sponsor

Make your mark on thinkfood LIVE visitors before they even hit the show floor.

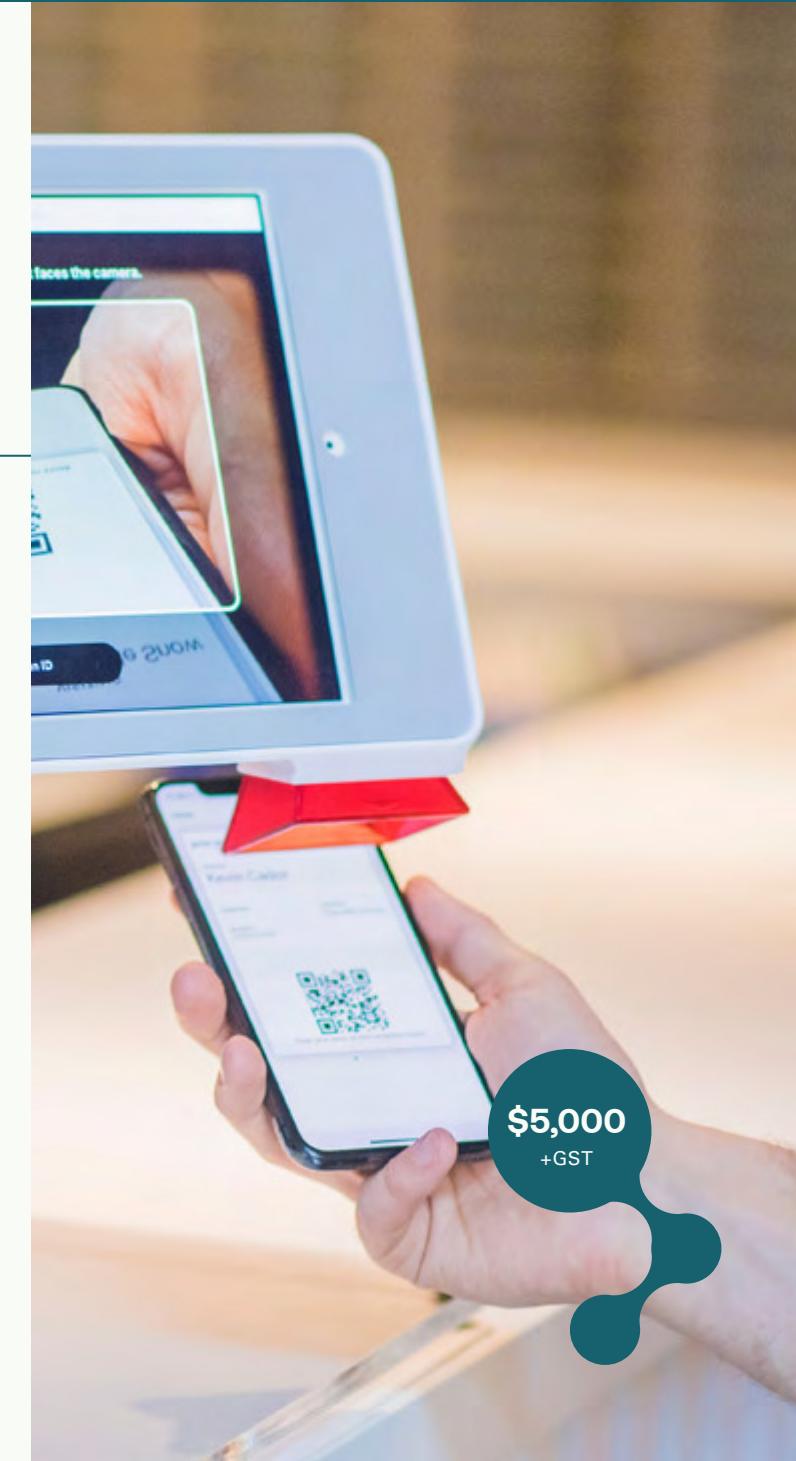
Your brand will be seen by all visitors as they enter/exit the thinkfood LIVE event.

Inclusions:**BRANDING**

- Exclusivity as the Registration Sponsor
- Company logo/acknowledgment in all relevant digital promotion (eDMs, website, social media etc.)
- Company logo/acknowledgment on the online registration page header and confirmation email
- 1 x blog post on the thinkfood LIVE 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 / acknowledgment on the Sponsors & Partners page on the official thinkfood LIVE app
- Company logo on registration staff t-shirts
- 2 x social media posts during show





ONSITE SPONSORSHIPS

Networking Drinks

Taking place at the end of the first day of the event, this is a unique opportunity for exhibitors to connect. Tickets to this event are complimentary to exhibitors, this is your chance to reach the breadth of thinkfood LIVE exhibitor representatives, in a relaxed environment.

Inclusions:**BRANDING**

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

\$3,500
+GST

AT EVENT

- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo/branding at Networking Drinks
- Company logo / acknowledgment on the Sponsors & Partners page on the official thinkfood LIVE app
- Opportunity for additional branding within the event space (pull-up banners, etc) to be approved by Diversified, at the sponsors own cost
- 2 x social media posts during thinkfood LIVE event

Sanitising Stations

A unique opportunity to have prominent branding in various locations on the exhibition floor and at the conference on all the event sanitisation stations.

Inclusions:

- Your company branding on 8x sanitising stations placed across various locations on the exhibition floor
- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo / profile featured and linked on the sponsor section of the thinkfood LIVE website

\$4,000
+GST

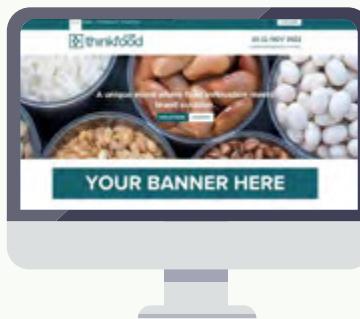




Digital Opportunities

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 both the thinkfood LIVE and foodpro audiences with a sophisticated campaign.

thinkfood LIVE 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

\$625 +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

\$500 +GST

For prominent exposure, this leaderboard offers branding on the top visited pages of the foodpro website, with the exception of 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

\$500 +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 thinkfood LIVE exhibitors



Featured Product

\$500 +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 thinkfood LIVE exhibitors

PRESENTED BY



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Contact the team

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#thinkfoodLIVE

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.

diversified
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