



7-8 July 2022

Gold Coast Convention
and Exhibition Centre

The destination for food innovation

Be part of a reimagined event, bringing together
the best and brightest in food manufacturing
into one destination industry event.

About

Exhibit

Sponsorship



diversified
COMMUNICATIONS • AUSTRALIA



Contents

- [Home](#) 1
- [Contents](#) 2
- [Overview](#) 3
- [Audience](#) 4
- [Exhibit](#) 5
- [Exhibiting Options](#) 6
- [Floorplan](#) 7

- [Branding Opportunities](#) 8
- [Lanyard Sponsor](#) 9
- [Conference Sponsor](#) 10
- [Networking Bar](#) 11
- [Poolside Networking Drinks](#) 12
- [Home of the arts Networking Drinks](#) ... 13
- [Registration / Lanyard Sponsor](#) 14
- [Digital Opportunities](#) 15
- [Contact](#) 16

SOLD

SOLD



Why FoodTech Qld?

The food and beverage sector is booming, accounting for 32% of the country's manufacturing turnover, making it the largest manufacturing sector in Australia. In 2022 FoodTech Qld is being reimagined, bringing the latest manufacturing and production solutions into one destination event on the Gold Coast.

Designed for big business to happen on the show floor and world-class insights to be shared in an accompanying conference stream. This is your opportunity to connect with qualified industry decision makers, generate immediate and long-term sales leads, build brand awareness and place your products in front of potential buyers.

FoodTech has your market covered

Food & beverage manufacturing equipment & technology

Handling, Storage & Transit

Plant Equipment & Fitout

Ingredients, Additives & Flavours

Packaging & Filling Equipment

Food Science, Testing & Safety

IT & Robotics

The new destination for the food industry to reconnect

In 2022, FoodTech Qld features an exhibition floor, full conference stream and exclusive networking events. This new destination for FoodTech Qld opens the possibility to do business and network whilst also enjoying the sunny scenery and atmosphere of the Gold Coast.

Our visitors will have the opportunity to explore your product solutions on the show floor and hear the latest research and insights from experts in food innovation during daily content streams.

Networking events are included in all exhibitor packages and open for visitors to purchase tickets. This allows all of our event attendees the opportunity to socialise with peers over drinks and canapes, whilst enjoying the sunny Queensland backdrop.



" A great coming together of the industry. Excellent knowledge sharing opportunities "

KELLIE SCHOLZ PROJECT MANAGER, COCA COLA AMATIL



FoodTech Qld Visitors

Exhibiting at FoodTech Qld provides your company with the opportunity to showcase your brands, products, and services to key decision-makers visiting from Australia's top food companies. From manufacturers looking for the latest technologies to improve production line efficiencies, to large retailers looking to optimise their supply chain processes.

FoodTech Qld attracts industry professionals with real buying power, who attend to find trusted suppliers, seek new equipment, and discover products that will keep them at the forefront of this competitive market.

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 do they come to see?

Food Testing & Safety

Food Plant Equipment
& Technology

Meat Processing
Equipment

Food Ingredients
& Additives

Food Technology

Food Handling, Storage
& Transit

Beverage Equipment
& Technology

Food Processing
Machinery & Technology



“Exhibiting at Foodtech QLD was a seam-free experience, great customer service, super venue and a well-attended target market event ”

JON BALL, MANAGER, PRO ALI DESIGN



Exhibit

A strong focus on business

Never has there been a better time to get involved with FoodTech Qld.

In 2022 exhibitor packages include a number of options for you to build brand recognition, create lasting business relationships and truly make the most of your time at the event.

Australia's food manufacturing community has been without a major face-to-face event since 2019, FoodTech Qld is your opportunity to reconnect with the industry.



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 a changed consumer demand
- Showcase how your solutions can support growth and innovation in the industry
- Raise brand awareness at Queensland's only major industry event catering to the entire food and beverage manufacturing industry
- Be part of something bigger as the industry is finally able to re-connect and inspire one another
- Align your brand with other major industry bellwethers
- Take advantage of this year's opportunity to meet a targeted Australian buying audience craving innovation and efficient solutions

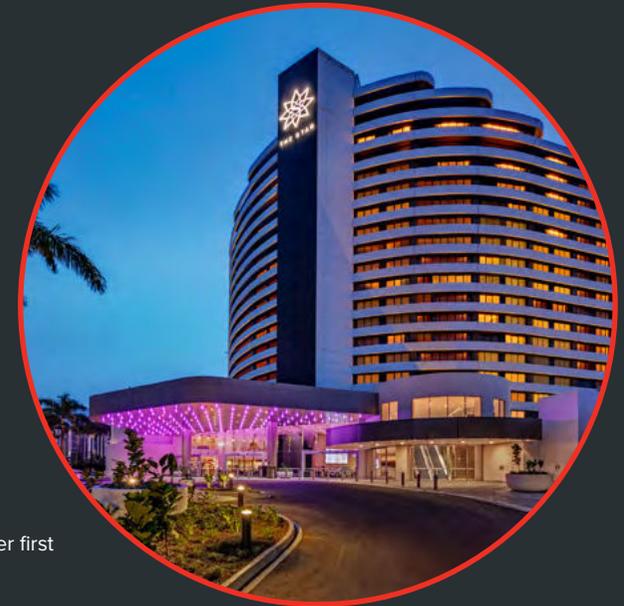
Make the most of your time

Your exhibitor participation will also include a host of networking events to truly make the most of your time on the Gold Coast. Socialise with your peers over drinks and canapes, whilst enjoying the sunny Queensland backdrop.

- Pre-show cocktail party at The Star Gold Coast
- Cocktail function at the Home of the Arts (HOTA) after first day of the event

PLUS FoodTech exhibitors get 25% off The Star Gold Coast's otel rates. Book to exhibit with us today and receive our exclusive discount code!

*Transfers to and from networking events included in exhibition price.





Exhibiting Options in 2022

You can leave the stand building to us. FoodTech Qld stand packages have the option to include everything you need to get straight to business. On event day just turn up with your team and your sales collateral.

Stand rates

- 3x3 sqm package rate: \$5,950
- 6X3 sqm package: \$11,500
- 6x6 sqm package: \$19,500
- Larger stands available at \$475 per sqm, space only
- \$300 marketing package
- \$100 corner charges apply where applicable

All prices excluding GST

The Power of Exhibitions

A message from Diversified Communications Australia, organiser of FoodTech Qld

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 FoodTech Qld 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.

Shell Spec 3x3

Your Shell Stand Includes:

- Walls
- TV
- Black stool x 2
- Black Bar table
- Nameboard (fascia)
- Signage
- Carpet
- Lighting



Shell Spec 3x6

Your Shell Stand Includes:

- Walls
- TV
- Olive stool x 2
- Black Bar table
- Black tub chair x 2
- Black tub lounge
- White coffee table
- Nameboard (fascia)
- Signage
- Carpet
- Lighting



Shell Spec 6x6

Your Shell Stand Includes:

- Walls
- TV
- Black Bar table x 2
- Black stools x 4
- Marble coffee table
- Green lounge
- Black ottoman
- Nameboard (fascia)
- Signage
- Carpet
- Lighting





FoodTech Qld 2022 Floorplan



Secure a premium spot on the show floor

[Contact Us](#)

floorplan subject to change



Branding Opportunities

We have a range of sponsorship options to enhance your brand position above your competitors on the FoodTech Qld 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 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

Lanyard Sponsor

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.

Inclusions:

BRANDING

- Company logo and hyperlink on the sponsor section of the FoodTech website
- Company profile featured on the FoodTech website

AT EVENT

- Exclusivity as the lanyard sponsor for FoodTech Qld
- Company logo included on all lanyards
- Opportunity to select the colour of the lanyard (subject to colours available)
- Company logo included on the 'Sponsors and Partners' board at the main entrance to the show
- Company to retain ownership of any unused lanyards for future use



\$8,500
+GST

SOLD



ONSITE SPONSORSHIPS

Conference Sponsor

Delivering expert insight, the FoodTech Qld conference features a comprehensive program of speakers covering topics on Technology, Future Trends, Commercial and Global Emerging Markets. With conference support from leading industry associations AIFST and AIP, you can be sure your brand is aligned with a renowned industry line-up.

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 FoodTech Qld 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)

\$9,500
+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 FoodTech Qld 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



\$10,500
+GST

SOLD



ONSITE SPONSORSHIPS

Poolside Networking Drinks

Taking place 6 July, 5-7pm at The Star, this is the perfect scene to feature your brand amongst visitors, exhibitors and supporters of the event in a relaxed setting after the first day of FoodTech Qld.

Inclusions:

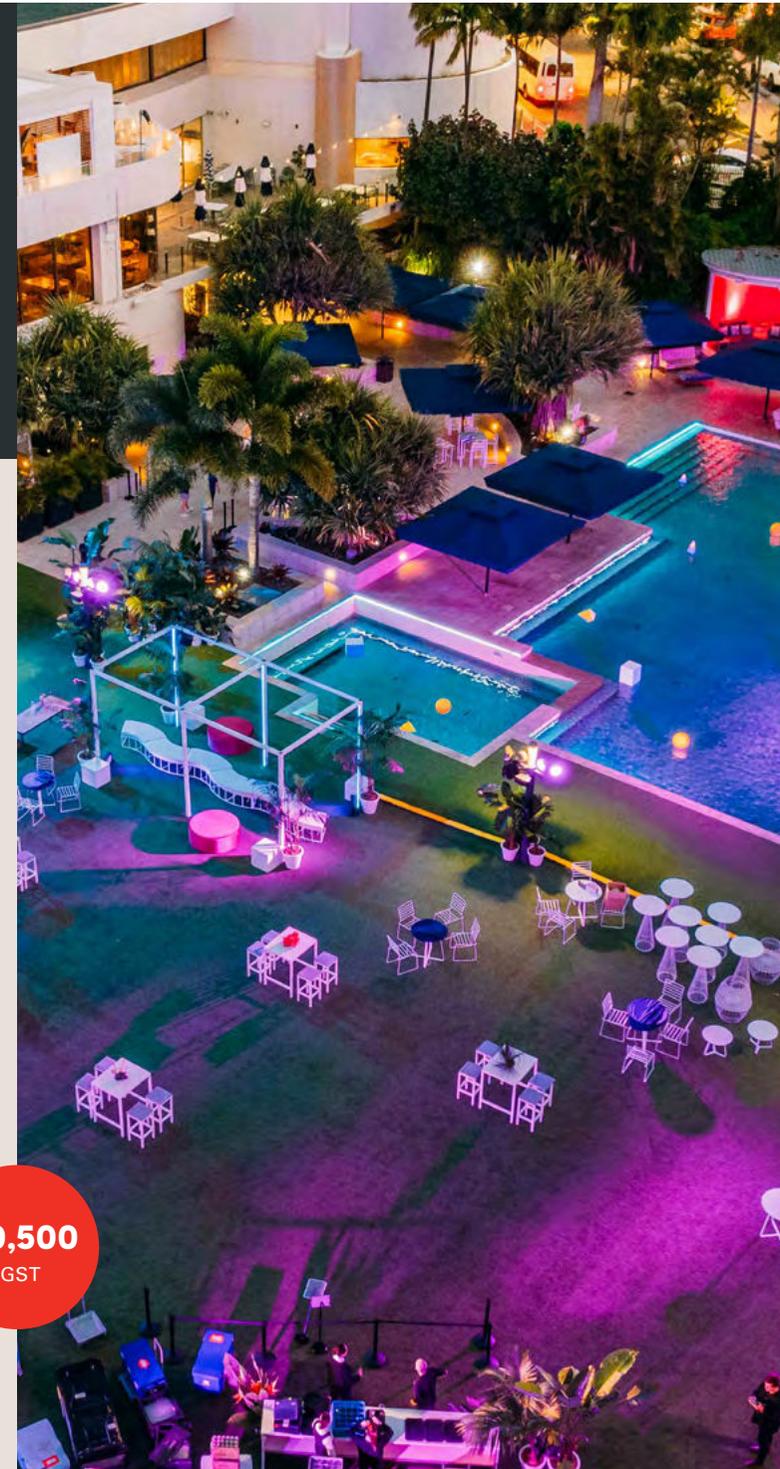
BRANDING

- Company logo/acknowledgment in all relevant Poolside Networking Drinks digital promotion (eDMs, website, social media etc.)
- 2 x social media posts pre-show
- 1 x blog post on the FoodTech Qld website (Content to be provided by sponsor and subject to approval by Diversified Communications Australia)

AT EVENT

- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo/branding at Poolside Networking Drinks
- Company logo/acknowledgement on the Sponsors & Partners page on the official Foodtech Qld app
- Opportunity for additional branding within the event space (pull-up banners etc.) to be approved by Diversified Communications Australia, at the sponsors own cost
- 2 x social media posts during FoodTech Qld event
- Sponsorship support acknowledgement by DJ throughout the evening

\$10,500
+GST





ONSITE SPONSORSHIPS

Home of the Arts (HOTA)

Networking Drinks

Located within tropical parklands, with the Surfers Paradise skyline as the backdrop, the HOTA is the perfect location to celebrate after the first day of FoodTech Qld. All event attendees can purchase tickets to the cocktail function, making this a prime spot to promote your brand in a relaxed atmosphere.

Inclusions:

BRANDING

- Company logo/acknowledgment in all relevant HOTA Networking Drinks digital promotion (eDMs, website, social media etc.)
- 2 x social media posts pre-show
- 1 x blog post on the FoodTech Qld website (Content to be provided by sponsor and subject to approval by Diversified Communications Australia)

AT EVENT

- Company logo included on 'Sponsors & Partners' board at event entrance
- Company logo/branding at HOTA 'poolside' Networking Drinks
- Company logo/acknowledgement on the Sponsors & Partners page on the official Foodtech Qld app
- Opportunity for additional branding within the event space (pull-up banners etc.) to be approved by Diversified Communications Australia, at the sponsors own cost
- 2 x social media posts during FoodTech Qld event
- Opportunity to provide branded t-shirts to hosts for each bus transporting visitors to and from the event (4-6 buses will be utilised)

\$10,500
+GST





ONSITE SPONSORSHIPS

Registration Sponsor

Make your mark on FoodTech Qld visitors before they even hit the show floor. Your brand will be seen by all visitors as they enter/exit the FoodTech Qld 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 FoodTech Qld 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 FoodTech Qld app
- Company logo on registration staff t-shirts
- 2 x social media posts during show

\$7,500
+GST

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 FoodTech Qld website

\$5,000
+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 FoodTech Qld audiences with a sophisticated campaign.

FoodTech Qld 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 FoodTech Qld 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 FoodTech Qld 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 \$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 FoodTech Qld 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 FoodTech Qld exhibitors*



Campaign eDM Advertising Spot \$1,500 +GST per month

The FoodTech Qld marketing campaign runs a series of eDMs pushing event highlights, registrations and event reminders from March until the event. 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



7-8 July 2022
Gold Coast Convention
and Exhibition Centre

Contact the team

Abigail Ford
Key Account Manager
aford@divcom.net.au
+61 3 9087 1333

Leanne Dawson
Client Manager
ldawson@divcom.net.au
+61 3 9261 4560

  #FoodTechQld

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
COMMUNICATIONS ■ AUSTRALIA

1300 DIVCOM (1300 348 266)

foodtech@divcom.net.au >

foodtechqld.com.au >