



**Foodservice  
Australia 2019**

fresh  
new  
ideas

melbourne  
2019





## Be a part of the industry show

Foodservice Australia is your opportunity to connect with thousands of genuine buyers from the food and hospitality industry.

This exciting industry event is designed for you. There is simply no better way to connect with the people who matter, showcase your products and generate ongoing sales.

Do you think digital is the answer? The reality is that people still buy from people. As more business moves online this annual event becomes even more important.

Have a look through this brochure and call our food team to discuss the options.



# foodservice australia 2019

88%  
of visitors discover  
new products

92%  
of visitors are likely  
to purchase these products

58%  
of visitors are in  
a purchasing role

23-25 June 2019  
Melbourne Convention  
& Exhibition Centre  
[foodserviceaustralia.com.au](http://foodserviceaustralia.com.au)

### Why exhibit?

- > Put a face behind the product
- > Build brand awareness and sales
- > Meet over 9,000 industry professionals
- > Launch new product lines
- > Demonstrate why your product is special
- > Identify new retailers and distributors
- > Generate social media attention



# The fastest growing food event in Australia



## Great value stands

We make exhibiting easy with these great value stand packages

- > Personal service
- > Easy to use exhibitor manual
- > Free how to exhibit classes
- > Free power with shell stands
- > Free carpet with space-only stands
- > Free listing in the catalogue and website
- > Free tickets for your customers
- > Free testing of electrical appliances
- > Free badge scanner for early bookings

Bare space for you to build your own stand  
\$470\* per square metre

Shell scheme stand with walls, carpet, lighting, nameboard and powerpoint  
\$530\* per square metre

Stand Options  
Stands available from 6m<sup>2</sup> to 90m<sup>2</sup>

\*plus GST



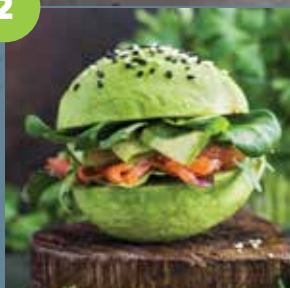
1



### Food & Drink

Food, drink and ingredients from leading suppliers

2



### Café School

Free workshops for cafés and takeaways

3



### Speciality Producers

Showcase of boutique food and drink producers

4



### Pâtissier of the Year

The leading pastry competition in Australia

5



### Chef of the Year

Australia's most prestigious chef competition

6



### Restaurant Challenge

Team event staged by the Australian Culinary Federation

7



### Conference Theatre

National Restaurant Conference & Aged Care Catering Summit

8



### Equipment

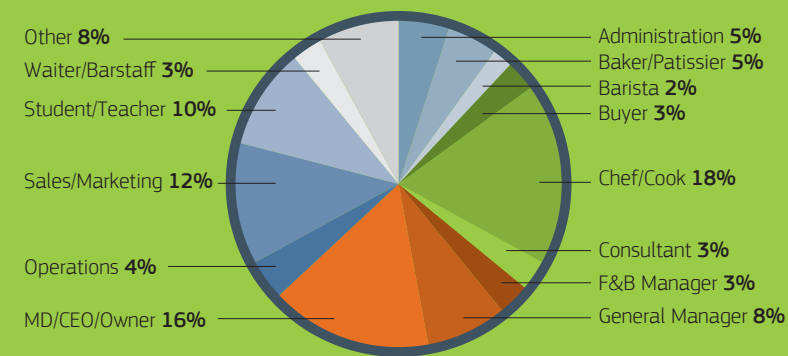
See the latest in equipment innovation



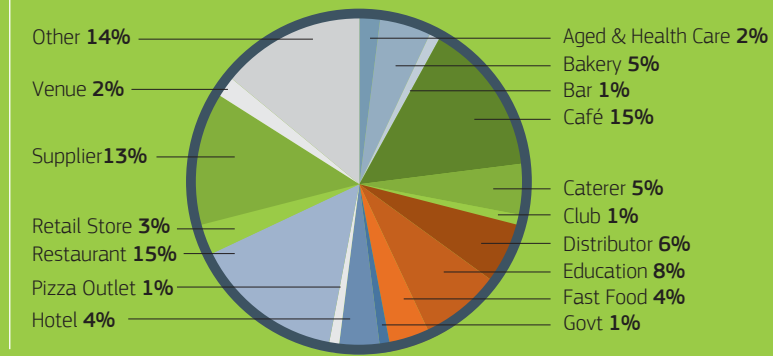
# Meet your buyers

There is only one place where all your buyers will be coming to discover new ideas and new suppliers. Will you be there to meet them?

Who will you meet?



Where do they come from?



Results from 2017 event

## The industry event

This is the show that attracts genuine buyers. That's because it runs with the most popular conferences and competitions, and is promoted nationally.

- > Social Media
- > Direct Mail
- > Websites
- > Search Engines
- > Industry Magazines
- > Radio
- > Newsletters



Super show, super organisers, super leads – well done Foodservice Australia team for making exhibiting effortless  
**Mark Sweeting, RATIONAL**



For us, Foodservice Australia is always a fantastic show with excellent quality leads. It has proven very worthwhile over the years, with leads converted into sales within weeks.  
**Clarence Goff, Nespresso Australia**



Foodservice Australia always generates many great leads for our company. Each year the show allows us to showcase new and exciting products we have launched to the industry  
**Haley Tierney, The Handmade Food Co**

# Book now to secure your place in 2019

Bookings are now open.  
Choose the stand that suits  
your display and your budget.

Size	Bare Space \$470 per m <sup>2</sup>	Shell Scheme Package \$530 per m <sup>2</sup>
2m x 3m = 6m <sup>2</sup>	-	\$3,180
3m x 3m = 9m <sup>2</sup>	-	\$4,770
3m x 6m = 18m <sup>2</sup>	\$8,460	\$9,540
6m x 6m = 36m <sup>2</sup>	\$16,920	\$19,080
6m x 9m = 54m <sup>2</sup>	\$25,380	\$28,620
6m x 12m = 72m <sup>2</sup>	\$33,840	-
6m x 15m = 90m <sup>2</sup>	\$42,300	-

+ GST

## Early booking bonus

Book before 1 October 2018 for a great stand  
and free visitor badge scanner.



Organised by professionals



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