

CONFERENCE & EXHIBITION

AusDrinks2010

SPONSORSHIP AND EXHIBITION PROSPECTUS

16-18 MAY 2010
Sheraton Mirage
Resort & Spa
Gold Coast, Australia



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On behalf of the boards of the Australian Beverages Council (ABCL), the Australasian Bottled Water Institute (ABWI), and Fruit Juice Australia (FJA), I would like to invite you to be part of AusDrinks2010 by participating as either a sponsor or exhibitor.

The 2010 AusDrinks will incorporate the annual Fruit Juice conference extending the coverage to all non-alcoholic beverage companies.

AusDrinks is the premier conference for beverage industry companies and professionals and brings together key personnel involved in non-alcoholic water & juice based beverages, along with representatives of industry related bodies and trade media.

The program will be held over three days featuring international and national speakers. The conference program addresses issues that affect the industry, be they related to production, technical issues, marketing or regulatory affairs.

The planned social program will allow companies a powerful platform for profiling their organisation as well as providing unique networking opportunities to establish new business contacts.

Following the successful AusDrinks2008 model, the 2010 Conference and Exhibition has been designed to give maximum exposure to both sponsors and exhibitors. Held every two years,

the conference attracts a loyal following together with a growing number of new delegates involved in our industry.

AusDrinks2010 offers various levels of involvement which are outlined in this document. However, if there are other ways in which you would like to participate, the Conference Managers would be happy to consider a tailor made package to suit you.

We look forward to having your organisation join us in 2010.

A handwritten signature in black ink, appearing to read "Geoff Parker", written in a cursive style.

Geoff Parker
Chief Executive Officer
Australian Beverages Council
Australasian Bottled Water Institute
Fruit Juice Australia



WHO WILL BE ATTENDING?

The conference is expected to attract 150–200 beverage industry professionals eager to meet & network with like-minded people.

Attendees are key people who are the decision makers in the beverage industry and include CEO's, sales & marketing executives, procurement executives, beverage innovators and operations directors from a wide spectrum of the non-alcoholic beverages industry, covering carbonates, bottled waters, juices, juice drinks, energy drinks, sports drinks, iced teas, cordials etc.

Special sponsored attendance of procurement executives from the larger bottlers is being organised. Other attendees include ingredient and service suppliers to the beverage industry, consultants, media and industry related government & regulatory bodies.

WHY SHOULD YOU SPONSOR/EXHIBIT?

AusDrinks2010 will give your company an excellent opportunity to meet and network with key beverage company representatives in a relaxed learning and social environment.

Your company will also be provided maximum exposure through signage and advertising, demonstrating your commitment to the industry.

THE EXHIBITION

The exhibition will be held in the ballroom of the Sheraton Mirage Resort, on Queensland's Gold Coast. This will be the central meeting point for all delegates.

Delegates will have to enter the exhibition hall to attend conference sessions. Breakfast, lunch and some refreshment breaks will also be held in the exhibition hall.

Exhibitors will also get dedicated exhibition time with no competing convention events.

PRELIMINARY EXHIBITION TIMETABLE

Sunday 16th May 2010

- All day** – Exhibition bump-in
- All day** – Board & Committee Meetings
- 6.00 pm** – Cocktail Reception

Monday 17th May 2010

- 8.30 am** – Official opening in Exhibition hall
- Exhibition opens
- Breakfast served in exhibition hall
- 12 noon** – Lunch served in exhibition hall
- 1.30 pm** – Plenary session begins
- 5.30 pm** – Free Night for Delegates

Tuesday 18th May 2010

- 9.00 am** – Exhibition opens
- Specialised workshops begin
- 10.30 am** – Morning tea in exhibition hall
- 12 noon** – Lunch in exhibition hall
- 12.30 pm** – Golf Tournament
- 1.00 pm** – Exhibition closes
- 7.00 pm** – Gala Dinner

FURTHER INFORMATION

For further information regarding any of the sponsorship opportunities listed in this brochure, please contact the team at Ausdrinks on the details below:

Level 1, 6-8 Crewe Place
ROSEBERY NSW 2018
Ph: +61 2 9662 2844
Fax: +61 2 9662 2899

SPONSORSHIP & EXHIBITION PROSPECTUS

GOLD SPONSORSHIP

\$15,000.00 + GST

Complimentary Registrations

- Two complimentary registrations, which includes attendance to the conference, exhibition, golf and all social functions and accommodation for duration of conference (valued at \$4,000.00)

Pre Conference Marketing

- Recognition of gold sponsorship in registration brochure and all promotional material
- Company logo and website link on the conference website
- One (1) page advertisement in the exhibition catalogue. The exhibition catalogue will be published as an insert of Food & Drink Magazine and distributed before the event to a readership of 6000, with a complete readership of 31,350 (valued at \$5,000.00)
- 200 word listing in the exhibition catalogue, in addition to advertisement which will be inserted into the Food & Drink Magazine

Onsite Marketing

- Naming rights to one Major Function (i.e. Gala Dinner, Welcome Reception or Plenary Session)
- Extensive branding during the conference
- Opportunity to provide a three minute address to delegates during sponsored event
- Opportunity to display company banners at sponsored event (to be supplied by you)

- Inclusion of up to three promotional items in conference satchel (to be supplied by you)
- Attendance of up to three company representatives and spouses at the 'invitation only' ABCL & ABWI Board Lunch
- Double exhibition space including 2 x 6 metre booth with company name on fascia
- Food & Drink Exhibition Catalogue will also be available to delegates at the exhibition

Post Conference Marketing

- Delegates list in PDF Format



SILVER SPONSORSHIP

\$8,000.00 + GST (Member)
 \$9,500.00 + GST (Non-Member)

Complimentary Registrations

- One complimentary registration, which includes attendance to the conference, exhibition, golf and all social functions (valued at \$1100.00)

Pre Conference Marketing

- Recognition of silver sponsorship in registration brochure and all promotional material
- Company logo and website link on the conference website
- Half (1/2) page advertisement in the exhibition catalogue. The exhibition catalogue will be published as an insert of Food & Drink Magazine and distributed before the event to a readership of 6000, with a complete readership of 31,350 (valued at \$2,600.00)
- 200 word listing in the exhibition catalogue, in addition to advertisement which will be inserted into the Food & Drink Magazine

Onsite Marketing

- Naming rights to speaker/workshop or minor event (Board lunch, golf tournament, pre-gala dinner drinks, keynote speakers)
- Opportunity to display company banners at sponsored event (to be supplied by you)
- Inclusion of up to two promotional items in conference satchel (to be supplied by you)
- Display of company logo during the conference
- Attendance of up to two company representatives and spouses at the 'invitation only' ABCL & ABWI Board Lunch
- Exhibition Space including 2 x 3 metre exhibition booth with company name on fascia
- Food & Drink Exhibition Catalogue will also be available to delegates at the exhibition

BRONZE SPONSORSHIP

\$4,500.00 + GST (Member)
 \$6,000.00 + GST (Non Member)

Complimentary Registrations

- One complimentary registration, which includes attendance to the conference, exhibition, golf and all social functions (valued at \$1200.00)

Pre Conference Marketing

- Recognition of bronze sponsorship in registration brochure and all promotional material
- Company logo and website link on the conference website
- Quarter (1/4) page advertisement in the exhibition catalogue. The catalogue will be published as an insert of Food & Drink Magazine and distributed before the event to a readership of 6000, with a complete readership of 31,350 (valued at \$1,200.00)
- 200 word listing, in addition to advertisement inserted into the Food & Drink Magazine

Onsite Marketing

- Naming rights to workshop
- Opportunity to display company banners at sponsored event (to be supplied by you)
- Inclusion of one promotional item in conference satchel (to be supplied by you)
- Display of company logo during the conference
- Attendance of one company representative and spouse at the 'invitation only' Board Lunch
- Exhibition Space including 2 x 3 metre exhibition booth with company name on fascia
- Food & Drink Exhibition Catalogue will also be available to delegates at the exhibition

SPONSORSHIP & EXHIBITION PROSPECTUS

EXHIBITION ONLY

\$3,000.00 + GST (Members)
\$4,500.00 + GST (Non-Members)

Complimentary Registrations

- One complimentary registration, which includes attendance to the conference, exhibition, golf and all social functions (valued at \$1100.00)

Pre Conference Marketing

- Website link on the conference website
- Quarter (1/4) page advertisement in the exhibition catalogue. The exhibition catalogue will be published as an insert of Food & Drink Magazine and distributed before the event to a readership of 6000, with a complete readership of 31,350 (valued at \$1,200.00)
- 200 word listing in the exhibition catalogue, in addition to advertisement which will be inserted into the Food & Drink Magazine

Onsite Marketing

- Inclusion of one promotional item in exhibition satchel (to be supplied by you)
- Exhibition space including 2 x 3 metre exhibition booth with company name on fascia
- Food & Drink Exhibition Catalogue will also be available to delegates at the exhibition

EXHIBITION INCLUSIONS

The following are included in the Corinthian Exhibition Stand Package:

- Your standard exhibition stand size is 2m x 2.5m
- Walls are 2.4m high Velcro compatible front runner covered walls in Blue
- Fascia is a 30cm deep Velcro compatible frontrunner in Admiral Blue
- Company names will be installed over each open aisle fascia. Lettering will be computer cut Black vinyl on a white corflute backing board.
- Each sign will be a maximum of 30 characters including spaces
- Lighting is 2 x 150-watt track mounted spotlights per stand, mounted on light track inside fascia unless otherwise specified.
- Power is 1x4amp power point per stand regardless of size. Located in rear corner of stand unless otherwise specified.

ADDITIONAL STAFF

Should you require additional staff to work on the booth, exhibition staff registrations may be purchased from the Conference Manager. The cost is \$75.00 per day and includes morning tea, lunch and an exhibition only name badge. Please note that only full delegates can attend conference sessions or social functions.



APPLICATION TO SPONSOR/EXHIBIT

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Sheraton Mirage
Resort & Spa
Gold Coast, Australia



COMPANY DETAILS

Company Name:

Address:

Suburb:

State:

Postcode:

Contact Name:

Position

Telephone:

Fax:

Email:

Website:

PACKAGE PREFERENCES

We would like to take up the following sponsorship/
exhibition package:

	MEMBER	NON MEMBER
GOLD SPONSORSHIP	<input type="checkbox"/> (\$15,000 + GST)	
SILVER SPONSORSHIP	<input type="checkbox"/> (\$8,000 + GST)	<input type="checkbox"/> (\$9,500 + GST)
BRONZE SPONSORSHIP	<input type="checkbox"/> (\$4,500 + GST)	<input type="checkbox"/> (\$6,000 + GST)
EXHIBITION ONLY	<input type="checkbox"/> (\$3,000 + GST)	<input type="checkbox"/> (\$4,500 + GST)

EXHIBITION PREFERENCES

We require an Exhibition Booth Yes No

Double Booth (extra \$1500) Yes No

I wish to book booth number:

1st Preference:

2nd Preference:

3rd Preference:

TERMS AND CONDITIONS

Exhibition space will be allocated only on receipt of the signed application form. A letter of confirmation will be provided to confirm receipt of booking registration together with a tax invoice. Final confirmation will be provided once total amount payable has been received. Sponsors requesting booths will receive first preference.

No exhibitor will be allowed to begin move-in operations until full payment is made.

In the event of the cancellation of Sponsorship or Exhibition booth/s, note that a cancellation fee of 25% will be charged.

Should the exhibition floor plan require changing, the Organisers reserve the right to make the necessary changes.

By signing this form I agree to the terms and conditions outlined above and will abide by them.

Signed:

Dated:

PAYMENT

Enclosed is a Cheque for \$

Payable to AusDrinks, EFT payments – please call Samantha on (02) 9662 2844.

RETURN TO

Please forward completed form to:

AusDrinks2010 Conference
C/-Australian Beverages Council Ltd
Level 1, 6-8 Crewe Place
ROSEBERY NSW 2018, AUSTRALIA

Fax: 61 2 9662 2899

Email: info@ausdrinks.com

