



AIFST23 PARTNERSHIP PACKAGES



THE SCIENCE OF FOOD
SECURITY & SUSTAINABILITY

AIFST23

Monday 24th & Tuesday 25th July 2023

Melbourne Convention & Exhibition Centre

MELBOURNE

PARTNERSHIP OVERVIEW

AIFST is Australia's premier, member-based institute representing food scientists and technologists.

Our purpose is to unite food industry professionals in the science of feeding our future.

Our mission is to advance and inspire all food sector professionals through education, collaboration and recognition to champion a robust, innovative science based Australian food industry to meet future food needs.

AIFST provides partnership opportunities for companies who wish to link their brand to the food industry's leaders and innovators. A range of packages are available in 2023 and AIFST is available to discuss ways in which we can assist your brand in reaching your target audience.

Talk to AIFST today about partnering in 2023 by contacting:

Clive Russell, AIFST Partnership Manager

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AIFST23

AIFST will celebrate this year's convention at the
Melbourne Convention & Exhibition Centre,
Monday 24 July – Tuesday 25 July 2023

PARTNERSHIP CATEGORIES

AIFST offers different partnership categories to ensure your brand reaches the right target audience at and delivering great value for spend. In 2022, partnerships are available across the following areas:

PREMIUM PARTNERSHIPS

SOCIAL & NETWORKING FUNCTIONS

CATERING

PROGRAM & CONTENT

CONVENTION COLLATERAL

2023 ADDITIONAL PARTNERSHIP BENEFITS

Along with individual package inclusions listed, all partnership packages automatically receive the following additional benefits:

- Exposure to AIFST's member database via direct Convention promotions
- Company logo printed in *food australia* journal, which provides reach to over 5,000 food industry professionals
- Direct access to 300+ Convention delegates to communicate brand and message
- Company logo on display on the AIFST website Convention page with a hyperlink to your nominated web page
- Company logo included in our list of convention partners in all industry e-newsletter promotions
- Customised Post-Convention Partnership Report detailing measurable ways in which you benefited from partnership with AIFST, including brand reach
- Offered first rights to the following year Convention Partnership Packages, ensuring your company continues to receive the ongoing benefits of partnering with AIFST
- All 2023 Convention Partners receive a 10% discount* on any advertising in *food australia* or AIFST communication platforms (website, e-newsletters & social media) until end of 2023 (*unless otherwise specified in package)



PREMIUM PARTNERSHIP PACKAGES



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24-25 JULY 2023 MELBOURNE

GOLD PARTNER

1 OPPORTUNITY

\$12,000+ GST.



Package includes:

- Provision of 20-minute presentation at the Convention on an agreed topic in line with the Convention theme (*program timing subject to allocation by AIFST based on program format*)
- 3 x complimentary full Convention registrations (*including all social functions*)
- 1 x company banner on display for the duration of the convention on plenary main stage
- Company logo prominently featured on AIFST Convention program and Convention promotional material
- Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
- Opportunity to nominate potential session speakers (*subject to AIFST approval*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 1 x full page advertisement in the first edition of *food australia* journal for 2024
- 30% discount on advertising taken in any 2023 *food australia* journal (additional to the above mentioned) and for any AIFST digital advertising

Previous Gold Partners have included: Neogen Australasia, IFT, The University of Melbourne, NSW Food Authority, POD Research and Strategy, BioMérieux, Food Innovation Australia Limited

SILVER PARTNER

2 OPPORTUNITIES

\$7,500+ GSTea.

Package includes:

- 2 x complimentary full Convention registrations (*including all social functions*)
 - Company logo prominently featured on AIFST Convention program and Convention promotional material
 - Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
 - Opportunity to nominate a session speaker (*subject to AIFST approval*)
 - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
 - 25% discount on advertising taken in any 2023 *food australia* journal and for any AIFST digital advertising
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Previous Silver Partners have included: BVAQ, NSW Food Authority (DPI), FIAL and DTS Food Assurance, SGS Australia, Sage, GS1, POD Research & Strategy

BRONZE PARTNER

4 OPPORTUNITIES

\$3,500+ GST ea.

Package includes:

- 1 x complimentary full Convention registrations (*including all social functions*)
 - Company logo prominently featured on AIFST Convention program and Convention promotional material
 - Company logo featured on Convention electronic presentations throughout the Convention, *as appropriate*
 - 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
 - 15% discount on advertising taken in any 2023 *food australia* journal and for any AIFST digital advertising
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SOCIAL FUNCTIONS & NETWORKING PACKAGES



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24-25 JULY 2023 MELBOURNE

FOOD & WINE SOCIAL EVENING

1 OPPORTUNITY \$10,000+ GST ea.

Full supporter naming rights of the Convention's ever popular networking event. The Food & Wine Social Evening (formerly Wine & Cheese night), will be held on Monday 24th July 2023.

Package includes:

- Provision of 7-minute presentation at the Convention on an agreed topic in line with the Convention theme (*program timing subject to allocation by AIFST based on program format*)
- Provision of a promotional video during the Convention to recognise and promote company's partnership of the Food & Wine Social evening (*2 mins and supplied by company*)
- 1 x company banner on display during the Food & Wine Social evening
- 1 x complimentary full Convention registration (*including all social functions*)
- 1 x additional complimentary ticket to the Food & Wine Social evening
- Company logo featured on AIFST Convention program and Convention promotional material
- Company logo on Food & Wine Social evening promotions and collateral
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- 25% discount on advertising taken in any 2023 *food australia* journal and for any AIFST digital advertising



This event will follow COVID Safe protocols

YOUNG PROFESSIONALS & MENTORING NETWORKING BREAKFAST

1 OPPORTUNITY \$2,500+ GST ea.

Launched at the 2016 Convention, the Young Professionals & Mentoring Networking Breakfast provides a forum for our future industry leaders to network with their peers while hearing from industry leaders. The breakfast provides the opportunity for your company to link your brand to the future of the industry.

Package includes:

- Provide Host for Breakfast, *if desired*
- Option to provide an industry speaker to present during Breakfast (*subject to AIFST approval*)
- 1 x company banner on display for the duration of the breakfast
- 1 x complimentary Convention registration (*including social functions*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- Company logo featured in AIFST Convention program

This event will follow COVID Safe protocols



CATERING PACKAGES



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24-25 JULY 2023 MELBOURNE

LUNCH PARTNER

2 OPPORTUNITIES

\$2,000+ GST ea.

MORNING & AFTERNOON TEA PARTNER

3 OPPORTUNITIES

\$1,000+ GST ea.

Naming rights for Monday or Tuesday Convention Lunch.

Package includes:

- Up to 3 x company banners on display during the lunch
- Recognition on catering tables with appropriate signage (*where appropriate*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

Naming rights for Monday or Tuesday Morning Tea or Monday Afternoon Tea

Package includes:

- Up to 3 x company banners on display during the morning tea
- Recognition on catering tables with appropriate signage (*where appropriate*)
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

This event will follow COVID Safe protocols

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PROGRAM AND CONTENT PACKAGES



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24-25 JULY 2023 MELBOURNE

SESSION/WORKSHOP PARTNER

\$2,000+ GST ea.

Opportunity to link your brand with a specific session aligned with your company's specialisation. All partners are provided session branding and a 2-minute introductory address to session delegates providing you with a direct promotional opportunity to delegates.

Companies interested in partnering with a session or workshops are encouraged to contact AIFST to discuss session themes and alignment prior to finalisation of partnership.*

Package includes:

- Nomination of Chair and provision of welcome address at session/workshop commencement
- 1 x complimentary full Convention registration (*including all social functions*)
- 1 x company banner on display in room during the session or workshop
- Company logo included on session or workshop PowerPoint material
- Session partner acknowledgement in all associated promotional material for that session
- Company logo featured on AIFST Convention program and Convention promotional material

**Please note, support for these sessions does not provide speaking entitlements in that session or workshop. Content is developed by AIFST.*



POSTER COMPETITION PARTNER (to be virtual)

1 OPPORTUNITY

\$1,000+ GST ea.



Opportunity to partner with Australia's leading and up-and-coming researchers presenting their latest findings and innovations as the exclusive Convention Poster Display Partner. To give students not able to travel the opportunity to be part of this competition, we will hold this competition "virtually". Judges choose the best posters, and winners will be announced during the Convention Awards Session.

Package Includes:

- Company logo featured
 - Nominate a judge for the poster competition, if desired
 - 1 x complimentary registration to the AIFST23 Convention
 - Company logo featured in AIFST online Convention program
 - Winners will be announced during the Convention
 - Logo in *food australia* post convention edition & Bitesize monthly e/newsletters
 - Inclusion of company logo on AIFST website & hyperlink
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CONVENTION COLLATERAL PACKAGES



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VOLUNTEERS T-SHIRT PARTNER

1 OPPORTUNITY

\$2,000+ GST ea. + COSTS*

Volunteers play a vital role in the success of our conventions year after year. In 2023, we have a unique opportunity for you to link your brand with our hardworking, professional volunteers.

Package Includes:

- Company logo featured prominently on the back of volunteers' t-shirts for the duration of the Convention
- Choice of t-shirt colour *(subject to AIFST approval and availability)*
- 1 x complimentary full Convention registration *(including all social functions)*
- Company logo featured on AIFST Convention program and Convention promotional material
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel

** Costs include cost of t-shirts at purchase price, printing and delivery*



DELEGATE SATCHELS

DELEGATE LANYARDS

1 OPPORTUNITY

\$3,000+ GST ea. + COSTS*

Package includes:

- Company logo and AIFST Convention logo on all satchels distributed to delegates *(branding to be approved by AIFST)*
- Sourcing and printing of approximately 300 satchels
- 1 x complimentary Convention registrations *(including social functions)*
- 1 x satchel insert – promotional item or corporate material in Convention delegate satchel
- Company logo featured in AIFST Convention program

**Costs include cost of satchels at purchase price and logo printing*

1 OPPORTUNITY

\$1,500+ GST ea. + COSTS*

Keep your brand front and centre during the Convention as the sole lanyard partner.

Package includes:

- Company logo on all delegate lanyards *(supplied by Partner, design to be approved by AIFST)*
- Company logo featured in AIFST Convention program

**Costs include cost of lanyards at purchase price – alternatively lanyards can be supplied by AIFST*



NOTEPAD PARTNER

1 OPPORTUNITY

\$1,200+ GST + COSTS*

Included in the delegates' satchels, the notepads are a prominent place to merchandise your brand throughout the Convention and long after the event finishes.

Package includes:

- Company logo printed on notepads (*notepads to be supplied by company*)
- Recognition as the notepad partner on the Convention website and collateral

**Costs include cost of notepads at purchase price*

PENS PARTNER

1 OPPORTUNITY

\$1,200+ GST + COSTS*

Included in the delegates' satchels, pens are a great opportunity to promote your brand throughout the Convention and long after the event finishes.

Package includes:

- Company logo printed on pens (*pens to be supplied by company*)
- Recognition as the pen partner on the Convention website and collateral

**Costs include cost of pens at purchase price*



SATCHEL INSERT

\$750+ GST ea. + COSTS*

Include your promotional material in delegate satchels and take advantage of the opportunity to promote your brand directly to food industry professionals. This opportunity provides a great potential for networking and business deal offers targeted to Convention delegates.

Package includes:

- 1 x company brochure or advertising material inserted into delegates' satchels (*material to be provided by company*)
- Company product* samples may be included upon request (cost subject to negotiation) and may include water bottles, product samples/snacks, USBs, tissue packs, sticky notes etc.

**Please note satchel inserts cannot include notepads or pens.*



TALK TO AIFST TODAY



Talk to AIFST today about partnering in 2023 by contacting:

Clive Russell
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