



2-5 SEP 2024
Melbourne Convention
& Exhibition Centre

2024 RATECARD

Be a part of the ultimate
food trade event



FINE FOOD
SYDNEY 2023
AT A GLANCE

26,054

Total Visitor
Attendance

853

Exhibitors

1,684

International
Visitors



96%
OF VISITORS



were satisfied with
Fine Food Australia

7/10
VISITORS



are highly likely to purchase a
product or service from an exhibitor

ABOUT FINE FOOD

Fine Food Australia is the nation's only established tradeshow dedicated to all things food – from foodservice to hospitality, and catering equipment, to retail and bakery. Fine Food Australia is the unparalleled vehicle for uniting the industry.

In its 40th year, Fine Food is an opportunity to reignite business conversations, innovation, and face-to-face connections with quality Australian decision-makers.

With its global reach, Fine Food Australia also enables exhibitors to connect with an international audience, fostering international partnerships and expansion opportunities. Connect with chefs, restaurateurs, food operators and more, forging valuable relationships and potential collaborations.



WHY EXHIBIT

As an exhibitor at Fine Food Australia, your business will experience unparalleled visibility and opportunities to connect with industry professionals and decision-makers.

As a platform for businesses to showcase its offerings, generate sales and new business opportunities, you will gain access to a diverse, influential audience of industry professionals from Australasia and beyond.

96% OF EXHIBITORS
FEEL THAT FINE FOOD AUSTRALIA IS
IMPORTANT FOR THEIR BUSINESS

90% OF EXHIBITORS
WERE SATISFIED THEY MET THE
RIGHT BUYERS

**INCREASING BRAND &
PRODUCT AWARENESS**

WAS THE MAIN OBJECTIVE
FOR EXHIBITORS AT
FINE FOOD AUSTRALIA



REASONS TO EXHIBIT



Generate new sales leads as the food & beverage industry continues to innovate



Capitalise on new business opportunities



Connect with key industry peers and decision-makers



Demonstrate your products to buyers looking for the latest solutions to meet a changed consumer demand



Grow your brand presence in the Australasian and international market

OUR AUDIENCE

As an exhibitor at Fine Food Australia, your business will be placed at the forefront of the industry, along with other major businesses.

As the largest food trade event in Australia, your brand will be showcased to tens of thousands of key decision makers who attend Fine Food annually to source new products, discover innovations and discuss the everchanging needs of the industry.

General Food 19%

- Association/Government/Media/Agency
- Consultant
- Food Broker
- Food Safety & Handling
- Industry Association
- Manufacturing
- Marketing/ Media

Distribution/Wholesale/ Import/Export 17%

- Food Importer/ Exporter
- Foodservice/ Retail Distributor
- Liquor Distributor
- Liquor Importer / Exporter
- Wholesaler

Bakery/ Patisserie 7%

Retail 7%

- Retail
- Butcher/Deli/Gourmet Store
- Convenience Store
- Independent Food Store/Specialist Food Store
- Supermarket/Convenience Store/Department Store

Foodservice & Hospitality 50%

- Academic/ Training Institute
- Aged Care
- Bar
- Café/Coffee Shop/Tea Room
- Catering
- Childcare
- Club
- Education & Training
- Educational Facility
- Fast Food/ Quick Service
- Health Care
- Hotels & Accommodation
- Independent Takeaway
- Pizzeria
- Pub
- Restaurant
- Sandwich Shop
- Venue



WHAT OUR VISITORS THINK

95% OF VISITORS CONSIDER ATTENDING FINE FOOD AUSTRALIA IMPORTANT FOR THEIR BUSINESS

7/10 VISITORS ARE LIKELY TO PURCHASE A PRODUCT OR SERVICE FROM AN EXHIBITOR



5HR 41^{MIN}

AVERAGE VISITOR DWELL TIME AT FINE FOOD AUSTRALIA

TOP JOB FUNCTIONS



Owner / C-Suite / Director

Proprietor, C-Level Management, GM



Chefs

Executive Chef, Head Chef, Sous Chef, Expediter, Chef de Partie, Chef or Cook, Pastry Chef, Sommelier, Baker



Manager



Consultant



Operations



Purchasing & Buying

TOP VISITING COMPANIES IN 2023

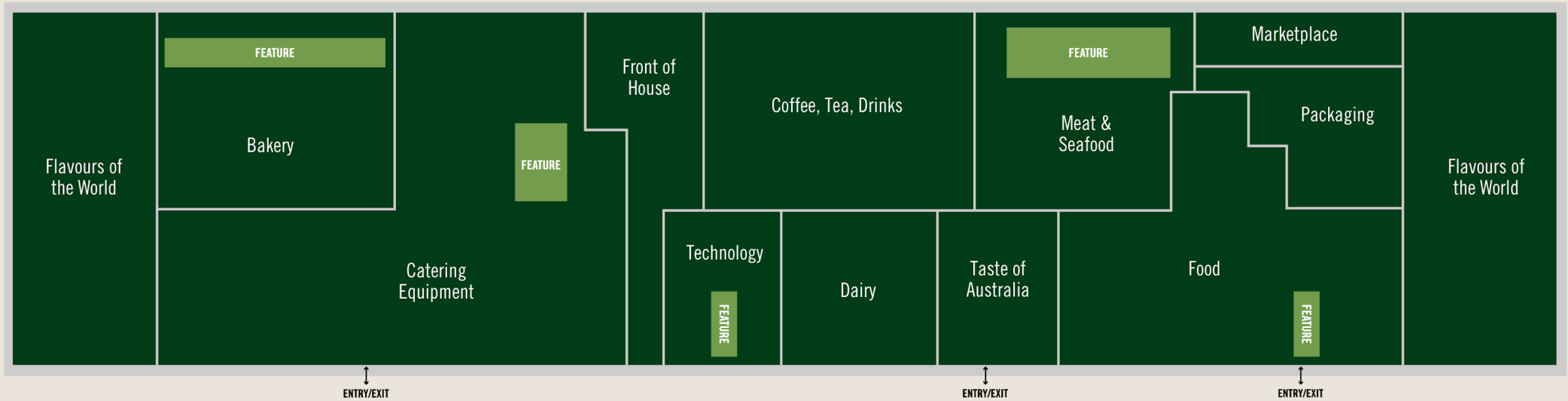
- Applejack Hospitality
- Australian Venue Co.
- Coles
- Crown Sydney
- Emirates Leisure Retail
- Lucas Group
- Merivale Group
- Novotel
- The Star Entertainment Group
- Woolworths

EXHIBIT IN 2024

TAKE YOUR
STAND TO THE
NEXT LEVEL!

Chat to our team about our extensive additional brand exposure opportunities through our range of tailored sponsorship packages, both onsite and pre-event!

FLOORPLAN



EXHIBITING RATES

Stand Size	Space Only \$640 per m ²	Shell Scheme \$710 per m ²
3x3 = 9m ²	\$6,510	\$7,140
6x3 = 18m ²	\$12,270	\$13,530
9x3 = 27m ²	\$18,030	\$19,920
6x6 = 36m ²	\$23,790	\$26,310
9x6 = 54m ²	\$35,310	\$39,090
12x6 = 72m ²	\$46,830	\$51,870
9x9 = 81m ²	\$52,590	\$58,260
15x6 = 90m ²	\$58,350	\$64,650

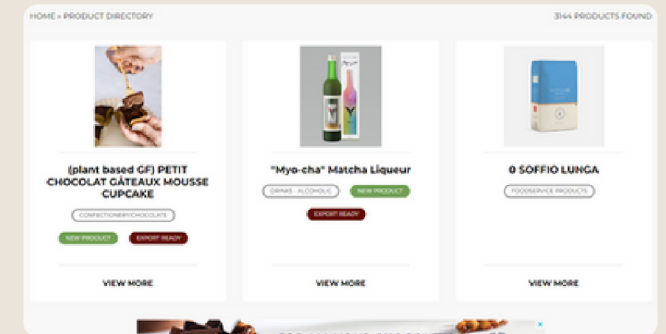
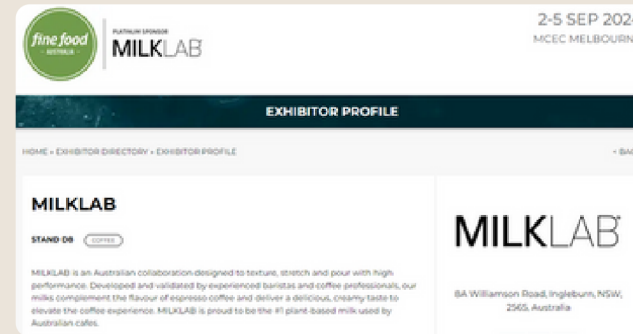
- All prices in AUD and exclude GST
- Additional premium exposure cost of \$275+GST per corner where applicable
- All prices are inclusive of the exhibitor marketing package
- Walk on Package inclusion available at \$650 +GST per/package



YOUR MARKETING INCLUSIONS



Beyond your stand, there are additional benefits to exhibiting!
Your Exhibitor Marketing Package includes:



Free Lead Tracking

Grow your leads and contact list with our free lead tracking app. Each exhibitor has unlimited users and scans, live access to export leads at any time, and unlimited qualifying questions for each lead.

Company Profile

Complete your online profile to ensure your business is displayed on our exhibitor profile in the lead up to the event. This includes a brief company description, contact information, website, and social media links.

Product Listing

Let delegates and decision makers know what products or services you will be showcasing so that they can browse your offering pre and during the event.



App Profile

As the primary way-finding tool, your company profile will display in the official event app where delegates can easily search for you.

Free Lead Tracking

Tell your networks you're exhibiting! Our dedicated marketing team have created free marketing collateral or you to download and share with your networks.

Dedicated Customer Service

We are here to ensure that you get the most out of exhibiting. That's why we have a team of customer service specialists to help you.



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CONTACT US

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➡ finefoodaustralia.com.au

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 will happily walk you through the options that best fit your business objectives.



@finefoodexpo



@Fine Food Australia



@Fine Food Australia

