



foodpro
2011



**‘THE EVENT’
FOR THE FOOD
MANUFACTURING
INDUSTRY**

10-13 July 2011
Sydney Convention & Exhibition Centre,
Darling Harbour



Co-located with the 44th annual AIFST Convention

The Australian Institute of Food Science and Technology is a professional body concerned with all aspects of food production and processing. Food science and technology continues to influence our food choices and impact on the availability of the food we eat.

AIFST has a strong reputation for facilitating food learning, networking and communication regardless of company size, industry segment or professional qualification.



foodpro is the outstanding trade event for the food and beverage industry across the Asia Pacific region. The food sector continues to rely heavily on technology and new developments. Such developments are crucial to the food processing industry and **foodpro** is the place to go to get your finger on the pulse of what's now and what's next.

foodpro is where strategies crystallise, inspiration blends and new business partnerships are set.

Diversified Exhibitions brings over 25 years of premium exhibition experience together with an extensive range of food events, including the highly regarded and award winning **Fine Food Australia** and **Good Food & Wine** shows. With this combined experience and know-how, you can be sure that **foodpro 2011** will give you the best return on investment.

foodpro
2011

Building on the success of foodpro 2008

Previous visitation, intention to buy, quotes and orders

- 70% organised a quote or appointment during the Exhibition.
- 77% saw something that they were likely to buy after the Exhibition.
- 94% indicated that they were 'likely' to 'very likely' to make contact with an exhibitor following the Exhibition.
- 6% placed orders or made purchases during the event, at an average investment of \$75,955 (excluding outliers).
- 66% of respondents stated that they would use the Show Catalogue to contact exhibitors after the Exhibition.
- Overall, respondents' satisfaction with foodpro 2008 was very high, with 92% stating they were 'satisfied' or 'very satisfied'.
- 82% of respondents 'agree' or 'strongly agree' that foodpro was a must attend event.
- 79% of respondents stated that they would and 19% that they may attend the next foodpro in 2011.

Integrated Marketing

foodpro is backed by a highly targeted and integrated marketing campaign including:

- over 60 streams of direct mail
- press advertising
- PR
- online
- promotional activity that maximises awareness and primary audience visitation

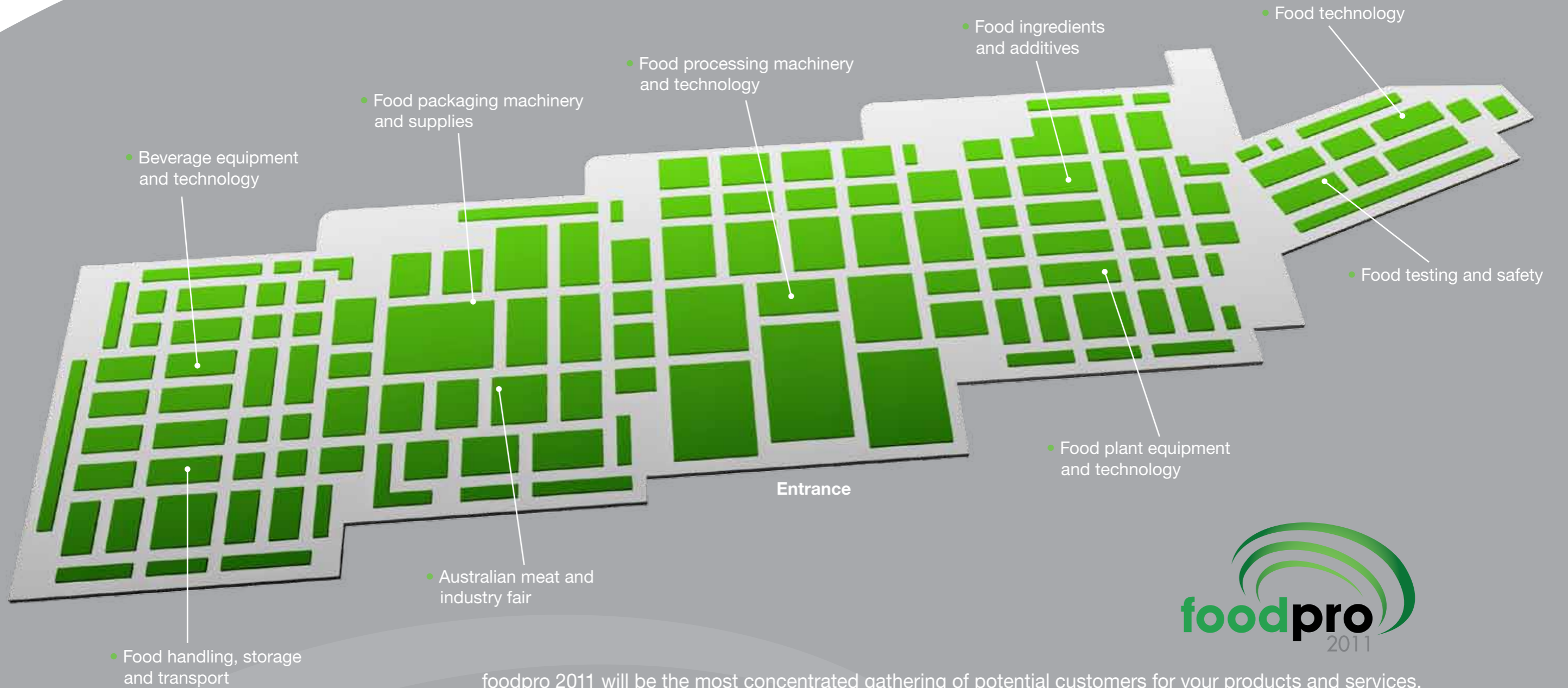


Why foodpro?

- foodpro; it's all about one on one communication
- foodpro is where launches are made for the latest product and ideas
- foodpro is where the cream of the food manufacturing business gathers every three years
- foodpro is the convergence of the industry's most powerful ideas and product showcase
- foodpro is thousands of qualified buyers over three intensively packed days. Leave exhausted but rich in ideas, initiatives and actionable business outcomes
- foodpro delivers buyers with real purchasing power that traditionally can't be reached by sales reps in the field
- foodpro is extraordinarily cost effective. Compare the cost and time it takes for your sales force to identify new customers, make face-to-face contact and close a sale against the volume of qualified prospects coming to your stand at foodpro
- foodpro enables you to stay in touch with your industry and keep an eye on what your competition is doing
- foodpro is a very sophisticated and highly integrated marketing campaign dedicated to increasing your exposure. There's nothing else like it
- foodpro is a horizon-broadening, business enhancing experience

foodpro at a glance

The following industry suppliers will be at foodpro 2011 including:



foodpro 2011 will be the most concentrated gathering of potential customers for your products and services. Once again, foodpro promises to be the shot in the arm the food trade is ready for. foodpro 2011 will be the largest food manufacturing event ever staged!



foodpro is a once every three year event and the only one of its kind for the food manufacturing industry. Prime positions are booked well in advance. If you want to mix it with the best book now.

Venue

The Sydney Convention & Exhibition Centre, Darling Harbour is located within walking distance of the Sydney CBD and is serviced by parking, public transport, hotels, restaurants and shops.

Dates

10-13 July 2011

Show Hours

Sunday 10 July	11.00am - 5.00pm
Monday 11 July	10.00am - 5.00pm
Tuesday 12 July	10.00am - 5.00pm
Wednesday 13 July	10.00am - 3.00pm

On-site Services

Electricity, telephones, car parking, internet, water and waste and compressed air (certain areas).

Support Services

Stand design and construction, signage, catering, furniture and fitting hire, floral and plant hire, audio visual equipment, photography, transport, forklift and crane hire, insurance and accommodation.

For exhibition inquiries
contact **Peter Petherick**
on **+61 3 9261 4586**

For more information visit
www.foodproexh.com