

# for new business

## Enticing Promotional Menu

An extensive visitor promotion campaign will be conducted to inform, motivate and stimulate buyers and key decision makers to attend. Personalised invitations will be direct mailed to all key visitor categories and VIP visitors will be telephoned and sent VIP passes to the show. The visitor promotion campaign will extend to all key decision makers from metropolitan and regional Victoria as well as neighbouring states and New Zealand. The direct mail campaign will be supported with email bulletins, advertising and pre-show features in the leading trade press and a comprehensive PR campaign.

- Direct mail
- Trade and industry press
- Daily press
- Internet and email
- Telemarketing
- VIP program
- PR campaign

## Chef Live Theatre

A major highlight at the Foodservice infocus Expo will be the **CHEF Championship**, a new event set to become one of Australia's premier cooking competitions. Teams will be required to prepare dishes from an ingredient list sourced from exhibitors at Foodservice infocus. Judged by a panel of experts they will compete over the three days of the show, with the event held in the **Chef Live Theatre** right in the middle of the show floor.

The Chef Live Theatre will also host additional presentations on the latest hot topics and industry issues and exhibitors will also be invited to use the theatre to conduct demonstrations during the show.

## Two Major Shows in One!

Foodservice infocus will be co-located with Clubs and Hotels 2009 with visitors having direct access to both events. Clubs and Hotels will showcase the very latest equipment, products and technologies for front of house, hospitality, bar and beverage, gaming and related services. It is the ideal accompaniment to Foodservice infocus as visitors have the opportunity to visit two major related industry events in the one visit saving them time and money.



Jacques Reymond at Foodservice infocus 2007

## Book Now!

Reserve a stand now by simply completing and returning the enclosed fax enquiry form. Alternatively contact the organisers to discuss your requirements.

## Space Only

Includes stand cleaning. Minimum of 18m<sup>2</sup>  
Rate \$360 per m<sup>2</sup> + GST = \$396 m<sup>2</sup>

## Shell Scheme

Includes walls, carpet, spotlights & fascia with company name and stand cleaning. Rate \$410 per m<sup>2</sup> + GST = \$451m<sup>2</sup>



Furniture not included

## World Class Venue

Foodservice infocus will be staged at the prestigious Melbourne Convention and Exhibition Centre. The MCEC is ranked as the number one trade expo facility in the Asia Pacific region and is well equipped to cater for the vast range of exhibitor requirements and specialised services. Situated just 20 minutes from Melbourne's international airport the venue is located on the banks of the Yarra River and is within walking distance of the exciting Southbank precinct and is close to major hotels and restaurants.



Please note that the contents of this brochure are general in nature and may be subject to change



## Organisers Join Forces

Foodservice infocus is proudly brought to you by Australasian Exhibitions & Events Pty Ltd (AEE) who are partnering with Exhibitions and Trade Fairs (ETF) who also manage the major Foodservice and Bakery Expo in Sydney. AEE and ETF have joined forces to provide the foodservice and baking industry with a major annual event that alternates between Melbourne and Sydney. The management of AEE and ETF have years of exhibition experience in delivering major events for the foodservice and catering industry. With a dedicated experienced team we know how to attract the right buyers and are committed to delivering the right results for your business.

## For further Information



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Incorporating  
**BAKERY AUSTRALIA**

# Serving up genuine buyers!

40% increase  
in attendance in  
2007

Melbourne Convention & Exhibition Centre 23-25 June 2009  
[www.foodserviceexpo.com.au](http://www.foodserviceexpo.com.au)



Strictly Trade Only



# Serving up qualified buyers at Australia's dedicated Foodservice & Bakery Expo!

## Can I Take Your Order

The Foodservice infocus Expo held in June 2007 was judged a resounding success by exhibitors and visitors. Marketed as the show for genuine buyers around 6000 buyers and decision makers from the foodservice and bakery industries attended the 3 day event.

Equipment suppliers and food companies reported an excellent response to their products and the sold signs were out on the show floor with many exhibitors reporting more sales than they had ever made at any other industry event. The Bakery industry was also well represented with the major suppliers of bakery equipment supporting a Victorian based event for the first time in many years.

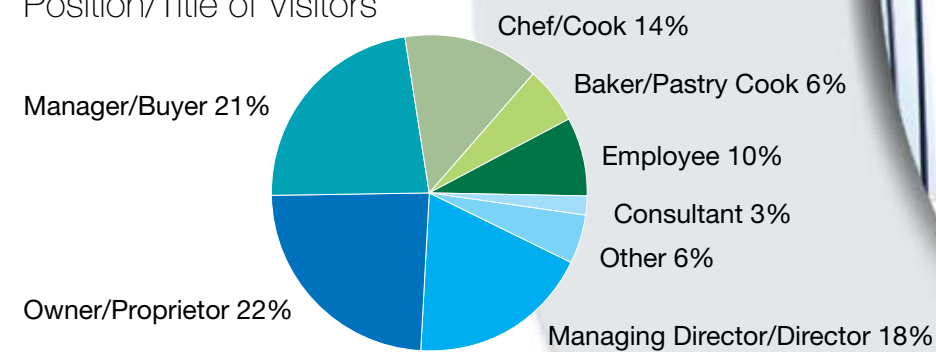
An extensive visitor promotion campaign will identify and attract key buyers and decision makers from the foodservice, bakery and catering industries with a special emphasis on those businesses that are looking to upgrade or expand their premises or facilities. This will help ensure that we attract an audience that are in the market to purchase new equipment and products that will result in orders and sales for your business.

Foodservice infocus targets only foodservice, catering and bakery buyers so you won't spend time with visitors that are not relevant or casual staff and other time wasters. This is the show that produces real orders and sales in a strictly business to business environment.

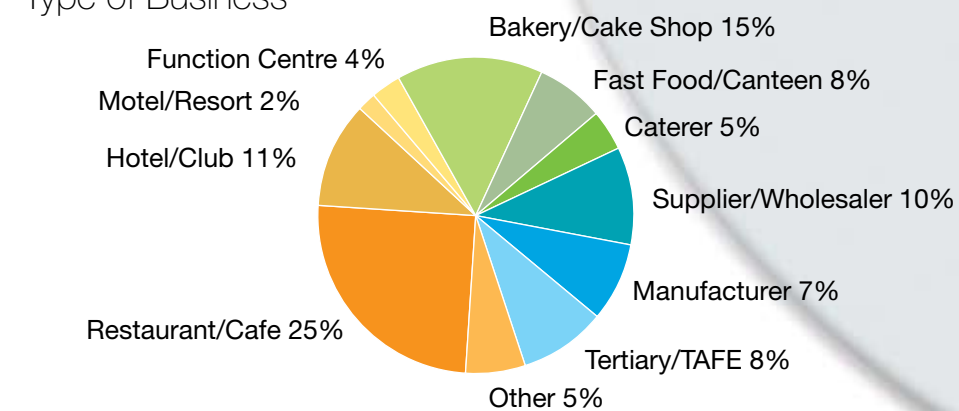
## Serving up New Buyers

Foodservice infocus attracts visitors from all sectors of the foodservice and bakery industries with over 95% of attendees involved in decision making. This means that you meet the right people at the show with a much higher conversion rate of leads into sales.

### Position/Title of Visitors



### Type of Business



*"We participated in the last show and did exceptionally well. This time we have done twice as much business and certainly better than we have ever done at any other show in Melbourne. There is something about the quality of the customers and the style of business at this show that is different from any other exhibition."*  
**Robert Erskine**  
 Managing Director Rely Services

*"The show exceeded my expectations. It was a great opportunity to showcase our new product range to our customers."*  
**Michael Luxmoore**  
 Foodservice Marketing Manager Simplot

*"We had a fantastic outcome and I believe that we probably paid for the stand in the first day. We have had an excellent number of visitors which have all been good quality."*  
**Wayne Viles**  
 Sales Manager Robot Coupe

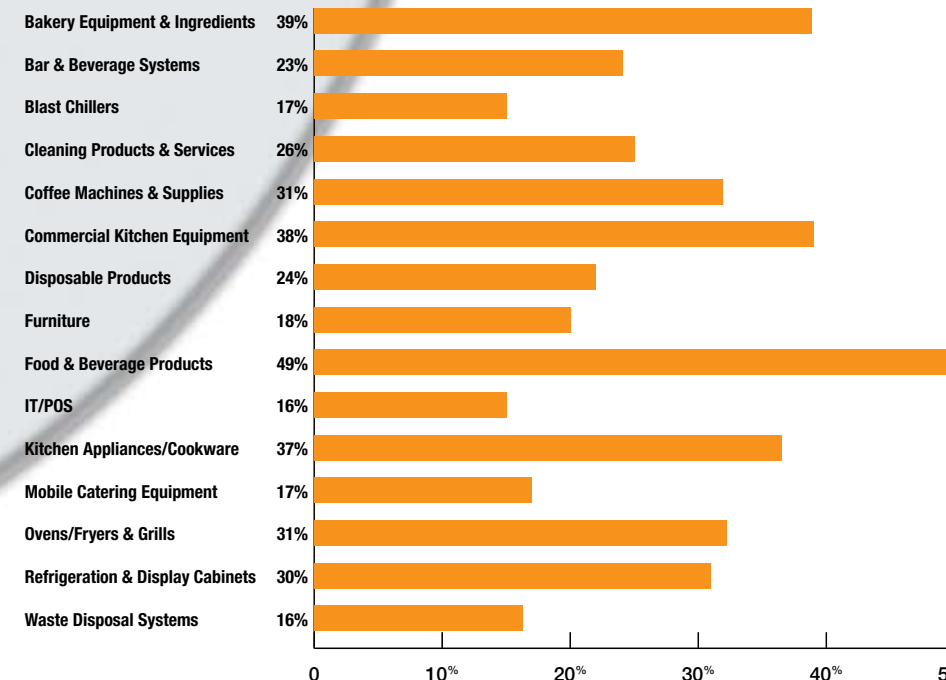
## New and Innovative Products

If you are looking for new customers and have products that are unique or have been recently released this is the right show for you.

## Equipment & Supplies

- Bakery Equipment
  - Cleaning Equipment & Products
  - Coffee Machines
  - Cookware
  - Cutlery/Crockery
  - Dishwashers
  - Display Cabinets
  - Disposable Products
  - Food Preparation Equipment
  - Fryers and Grills
  - Ice Cream Making Systems
  - Ice Makers
  - Induction Cookers
  - Kitchen Equipment
  - Menu Displays
  - Mobile Catering Equipment
  - Ovens and Microwaves
  - Packaging & Storage Equipment
  - Paper/Plastic Products
  - Refrigeration Cabinets
  - Shelving
  - Tableware
  - Trade Publications
  - Trolleys
  - Uniform & Clothing
  - Waste Management
- Please note this list is not definitive)

### Products of Interest



## Food Products

- Bakery Products & Ingredients
  - Beverages and Juice
  - Beer and Wine
  - Bulk Catering Foods
  - Condiments/Spices
  - Confectionary
  - Coffee/Tea
  - Cooking Oils
  - Dairy Products
  - Desserts
  - Fast Food
  - Finger Food
  - Fresh Foods
  - Frozen Food
  - Gourmet Foods
  - Ice Cream
  - Meat and Smallgoods
  - Natural & Organic Food
  - Pizza Supplies
  - Poultry
  - Portion Control
  - Sauces/Toppings
  - Seafood
- (Please note this list is not definitive)

## A Perfect Mix

Specialised buyers and decision makers will be invited to attend through a targeted marketing campaign that will reach all corners of the industry. We only invite buyers from the foodservice and bakery sector to make sure you spend time with the right decision makers.

## Targeted Business

- Restaurants and Bistros
- Cafes
- Commercial Caterers
- Bakeries/Cake Shops
- Fast Food Outlets
- Clubs/Bars
- Hotels/Pubs
- Motels/Resorts
- Function Centres
- Canteens
- Hospitals and Aged Care
- Defence Forces
- Manufacturers
- Suppliers
- Distributors
- Wholesalers

## Hot Buyers

- Baker/Pastry Cook
- Chef
- Owner/Proprietor
- Manager
- Catering Manager
- Purchasing Manager
- Consultant
- Foodservice Manager
- Barista



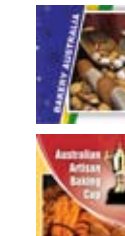
## Australian Artisan Baking Cup

Bakery Australia was launched at the 2007 Foodservice infocus Expo and provided the bakery industry with its own internationally acclaimed event.

Bakery Australia was developed to raise the profile of the Australian Baking Industry through the promotion of the Australian Artisan Baking Cup, National Bread Day and National Baking Competition.

The Australian Artisan Baking Cup will feature nine 3 member teams competing daily at the expo. The competition has been developed to create opportunities and be a vehicle for Australian Artisan Bakers to one day compete against the rest of the world in the "La Coupe du Mode de la Boulangerie Bakery World Cup in France.

In association with



# Bakery Australia

Bakery will be a highlight of the show with major equipment and ingredient suppliers meeting face to face with hundreds of owners, managers, bakers and pastrycooks over the 3 days. Over 40% of visitors to Foodservice infocus in 2007 listed Bakery Equipment and Ingredients as one of their main areas of interest. This generated significant business and leads for exhibitors at the last show. The bakery area at Foodservice infocus 2009 has increased in size to cater for the increased demand from the bakery sector.