



Food &  
Agribusiness  
Network

GYMPIE

NOOSA

SUNSHINE COAST

MORETON BAY



## EXHIBITOR INFORMATION

WITH THANKS TO...





”

The (2019) event was really wonderful, great buyers, no seagulls and time wasters. I particularly liked that all companies big or small had the same table set up - it made all of us appear equal.

”



”

The energy in the room was electrifying not to mention the great connections between companies on developing new products.

”

# ABOUT

80 exhibitors

400 buyers & stakeholders

Meet the Makers is South East Queensland's largest food and beverage trade event, showcasing fresh produce and food & beverage products from the Sunshine Coast, Noosa, Gympie and Moreton Bay.

It will profile the great diversity and capabilities of our industry and regions to local, state and national food and beverage trade, stakeholders and supporters.

The event will **CONNECT** exhibitors with a diverse range of buyers, who are eager to **MEET** and **SUPPORT** our local growers and product makers. It will deliver new commercial opportunities for FAN members.

Showcase your products/produce, tell your story and entice event visitors to **TASTE** and **BUY**.

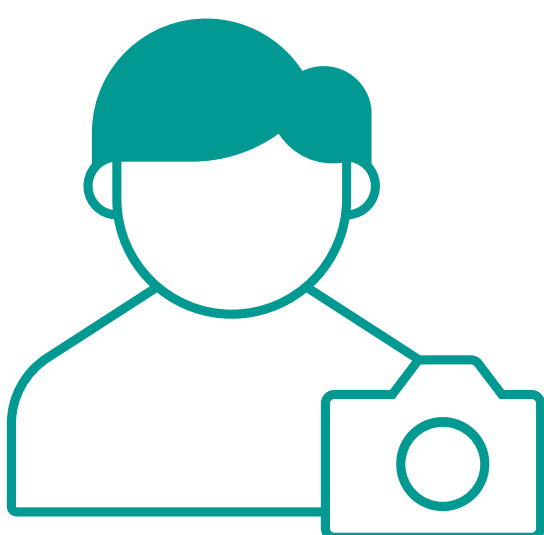
## EVENT DAY

**8.00am - 12noon: Bump in**

**2.00pm - 6.00pm: BUYERS SESSION**

**6.00pm - 9.00pm: NETWORKING SESSION**

NOTE: Numbers pending any new COVID restrictions or requirements



# ATTENDEES

## BUYERS

Meet the Makers will welcome buyers from the following categories to the 2.00pm to 6.00pm session.

Food retailers

Food distributors

Restaurants / cafes / event companies

Foodservice Professionals

Tourism operators & providers

### NOTES:

- This session is invite-only
- Buyers will be supplied with a digital catalogue containing all exhibitor information and contact details
- Exhibitors are invited to submit contacts for invitation

## VISITORS

Meet the Makers will welcome sponsors, supporters, stakeholders, media and passionate foodies to the 6.00pm to 9.00pm session.

Exhibitors will have the opportunity to sell products/produce to these visitors - who will be encouraged to support and buy local.

FAN Members (not exhibiting) are welcome to attend this session.





# ACTIVATION

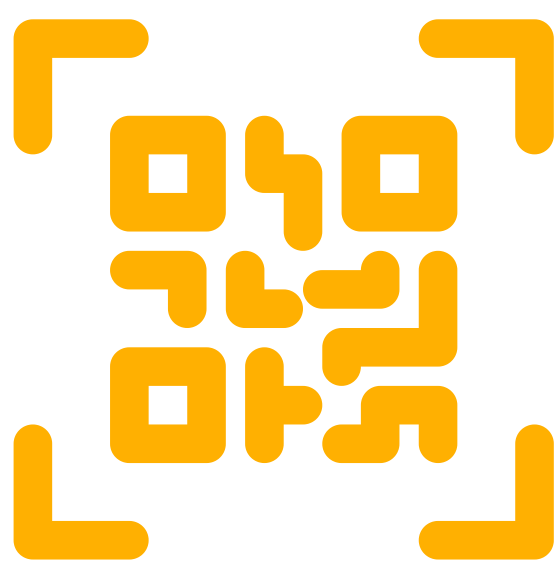
## SOCIALS

- An extensive social media campaign utilising FAN, @localfood, partner, stakeholder and sponsor channels will be activated to generate significant hype, exposure and profile for the event
- Exhibitors will be supplied with social tiles and copy to support their participation in the event



## MEDIA

- Proactive media relations will be conducted with key local, state and national consumer and trade industry media to publicise and create awareness for the event



## EXHIBITOR SUPPORT

- Exhibitors will be supported by information sessions, one-on-one consultation and an online platform for resource sharing to support their participation in the event



## DIGITAL CATALOGUE

- A digital catalogue listing exhibitor information will be supplied to attendees, allowing for easier one-on-one connections and enhanced profiling of members and key partners. This catalogue will also be shared with interstate connections

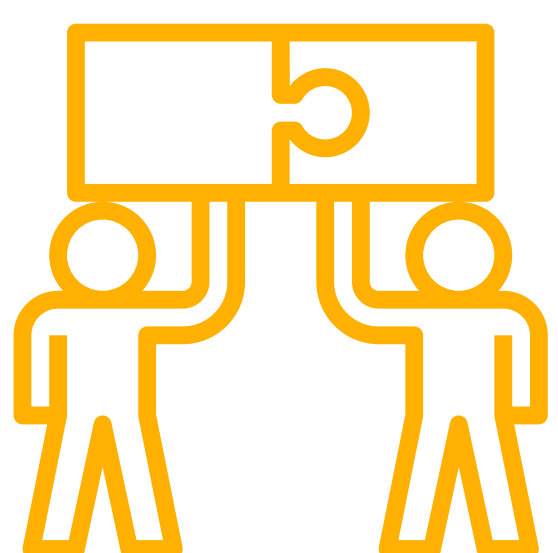


## BUYER INVITES

- Local, state and national trade will be invited, with targeted comms designed to entice, excite and profile participating exhibitors

## VIPS

- An enhanced key attendee experience will be programmed with a family and individual meetings scheduled on either side of the event



## STAKEHOLDER / SPONSOR SUPPORT

- The event will align with 3-4 key sponsors whose involvement becomes part of the story and whose partnership supports our industry and FAN's broader direction
- FAN will work with sponsors/partners to leverage their communication channels to further profile the event



# STATS

FROM MEET THE MAKERS 2019

*"The latest incarnation of "Meet The Makers" at the Big Pineapple is a credit to FAN for growing & refining the concept from last year to provide more commercial outcomes for the exhibitors with a Buyers Session ahead of the general public access. Well Done FAN"*

Still buzzing from an amazing night last night. Meet The Makers 2019 was fantastic! 🍍🌞🏆🍷🍰 #meetthemarkers2019 #homemadebliss #thebigpineapple #pineapplecookies #vegan #vegancookies #vegansofig #wewon #innovation #recipecreation #qbo #pastrycheftoys #sunshinecoast #sunshinecoastdaily #sunshinecoastfoodies #sunshinecoastcakes



freshboxdelivery Thank you to everyone who came to Meet The Makers last night! It is always so lovely meeting our customers and talking to you all about how and why we do what we do! Because our Fresh Box ethos is supporting local Sunshine Coast organic farmers, our favourite pass time is talking to you about where we source our food, the low kilometres it has and how we get it from the farm to your door. #eatfresh #eatlocal #eatorganic #knowyourfarmers #supportlocal  
freshboxdelivery #freshboxdelivery #freshboxsunshinecoast #freshboxorganic #freshboxorganics #meetthemarkers #foodagriculturalnetwork #foodagnetwork #sunshinecoastorganicdelivery



regionalfoodie — Meet the Maker 2019 - Food Agribusiness Network - Big Pineapple

The fun vibe of the day! The lovely ladies from Sunshine Coast Cider - great cider too!

@sunshinecoastcider  
@foodagnetwork  
@the\_big\_pineapple  
#bigpineapple #foodagnetwork #meetthemaker2019 #sunshinecoastproducers #supportlocal #foodpics #visitsunshinecoast #sunshinecoastcider #cider



Liked by taniahubbard and 22 others



WOOMBYE

JACOB CHICCO  
REPORTING

WINNEWS  
YOUR LOCAL NEWS

-1:26

67

EXHIBITORS

400+

RETAILERS,  
DISTRIBUTORS,  
ACCOMMODATION  
PROVIDERS,  
RESTAURANTS, CAFES,  
MEDIA, FAN MEMBERS  
AND INDUSTRY  
STAKEHOLDERS

100%

EXHIBITORS WOULD  
ATTEND NEXT EVENT

88%

EXHIBITORS RATED IT  
8 OR MORE OUT OF 10  
COMPARED TO OTHER  
TRADE SHOWS

86%

ATTENDEES RATED IT  
8 OR MORE OUT OF 10  
RE EVENT  
EXPERIENCE

100%

BUYERS  
DISCOVERED NEW  
PRODUCTS

108k

SOCIAL MEDIA REACH

40k

TRADITIONAL MEDIA  
AUDIENCE REACH



# EXHIBITORS

*"Lovely to see such a high quality event showcasing the region's producers, and has certainly upped the ante on last year's event. Very much appreciated a separate time slot being allotted to buyers before the general public attended, and think this time frame could have been longer comparatively. Excited for next year's MTM!"*

*"First time we've exhibited as such! Fantastic group of people from both producer, consumer and buyer. We found all of the leads very pre-vetted in that the audience was relevant and looking for products like ours."*



# BUYERS

*"The energy in the room was electrifying not to mention the great connections between companies on developing new products."*

*"The event was well structured and the broad array of fabulous local businesses was amazing to see. The atmosphere was buzzing with energy and the sense of what's possible which was just great!"*

*"We love being a member of FAN group on the Sunny Coast meeting all the wonderful suppliers and producers. It helps us connect with locals and allow us to showcase all of these products on our menu and wine list at Harry's on Buderim."*

*"Another great Sunshine Coast initiative to provide a platform for local producers and manufacturers to meet and engage with potential business partners."*



# COST / DETAILS

- **EARLY BIRD RATE \$150 + GST BEFORE 29 JANUARY**
- **\$200 +GST AFTER 29 JANUARY**

## **STAND**

- 2m x 2m stand (including table and power)
- Access to cold room/refrigeration

## **SUPPORT**

- Access to online information portal with tips for activation
- Online information sessions 22 Feb / 1 March

## **PROFILE**

- Inclusion in Digital Catalogue distributed to event attendees
- Social media tiles for own use
- Profile on @localfood and FAN channels

**BOOK HERE**

**QUESTIONS**

Please contact  
[info@foodagribusiness.org.au](mailto:info@foodagribusiness.org.au)

## TERMS AND CONDITIONS

We are committed to adhering to all COVID Safe Event processes and plans. Please note the following.

### COVID REQUIREMENTS

- Event numbers are capped due to current COVID restrictions
- Exhibitors may only staff their stand with two staff
- In the event of numbers being downsized due to any new COVID restrictions, an assessment on the event's viability will be made. If the event proceeds with reduced numbers, stands will be allocated on a first come first serve basis. Refunds will be made to exhibitors in this instance
- In the unfortunate event of a full event cancellation, exhibitor fees will be refunded (minus eventbrite fees)

### GENERAL

- Exhibition stands are only open to current financial INDUSTRY MEMBERS of FAN
- A refund will be provided if an exhibitor withdraws not less than 5 business days prior to the event
- Exhibitors are welcome to sell their products/produce during the 6.00pm to 9.00pm session
- Stand locations will be allocated by the event organiser
- Numbers and generic details only of event buyers will be supplied in advance of the event
- Exhibitors must supply their current Food Licence certificates in order to participate
- Exhibitors showcasing alcoholic beverages must supply details of their current liquor licence
- Exhibitors must supply details requested for inclusion in the Digital Catalogue. Only details supplied by exhibitors will be included in the catalogue