



**MEAT  
PROCESSING  
AND EXPORT**  
CONFERENCE 2025

**SPONSORSHIP  
& EXHIBITOR  
PROSPECTUS**



March 12 - 13, 2025

Royal Pines Resort, Gold Coast

[www.amic.org.au](http://www.amic.org.au)

# Welcome.

The Australian Meat Industry Council (AMIC) is delighted to again host this much-loved conference and gala event, dedicated to its meat processing and export members.

The Meat Processing and Export conference (MPEC25) builds on the successes of MPEC 2023, which was delivered to great acclaim last November after an 8-year hiatus. MPEC has reinforced its reputation as an event that is not to be missed, with the highest calibre speaking program, thought-provoking content and opportunities to celebrate and network. We have no doubt that MPEC 2025 will be a stellar occasion for the industry to come together and reconnect with all members of the supply chain, to celebrate achievements and plan for the next ones.

The event will bring to the fore the very latest in industry issues that matter most, discussed on stage in a professional forum. It will be augmented by a quality exhibition show, an outstanding social program and a gala dinner that provides the opportunity to make the event a truly memorable one.

MPEC25 will be delivered in a style and calibre that reinforces the significance of the industry and enables us to send this message to key stakeholders including government.

AMIC will encourage attendance from throughout its membership base and beyond, to ensure that by attending MPEC25 as a sponsor or delegate, you can be guaranteed of not only an excellent time, but of the business networking opportunities that can set you up for the year ahead and beyond.

For those contemplating a sponsoring role at the event, we can guarantee excellence in exposure. Together with our professional conference managers, we take the responsibility of providing appropriate return on investment very seriously and will work individually with each sponsor to optimise profile according to the benefits listed in this document.

We encourage you to consider being part of what will be a great show.



Tom Maguire  
Chair – AMIC  
National Processing & Export Council



**MEAT  
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CONFERENCE 2025

# Sponsorship Packages

1. Major partner
2. Gala dinner
3. Welcome function
4. Lanyard sponsor
5. Barista coffee sponsors (2)
6. Satchel sponsor
7. Lunch sponsor
8. Golf day sponsor
9. After party
10. MPEC25 trade exhibition
11. Exhibitor ADDONS



SPONSORSHIP INQUIRIES TO:

Sam Munsie

General Manager, Trade and Technical Affairs,  
M - 0458 882 770  
E - [smunsie@amic.org.au](mailto:smunsie@amic.org.au)

GENERAL EVENT INQUIRIES TO:

Bradley Hayden

Event Manager  
M – 0412 461 392  
E – [bradley@ccem.com.au](mailto:bradley@ccem.com.au)



# EXCLUSIVE MAJOR PARTNER

This is the most prestigious sponsorship package of the Meat Processing and Export conference 2025 and we offer it with complete exclusivity. The conference will have only one Major Partner who will benefit from the highest priority exposure both before, during and after the conference with priority branding in all documentation and onsite signage.

The Major Partner will also have the opportunity to customise their package to specifically meet their business needs which will include the opportunity to select from a range of possibilities that can include: chairing a conference session; providing a speaker for a conference session; recognition in each of the digital website conference materials (list of trade exhibitors, conference program and delegate attendee list); plus any particular events or activities that will directly benefit the sponsor.

This package entitles the sponsor to:

- Be recognised in all event publicity (print and electronic as the major Supporting Partner)
- A seat on programming committee
- Opportunity to make a presentation
- Opportunity to place prominent signage/ branding within the conference venue
- Company logo on front page of conference program
- Company logo on front page of registration brochure
- Logo and company link on conference website
- Opportunity to have a promotional item placed into the delegate satchels (note must be 'creative' reusable items - paper items not accepted)
- Company signage at the entry foyer of the conference venue for the duration of the conference. Sponsor to provide and must be free-standing
- Full page feature article/advertisement in conference program
- Provide material for inclusion in the conference satchel
- Receive 8 inclusive full delegate registrations
- Double trade display booth (6 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Other benefits by individual request and negotiation

**INVESTMENT**  
**\$75,000 + GST**

[APPLY HERE](#)

# EXCLUSIVE GALA DINNER SPONSOR

**Event Date:** Thursday 13<sup>TH</sup> March, 2025  
**Event Time:** 6pm-10pm  
**Event Venue:** Royal Pines Resort Ballroom

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the exclusive dinner sponsor
- Opportunity to place signage/ branding within the dinner venue. (Sponsor to provide and must be free standing.)
- Company logo on front page of conference program
- Company logo on front page of registration brochure
- Logo and company link on conference website
- Opportunity to have a promotional item placed into the delegate satchels (Note: must be 'creative' reusable items - paper items not accepted)
- Full page feature article/ advertisement in conference program
- Provide 1 item for inclusion in the conference satchel
- Receive 4 inclusive full delegate registrations
- Receive an additional 6 tickets to the conference dinner
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)
- The opportunity to make a short (max 5 minute) presentation at the conference dinner

Other benefits by individual request and negotiation

**INVESTMENT**

**\$35,000 + GST**

[APPLY HERE](#)

EXCLUSIVE

# WELCOME FUNCTION DINNER SPONSOR

**Event Date:** Wednesday 12<sup>th</sup> March 2025

**Event Time:** 6pm-10pm

**Event Venue:** Royal Pines Resort Tennis Courts

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the exclusive welcome function dinner sponsor
- Opportunity to make a short welcome speech at the dinner function
- Opportunity to place signage/ branding within the dinner venue (Sponsor to provide and must be free-standing.)
- Company logo on front page of conference program
- Company logo on front page of registration brochure
- Logo and company link on conference website
- Opportunity to have a promotional item placed into the delegate satchels (note must be 'creative' reusable items - paper items not accepted)
- Full page feature article/ advertisement in conference program
- Provide 1 item for inclusion in the conference satchel
- Receive 4 inclusive full delegate registrations
- Receive an additional 6 tickets to the welcome function
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Other benefits by individual request and negotiation.

**INVESTMENT**

**\$25,000 + GST**

[APPLY HERE](#)

EXCLUSIVE

# LANYARD SPONSOR

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the lanyard sponsor
- Company logo on delegate lanyards (in conjunction with MPEC25 logo)
- Logo and company link on conference website
- Quarter page feature article / advertisement in conference program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Other benefits by individual request and negotiation

**INVESTMENT**

**\$15,000 + GST**

[APPLY HERE](#)

# BARISTA COFFEE SPONSOR

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as a coffee sponsor
- Opportunity to theme the coffee cart and/or the barista's with your branded attire (Note: signage and clothing to be supplied by the sponsor)
- Logo and company link on conference website
- Quarter page feature article / advertisement in conference program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display adjacent to the sponsored coffee cart

Other benefits by individual request and negotiation.

2 spots available

**INVESTMENT**

**\$15,000 + GST**

[APPLY HERE](#)



# EXCLUSIVE SATCHEL SPONSOR

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the satchel sponsor
- Company logo on conference satchels
- Logo and company link on conference website
- Quarter page feature article/ advertisement in conference program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display area (preferential site selection offered prior to general allocation)

Other benefits by individual request and negotiation.

INVESTMENT

\$15,000 + GST

[APPLY HERE](#)



EXCLUSIVE  
**LUNCH  
SPONSOR**  
CONFERENCE DAY

**Event Date:** Thursday 13th March, 2025

**Event Time:** 12.30pm to 1.30pm

**Event Venue:** Trade exhibition space

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the conference lunch sponsor
- Be recognised as the lunch sponsor on Thursday 13<sup>th</sup> March (main conference day) with the opportunity to make a short 5-minute speech prior to delegates going to lunch (which is a stand-up buffet amongst the trade display)
- Opportunity to dress wait staff in your corporate attire
- Logo and company link on conference website
- Quarter page feature article/ advertisement in conference program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display adjacent to the sponsored coffee cart

Other benefits by individual request and negotiation.

**INVESTMENT**  
**\$15,000 + GST**

[APPLY HERE](#)

# EXCLUSIVE GOLF DAY SPONSOR



**Event Date:** Wednesday 12th March, 2025  
**Event Time:** 10.00am to 3.00pm  
**Event Venue:** Royal Pines Resort Golf Club

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the golf day sponsor
- Host the golf day (9 holes on the Wednesday morning prior to trade display opening) and make a welcome speech prior to the commencement of golf
- Opportunity to theme the golf course and/or supplied golf balls with company branding (signage and balls to be supplied by the sponsor)
- Logo and company link on conference website
- Quarter page feature article / advertisement in conference program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display

Other benefits by individual request and negotiation.

**INVESTMENT**  
**\$15,000 + GST**

[APPLY HERE](#)



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# EXCLUSIVE AFTER PARTY

**Event Date:** Thursday 13th March, 2025  
**Event Time:** 10.30pm to late  
**Event Venue:** Royal Pines Resort Hydrate Bar

This package allows the sponsor to:

- Be recognised in all event publicity (print and electronic) as the After Party sponsor
- Company logo on front page of registration brochure
- Opportunity to host the popular "After Party" in the Royal Pines bar after the industry dinner on the Thursday night
- Logo and company link on conference website
- Quarter page feature article/ advertisement in conference program
- Receive 3 inclusive full delegate registrations
- Trade display booth (3 x 2 metres) in a prominent location within the conference trade display

Other benefits by individual request and negotiation.

**INVESTMENT**  
**\$15,000 + GST**

[APPLY HERE](#)

MPEC 25

# TRADE EXHIBITION

For those seeking to gain exposure by way of a trade exhibition booth, we are encouraging your participation as an exhibitor with booths that will be strategically positioned with consideration to both crowd flow and catering during the conference.

This year we are expanding our trade exhibition footprint by opening the trade exhibition at 3pm on Wednesday 12<sup>th</sup> March to allow for a dedicated time to focus on the latest and greatest products and services being offered to our industry. The two-hour time slot will be enhanced by some programmed product pitches (see next section) –designed to focus the delegates on featured products and services business and opportunity prior to the social hours beginning.

The opening of the trade show will flow into welcome drinks in the foyer, ahead of the spectacular welcome dinner on the Tennis Courts.

An investment in a trade exhibition booth provides:

- One 3x2m trade display booth in the conference trade display area
- 2 x inclusive conference registration, including dinner function tickets

See next page for Add-On packages to help you promote your brand

INVESTMENT

\$4,000 + GST

[APPLY HERE](#)

# EXHIBITION ADD-ONS

## POWER/PRODUCT PITCH

## PRESENTATION UPGRADE

For those seeking to gain exposure beyond their trade exhibition booth, you have the opportunity to “Pitch your Product” via the event stage placed strategically in the trade hall.

This additional investment provides:

- Opportunity to make a 10-minute presentation on the event stage on Wednesday 12th March

### NOTE:

- This opportunity can only be taken *in addition* to a trade exhibition site or sponsorship package
- Details of your proposed presentation must be submitted to the committee by the required date to be considered
- All presentations are APPLICATIONS ONLY until accepted and confirmed

4 spots available

**INVESTMENT**

**\$2,000 + GST**

## PRODUCT PLUG

Keen to drive some traffic to your stand? Then for an additional \$500 investment we will script a dedicated mention from our conference MC – that drives traffic direct to your stand at one of the conference breaks.

**INVESTMENT**

**\$500 + GST**

# How to apply for sponsorship or exhibition site.

1

Click [HERE](#) to take you to the application form.

2

Once you have submitted your application form, we will acknowledge receipt.

3

For bespoke sponsorship packages, we will contact you to confirm the full list of benefits ahead of us generating your invoice and agreement.

4

For exhibitions, your application will enable us to immediately generate your invoice and confirmation.

5

For those seeking a product pitch – you will be required to provide details after submitting your application to tell us about your product and why we should consider programming a 10 minute presentation to showcase it.

Please see over for terms and conditions

## SPONSORSHIP INQUIRIES TO:

Sam Munsie  
General Manager, Trade and Technical Affairs,  
M - 0458 882 770  
E - [smunsie@amic.org.au](mailto:smunsie@amic.org.au)

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Event Manager  
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E – [bradley@ccem.com.au](mailto:bradley@ccem.com.au)

# Terms & Conditions

## APPLICATION DETAILS

Payment is not required with the application. Once your application has been accepted you will be sent confirmation details and an invoice. By submitting an application, you are deemed to have read and accepted the terms and conditions below.

## SPONSOR TERMS AND CONDITIONS

- The details in this document are correct at the time of printing. AMIC does not accept responsibility for any changes that may occur.
- Our sponsorship philosophy is to extend the first right of refusal on key positions to AMIC Platinum Members and those organisations who sponsored the equivalent position or above at the previous conferences.

## CANCELLATION POLICY

(once sponsorship is confirmed)

- Due to the considerable administration associated with this conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled more than 60 days from the commencement of the conference.
- Cancellations made within 30 days of the commencement of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.
- All requests for cancellations must be made in writing to the conference Manager.

## FORCE MAJEURE

Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value of services that may have already been received.

## SPONSOR BENEFITS

Sponsorship and exhibition benefits vary. Please confirm at time of booking what your position includes. Advertising space and banner positions are at the discretion of the AMIC conference organising committee.

## DELEGATE LISTS

A delegate contact list will not be provided as part of any sponsorship package.

## SPONSOR REGISTRATIONS

All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration form is still required. Additional registrations may be purchased for your staff at the member discounted rate.

## LOGO PLACEMENT

Placement and size of logos included in the conference material will be at the discretion of AMIC and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

## WEB HYPERLINKS

AMIC requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

## ACCOMMODATION

AMIC does not manage accommodation for the event, however, has reserved rooms for sponsors and delegates at the conference venue. All sponsors are encouraged to make prompt and direct accommodation bookings as rooms are limited.

## PAYMENT TERMS AND CONDITIONS

Once a sponsorship application has been accepted by AMIC the conference Manager will issue you an invoice for the total amount required. Full payment of this invoice is required by the due date to confirm your involvement as a sponsor. No sponsorships are considered firm until payment is received.

## DISCLAIMER

Every effort has been made to ensure that the contents of this sponsorship document are correct. AMIC and the organisers retain the right to make changes where necessary. AMIC and the conference Organisers will not accept liability for any damages of any nature sustained by participants or their accompanying persons or loss or damage to their personal property as a result of attending the MPEC25 conference.