

# FIA FOOD SERVICE ASSOCIATION INDUSTRY

...the key ingredient.

Run by the members - For the members - Join now!



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# **INTERACT WITH AUSTRALIA'S FINEST INDUSTRY PROFESSIONALS CREATING LASTING CONNECTIONS**

## **About the FIA NSW**

The Foodservice Industry Association of NSW Inc is a not-for-profit organisation formed in 1985 to organise and manage 'Foodservice Tradeshows' throughout regional NSW. The events provide an opportunity for members and non-members to promote their products and services to all sectors of the foodservice and associated industries.

By specialising in high value exhibitions for both participants and visitors alike, The Foodservice Industry Association of NSW Inc has established itself as the leader in regional Foodservice Tradeshows events.

The association is managed by industry professionals elected from within our membership with some of Australia's leading foodservice industry professionals at the helm, including: Mission, Connect Food Management, Simped Foods, Ready Bake, Priestley's Gourmet Delights, Inghams, Groenz, Cerebos and Mr Chips, to name a few.

## **Vision Statement**

The Foodservice Industry Association of NSW Inc is committed to the ongoing growth and development of industry members by continuing to deliver high quality, great value foodservice industry tradeshows throughout regional NSW.

These tradeshows offer a broad range of industry users the opportunity to connect, compare and discuss the latest products and trends in the food service industry.







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## **VISIT OUR WEBSITE FOR MEMBERSHIP & TRADESHOWS APPLICATION FORMS**

**[WWW.FOODSERVICE.ORG.AU](http://WWW.FOODSERVICE.ORG.AU)**

### **Membership**

#### **Why Join Us?**

Benefits of being a member of the Foodservice Industry Association of NSW Inc;

- Access to FIA NSW Tradeshows – 4-5 per annum in regional NSW
- Product promotion via FIA NSW website
- FIA NSW logo endorsement
- Company branding on the FIA NSW website
- Direct link to member websites from the FIA NSW website

#### **Benefits of exhibiting at Tradeshows**

- Foodservice Trade Only attendees.
- FIA NSW enjoy local support from our distributor network.
- Direct customer contact with decision makers within the industry.
- Get connected with hundreds of end-users ... the advantages far outweigh the cost. A little investment goes a long way.
- Create sales and contacts immediately at an FIA NSW tradeshow as compared to more expensive traditional media.
- An ideal opportunity to show and demonstrate new products, techniques and campaigns.
- Networking – interact with some of the finest manufacturers in the industry creating lasting connections gleaned valuable industry information.
- Major national companies and smaller manufacturers gain equal benefits.
- Support local and regional wholesalers and distributors.
- Comprehensive list of attendees supplied free of charge to exhibitors.





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## **GROW YOUR BUSINESS WITH THE Foodservice Industry Association of NSW Inc**

### **Membership Fees**

Membership is available to a company or individual which or who is an independent manufacturer or importer of food and/or allied products or equipment related to food storage, manufacture, preparation or presentation, or is a food industry broker or agent or an association representing food wholesaler and/or distributing companies.

Financial year and annual membership is from:

**1 July until 30 June**

**Joining Fee - \$330.00**

**Annual Subscription - \$595.00**

Benefits & savings with membership:

#### **Stand Fees:**

**Single stand - \$795.00 (Non Member \$1295.00)**

**Double stand - \$1050.00 (Non Member \$1500.00)**

**Triple stand - \$1300.00 (Non Member \$1800.00)**

*Stand fees may vary slightly depending on venue costs.*

#### **Fees include:**

Floor space of approximately

**3m x 2.5m** for a single stand,

**6m x 2.5m** double stand

**9m x 2.5m** triple stand

Access to standard **10amp and 15amp power** (extension leads not supplied).

**Display panels and tables** are available through the FIA NSW at cost price.

*To maintain low exhibitor fees shell scheme display construction is not used.*

Non-member companies may be invited to exhibit at FIA NSW trade shows, space permitted. A stand premium of \$500.00 (including GST) per stand above member costs will apply. This will be credited against joining and subscription fees should the company join the association.





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**53% OF VISITORS PLACE ORDERS AT TRADESHOWS**

**95% OF VISITORS WILL ATTEND TRADESHOWS AGAIN**

## **Why Exhibit?**

### **Who Exhibits?**

From the largest to the smallest food, beverages, consumables and cleaning manufacturers in the foodservice industry!

#### **FIA NSW Tradeshows - Your Regional Event Advantage**

**FIA NSW** host up to five regional tradeshows per year held on rotation in strategic marketing areas throughout NSW.

- Effective, professional pre show marketing and promotion of each event including direct mail to end users
- Events promoted through FIA NSW contact with wholesalers and distributors
- Held over one or two days depending on market potential
- Designed as a unique opportunity for companies to access, promote and sell their goods or services to hundreds of foodservice owner operators and buyers
- Comprehensive list of attendees supplied free of charge to exhibitors
- Trade only attendees

**FIA NSW tradeshows are an excellent opportunity for members to network within the industry providing a great opportunity for members to increase knowledge and contacts within the foodservice industry.**

### **Who Visits?**

FIA NSW Trade Show visitors are trade only and include;

- Chefs and Apprentices
- Cooks
- Food and Beverage Managers
- Restaurant Owners and Managers
- Serving staff
- School Canteen Managers
- Institution Buyers



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**2017 / 2018 Members**

