



Sponsorship and Exhibition Prospectus



A Better Choice



Choice

CONFERENCE AND EXPO 2023

Creating healthy food environments for all Queenslanders

TUESDAY 30 MAY 2023
Pat Rafter Arena, Brisbane

#ABCExpo2023



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About the A Better Choice Conference and Expo

Health and Wellbeing Queensland (HWQld) is leading on [A Better Choice](#), a Queensland first public health approach designed to make it easier for Queenslanders to access healthy food and drink options in places outside the home. A Better Choice focuses on promoting food and drinks in line with the Australian Guide to Healthy Eating, and uses a traffic light system to classify products according to their nutritional value.

HWQld would like to extend a warm invitation to you for the **inaugural A Better Choice Conference and Expo (ABC Expo)**, which will be held at the iconic Pat Rafter Arena located in the Queensland Tennis Centre on Tuesday 30 May 2023.

This exciting event will bring together audiences from school, sport and recreation, and healthcare sectors looking to provide healthier food and drinks in their settings.

We expect over 100 decision makers from each of these sectors will attend this one-day event of learning via our packed full day conference program and essential networking opportunities, and meeting sponsors and exhibitors throughout the day.

The program will feature a range of educational and informative sessions that cover everything from the latest trends in the Queensland food landscape, to practical strategies for marketing healthy options and boosting profits, and how other industry leaders have successfully implemented healthy changes, and so much more.



A Better Choice



Why Sponsor or Exhibit

Are you a business or supplier looking to showcase your latest healthy food and drink options? Do you want to connect with key decision-makers in the foodservice and retail management industry? Look no further than the ABC Expo!

This event is a prime opportunity to engage with attendees from the school, sport, recreation, and healthcare sectors who are passionate about exploring new ways to promote health and wellbeing through their offerings. Don't miss your chance to network with like-minded professionals and showcase your products and services at this exciting event.

Get ready to reap the benefits of the ABC Expo! This event is designed to deliver positive outcomes for attendees, exhibitors, and sponsors alike through:

- building networks and connections between attendees fostering collaboration and sharing of information
- connecting decision makers of food and drink supply for their retail and vending outlets to healthier food and drink suppliers
- inspiring attendees to create healthier food environments, with plenty of opportunities to showcase successful stories and learn from leaders in the field

Don't miss out on the chance to be part of this transformative event.



About Health and Wellbeing Queensland

Health and Wellbeing Queensland (HWQld) is the state's public health agency, working to drive generational change and to improve the health and wellbeing of all Queenslanders, especially our kids.

HWQld is bringing systems together, to align drivers and policy innovations across government, and to energise and engage across sectors so all Queenslanders have the best chance to live a healthier life, no matter who they are, or where they live.




-  www.hw.qld.gov.au
-  @HealthandWellbeingQld
-  @HealthandWellbeingQld
-  @HW_Queensland
-  Health and Wellbeing Queensland

About the supporting organisations



The Queensland Association of School Tuckshops (QAST) is a not-for-profit membership association working with Queensland school communities to build capacity in tuckshops and improve health outcomes for children.

QASTs vision is healthy tuckshops, healthy schools, healthy children and they exist to support Queensland tuckshops to serve sustainable, affordable, nutritious and safe food choices.






-  qast.org.au
 -  @Tuckshops
 -  @QldTuckshops
 -  Queensland Association of School Tuckshops
 -  @QTuckshops
-



Parents & Citizens Queensland (P&Cs Qld) is the peak body supporting and representing more than 600,000 state school parents and wider school communities throughout Queensland.

P&Cs Qld support the achievement of quality educational outcomes for students through fostering parental and community engagement in a thriving and successful education system.

Through a state-wide network of 1258 P&Cs Associations, School Councils and some 44,000 + volunteers, P&C Qld have the localised presence and voice to lead and enact change.

-  pandcsqld.com.au
 -  @PandCsQld
 -  @PandCsQld
 -  @PandCsQld
 -  P&Cs Qld
-



The Department of Education delivers a progressive, high-performing education system realising the potential of every student. Together with parents, schools play an important role in helping students to develop healthy lifestyle habits. State schools implement Smart Choices – Healthy Food and Drink Supply Strategy for Queensland Schools, which is all about schools offering healthy food and drink choices to students.

-  education.qld.gov.au
-  [@QueenslandDepartmentofEducation](https://www.facebook.com/QueenslandDepartmentofEducation)
-  [@QldEducation](https://www.instagram.com/QldEducation)
-  [@QLDEducation](https://twitter.com/QLDEducation)
-  [@QueenslandDepartmentofEducation](https://www.youtube.com/QueenslandDepartmentofEducation)



Statewide Food Services is located within Metro North Hospital and Health Service as a hosted statewide service that promotes access to high-quality, evidence-based health-promoting food services to Qld Health’s inpatients, residents, and clients with a focus on providing the right meal to the right person in the right place at the right time. The A Better Choice Project Officer for Queensland Health is hosted by Statewide Foodservices with funding support from Health and Wellbeing Queensland.

Statewide Foodservices coordinates the Queensland Health Statewide Food Service Network, including various working groups and sub-networks that support Hospital and Health Services in implementing the Queensland Health Nutrition Standards for Meals and Menus; Food Service Best Practise Guidelines; measuring the Statewide Foodservice Key Performance Indicators (KPI’s) and implementing the A Better Choice Food and Drink Supply Strategy for Queensland Healthcare Facilities for staff and visitors. Statewide Foodservices acts as a central contact point for information and advice on statewide food service issues including A Better Choice.

-  health.qld.gov.au
-  [@QldHealth](https://www.facebook.com/QldHealth)
-  [@QueenslandHealth](https://www.instagram.com/QueenslandHealth)
-  [Queensland Health](https://www.linkedin.com/company/Queensland Health)

Snapshot of packages

Sponsorship level	Opportunities available	Investment cost
Platinum Partner	Exclusive opportunity	\$7,500
Gold Partner	Exclusive opportunity	\$5,000
Silver Partner	Up to 6 opportunities	\$3,500
Coffee Cart Partner	Exclusive opportunity	\$2,500
Trade Exhibitor	Multiple opportunities	\$1,500

The above snapshot of packages is outlined in Australian dollars and are inclusive of GST.

Sponsorship terms and conditions

The purpose of the ABC Expo is to promote healthier food and beverages and innovations in product development to meet consumer demands for healthier options in school, sport and recreation, and healthcare sectors.

- Food or beverage products on display and provided as samples (if included in exhibit) must meet criteria for Green or Amber items as per the Smart Choices – Healthy Food and Drink Supply Strategy for Queensland Schools, [A Better Choice Food and Drink Supply Strategy for Queensland Healthcare Facilities](#), and/or [Food for Sport guidelines](#). Food and drinks from the red category cannot be displayed or provided as samples under any circumstances.
- Food and beverage products promoted in handouts, displayed posters and other material should focus on Green and Amber items as per the Smart Choices- Healthy food and drink supply strategy for Queensland schools, A Better Choice Food and Drink Supply Strategy for Queensland Healthcare Facilities, and/or Food for Sport guidelines.
- Red items can be included (but should not dominate) in handouts, posters and other material where relevant to the context and must be presented with Green and/or Amber products. For example, in vending machine and fridge planograms for sports settings and food display examples for Healthcare and Sport settings. You may request a review of any materials or products to display beforehand by emailing abetterchoice@hw.qld.gov.au.
- Exhibitors displaying products or promotional and education material not consistent with these Terms and Conditions will be asked to remove them from display.
- Acceptance of all exhibits is subject to approval by the ABC Expo Steering committee.
- Participating in this event in no way indicates HWQld, QAST, P&C Qld, DoE or Statewide Foodservices endorses the products or services you promote or display at the event.
- Exhibition locations will be allocated based on the order in which bookings are received and packages selected and once the floorplan is available.



Sponsorship and exhibitor enquiries

Tina Waters

Senior Communications Advisor, Events and Sponsorship
Health and Wellbeing Queensland

Email: tina.waters@hw.qld.gov.au

Platinum Partner

Our Platinum Partner is the premier sponsor of the conference and will have the opportunity to work closely with the conference committee and organisers in the planning of their participation throughout the conference program.

Naming rights sponsorship

- Platinum Partner to be recognised as the naming rights sponsor of opening keynote session at the conference.
- Logo to appear on all title slides within that sponsored session
- Verbal recognition of sponsorship throughout the sponsored session

Corporate signage

Opportunity to provide 2 free-standing banners to appear exclusively in the conference room.

Trade exhibition

Opportunity to display in the Exhibition Area for the event:

- 3m x 1m trade display booth in a prominent position, inclusive of three angled partition walls – open plan design
- Full-colour central panel branding (each wall measures 1.0m W x 2.5m H)
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

Opportunity to speak with delegates

Opportunity to present a 5-minute presentation within the conference program. This presentation must be in line with the conference themes.

Premier exposure on print and promotional material

- 250-word message on event website
- Logo with link to organisation's website on the event website
- Logo to appear on all promotional emails
- Logo to appear in the program brochure
- Opportunity to provide promotional material to be included in the conference satchel (up to 2 x A4 pages)

Acknowledgement of Platinum Partnership

- Verbal recognition of partnership at the opening session
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slides
- Logo to appear on all name badges

Access and attendance list

Attendance numbers and an electronic delegate list (name, position, organisation and email address) to be made available prior to the conference, and final delegate list post-conference subject to delegate consent.

Event attendance

4 x complimentary conference registrations, including but not limited to plenary sessions.

Financial Contribution: \$7,500 AUD (incl. GST)*

*Additional power, furniture and displays are available for hire, within the space allocated, at exhibitor's own cost through our exhibitor partner.

Gold Sponsor

Our Gold Partners are a major sponsor of the conference and will have the opportunity to work closely with the conference committee and conference organisers in the planning of their participation throughout the conference program.

Naming rights sponsorship to conference catering breaks

Gold Sponsor to be recognised as the naming rights sponsor of the catering breaks during the conference.

Corporate signage

Opportunity to provide two free-standing banners to appear exclusively in the conference catering area.

Trade exhibition

Opportunity to display in the Exhibition Area for the event:

- 3m x 1m trade display booth in a prominent position, inclusive of three angled partition walls – open plan design
- Full-colour central panel branding (each wall measures 1.0m W x 2.5m H)
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

Premier exposure on print and promotional material

- 200-word message on event website
- Logo with link to organisation's website on the event website
- Logo to appear on all promotional emails
- Logo to appear in the program brochure
- Opportunity to provide promotional material to be included in the conference satchel (up to 2 x A4 pages)

Acknowledgement of Gold Sponsorship

- Verbal recognition of partnership at the opening session
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Logo to appear on all name badges

Access and attendance list

Attendance numbers and an electronic delegate list (name, position, organisation and email address) to be made available prior to the conference, and final delegate list post-conference subject to delegate consent.

Event attendance

2 x complimentary conference registrations, including but not limited to plenary sessions.

Financial Contribution: \$5,000 AUD (incl. GST)*

*Additional power, furniture and displays are available for hire, within the space allocated, at exhibitor's own cost through our exhibitor partner.

Silver Sponsor

Naming rights sponsorship

Silver Sponsor to be recognised as the naming rights sponsor of conference sessions.

Trade exhibition

Opportunity to display in the Exhibition Area for the event:

- 3m x 1m trade display booth in a prominent position, inclusive of three angled partition walls – open plan design
- Full-colour central panel branding (each wall measures 1.0m W x 2.5m H)
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

Premier exposure on print and promotional material

- 150 word message on event website
- Logo with link to organisation's website on the event website
- Logo to appear on all promotional emails
- Logo to appear in the program brochure
- Opportunity to provide promotional material to be included in the conference satchel (up to 1 x A4 page)

Acknowledgement of Silver Sponsorship

- Verbal recognition of partnership at the opening session
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Logo to appear on all name badges

Access and attendance list

Attendance numbers and an electronic delegate list (name, position, organisation and email address) to be made available prior to the conference, and final delegate list post-conference subject to delegate consent.

Event attendance

1 x complimentary conference registrations, including but not limited to plenary sessions.

Financial Contribution: \$3,500 AUD (incl. GST)*

*Additional power, furniture and displays are available for hire, within the space allocated, at exhibitor's own cost through our exhibitor partner.

Coffee Cart Sponsor

Sponsor our arrival barista coffee cart and be everyone's favourite organisation! Opportunity to provide branded disposable coffee cups for use at the cart, and branded aprons for barista.

Trade exhibition

Opportunity to display in the Exhibition Area for the event:

- 3m x 1m trade display booth in a prominent position, inclusive of three angled partition walls – open plan design
- Full-colour central panel branding (each wall measures 1.0m W x 2.5m H)
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

Premier exposure on print and promotional material

- 100 word corporate message on event website
- Logo with link to organisation's website on event website
- Logo to appear on all promotional emails
- Logo to appear in the program brochure

Acknowledgement of Partner

- Verbal recognition of partnership at the opening session
- Logo to appear on PowerPoint slides during the opening session and on the 'Thanking Sponsors' PowerPoint slide at the plenary sessions
- Logo to appear on all name badges

Access and attendance list

Attendance numbers and an electronic delegate list (name, position, organisation and email address) to be made available prior to the conference, and final delegate list post-conference subject to delegate consent.

Event attendance

1 x complimentary conference registrations, including but not limited to plenary sessions.

Financial Contribution: \$2,500 AUD (incl. GST)*

*Additional power, furniture and displays are available for hire, within the space allocated, at exhibitor's own cost through our exhibitor partner.

Trade Exhibitor

Trade exhibition

Opportunity to display in the Exhibition Area for the event:

- 3m x 1m trade display booth in a prominent position, inclusive of three angled partition walls – open plan design
- Full colour central panel branding (each wall measures 1.0m W x 2.5m H)
- Furniture: 1x 1.8m trestle table, 2x chairs
- Lighting: 1x low voltage arm light

Access to the trade exhibition area only for 2x staff members is permitted. Catering will be provided.



Financial Contribution: \$1,500 AUD (incl. GST)*

*Additional power, furniture and displays are available for hire, within the space allocated, at exhibitor's own cost through our exhibitor partner.

Booking and agreement form

To secure your spot, [download the booking form here](#) and email to the below contact.



Sponsorship and exhibitor enquiries

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*Senior Communications Advisor, Events and Sponsorship
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