



11-14 SEP 2023  
ICC Sydney

# 2023 RATECARD

Be a part of the ultimate  
food trade event

95%  
OF VISITORS



were satisfied with  
Fine Food Australia

7/10  
VISITORS



are highly likely to purchase a  
product or service from an exhibitor



FINE FOOD AUSTRALIA  
MELBOURNE 2022  
AT A GLANCE

19,277

Total Visitor  
Attendance

679

Exhibitors

584

International  
Visitors



# OUR VISITORS

## IN MELBOURNE 2022



**95%**  
OF VISITORS

said that attending Fine Food Australia is important to their business



**5<sup>HR</sup> 23<sup>MIN</sup>**

Average visitor dwell time at Fine Food Australia

### General Food 26%

- General Food
- Association/Government/Media/Agency
- Consultant
- Food Broker
- Food Safety & Handling
- Industry Association
- Manufacturing
- Marketing
- Media

### Distribution/Wholesale/ Import/Export 18%

- Food Importer/Exporter
- Foodservice/Retail Distributor
- Liquor Distributor
- Liquor Importer/Exporter
- Wholesaler

INDUSTRY TYPE

### Foodservice & Hospitality 40%

- Academic / Training Institute
- Aged Care
- Bar
- Cafe/Coffee Shop/Tea Room
- Catering
- Childcare
- Club
- Education & Training
- Educational Facility
- Health Care
- Hotels & Accommodation
- Independent Takeaway
- Pizzeria
- Pub
- Restaurant
- Sandwich Shop
- Venue

### Retail 10%

- Butcher/Deli/Gourmet Store
- Convenience Store
- Fast Food/Quick Service
- Independent Food Store/Specialist Food Store
- Retail
- Supermarket/Convenience Store/ Department Store

### Bakery/Patisserie 6%

## TOP JOB FUNCTIONS



**Owner / C-Suite / Director**

Proprietor, C-Level Management, GM



**Chefs**

Executive Chef, Head Chef, Sous Chef, Expediter Chef de Partie, Chef or Cook, Pastry Chef, Sommelier, Baker



**Manager**



**Consultant**



**Catering Manager/ F&B Manager**



**Operations**



**Purchasing and buying**

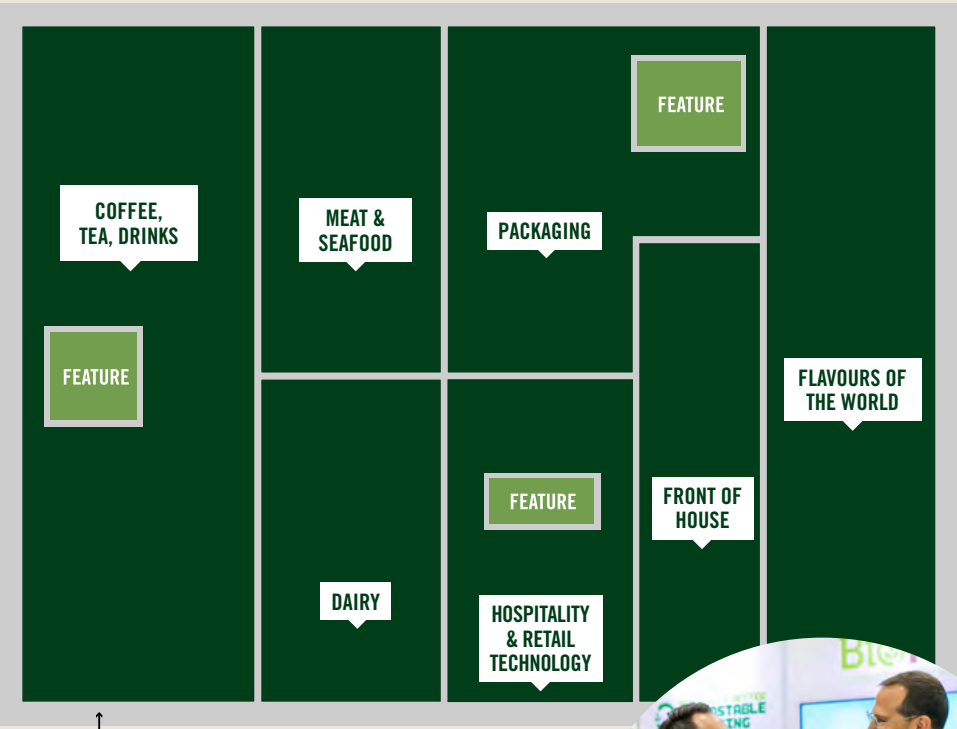
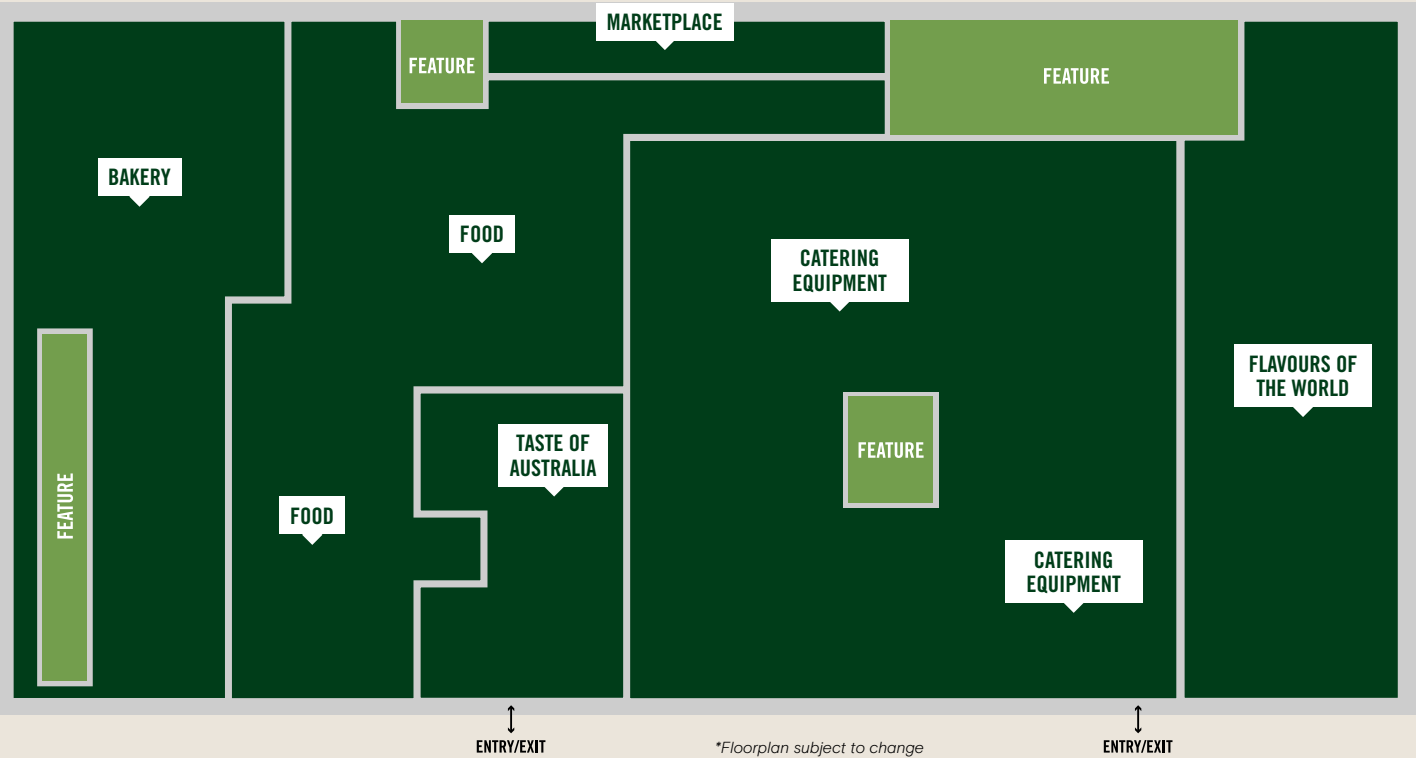




# FLOORPLAN & STAND RATES

Stand Size	Space Only \$620 per m <sup>2</sup>	Shell Scheme \$690 per m <sup>2</sup>
3x3 = 9m <sup>2</sup>	\$6,170	\$6,800
6x3 = 18m <sup>2</sup>	\$11,750	\$13,010
9x3 = 27m <sup>2</sup>	\$17,330	\$19,220
6x6 = 36m <sup>2</sup>	\$22,910	\$25,430
9x6 = 54m <sup>2</sup>	\$34,070	\$37,850
12x6 = 72m <sup>2</sup>	\$45,230	-
9x9 = 81m <sup>2</sup>	\$50,810	-
15x6 = 90m <sup>2</sup>	\$56,390	-

All prices in AUD and exclude GST  
Additional premium exposure cost of \$275+GST per corner where applicable  
All prices are inclusive of the exhibitor marketing package  
Walk on Package inclusion available at \$630 +GST per/package



## ADDITIONAL EXHIBITOR BENEFITS

All exhibitors also have access to additional marketing benefits to increase your ROI and provide access to our targeted buyer audiences, year-round via:

- Exhibitor & Product Directory Profile
- Digital, Social & Email Banners
- Onsite Lead Capture Tool
- Public Liability Insurance
- Bespoke options  
Speak to your Client Manager

UPPER LEVEL

LOWER LEVEL

\*Floorplan subject to change



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## JOIN US IN 2023

**Enhance your exposure and reach with exclusive sponsorship and branding opportunities in the lead up to and onsite at Fine Food Australia.**

Contact our team client manager today to tailor a bespoke package for you:

[finefood@divcom.net.au](mailto:finefood@divcom.net.au)  
1800 DIVCOM (1300 348 266)



**93%**  
OF EXHIBITORS

said they met their  
objectives for exhibiting  
at Fine Food Australia



**92%**  
OF EXHIBITORS

were satisfied with meeting  
the right buyers



[finefoodaustralia.com.au](https://finefoodaustralia.com.au)



@finefoodexpo



@Fine Food Australia



@Fine Food Australia