

# A Better Choice

CONFERENCE 19 AUGUST 2025

## Sponsorship and Exhibition Prospectus



## About the A Better Choice Conference 2025

Health and Wellbeing Queensland (HWQld) is leading on A Better Choice, a 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. This approach is paving the way for a healthier Queensland.

This exciting biennial event brings together audiences from school, sport and recreation, and healthcare sectors looking to provide healthier food and drinks in their settings. We expect over 250 key decision makers from these sectors will attend this one-day event of learning via our packed full-day conference program and essential networking opportunities.

Through the conference theme 'Creating healthy food environments for all Queenslanders' the program is filled with opportunities to learn how to market healthy options and boost revenue or profits, fundraise, manage volunteers, engage with consumers, and includes successful case studies, equipping attendees with skills and knowledge to create environments that promote and prioritise healthy options through marketing, overcoming challenges, sourcing healthier products and communication.

## Why Sponsor or Exhibit?

HWQld would like to extend a warm invitation to you to participate in the 2025 A Better Choice (ABC) Conference, as a sponsor or trade exhibitor, which will be held at the Brisbane Convention and Exhibition Centre on Tuesday 19 August 2025.

If you are a business or supplier looking to showcase your latest healthy food and drink options, and associated services/products and want to connect with key decision-makers in the foodservice and retail management industry, then 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.

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



## Who can sponsor or exhibit?

We welcome sponsors and exhibitors with products and services including food and beverage products, new innovations in food preparation equipment and cookware, technology and much more. Please refer to the terms and conditions below.

Don't miss your opportunity to be a part of this exciting event and network with like-minded professionals and showcase your products and services.

SPONSORSHIP LEVEL	OPPORTUNITIES AVAILABLE	INVESTMENT COST
Platinum Partner	Exclusive Opportunity	\$8,500
Gold Partner	2 Opportunities	\$6,000
Silver Partner	6 Opportunities	\$4,500
Catering Breaks Partner	Exclusive Opportunity	\$2,500
Coffee Cart Partner	Exclusive Opportunity	\$2,500
Trade Exhibitor	15 Opportunities	\$3,135

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



## Sponsorship and exhibitor terms and conditions

The purpose of the ABC Conference exhibition is to promote healthier food and beverages consistent with Australian Dietary Guidelines and innovations in product development and services to meet consumer demands for healthier options in school, sport and recreation, and healthcare sectors.

- All prices quoted include GST
- 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 beverages from the Red category cannot be displayed or provided as samples under any circumstances. Food and beverages from the Amber category that are not core to healthy dietary patterns are not a high priority for the exhibition.
- 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](mailto: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 Health and Wellbeing Queensland.
- Participating in this event in no way indicates Queensland Government endorsing 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.

If you require further information regarding your eligibility to exhibit at this event in line with the above, please contact Mathew Dick, Principal Lead – Public Health Nutrition, Health and Wellbeing Queensland by emailing [abetterchoice@hw.qld.gov.au](mailto:abetterchoice@hw.qld.gov.au).

To book your spot as a sponsor or exhibitor, and for all other enquiries, please contact Tina Waters Senior Communications Advisor, Events & Sponsorship, Health and Wellbeing Queensland by emailing [tina.waters@hw.qld.gov.au](mailto:tina.waters@hw.qld.gov.au).

## Platinum Partner – Exclusive Opportunity

- Naming Rights Sponsor of the Opening Keynote Session
- 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 plenary room for the duration of the conference

### Premier exposure on print and promotional material

- 250-word corporate message on the event website
- Platinum Partner logo with link to organisation's website on the event website
- Platinum Partner logo to appear on all promotional emails
- Platinum Partner logo to appear in the downloadable program brochure
- Opportunity to provide promotional material for placement on the plenary session chairs

### Acknowledgement of Platinum Partner at the Conference

- Verbal recognition of partnership at the opening session
- Logo to appear on PowerPoint slides during the opening sessions and on the 'Thanking Sponsors' PowerPoint slides
- Platinum Partners to be clearly identified as a Sponsor on 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

### Trade Exhibition

- Opportunity to display in the Exhibition Area for the event
- 2m x 1m trade display booth in a prominent position, inclusive of two branded partition walls
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

### **Financial Contribution: \$8,500 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 – 2 opportunities

- Naming Rights Sponsor of a plenary session of your choice (if available)
- Gold Partner to be verbally recognised as the sponsor of a plenary session
- Logo to appear on all title slides within that sponsored session

### Premier exposure on print and promotional material

- 200-word corporate message on the event website
- Gold Partner logo with link to organisation's website on the event website
- Gold Partner logo to appear on all promotional emails
- Gold Partner logo to appear in the program brochure

### Acknowledgement of Gold Partner at the Conference

- Verbal recognition of partnership at the opening session
- Logo to appear on PowerPoint slides during the opening sessions and on the 'Thanking Sponsors' PowerPoint slides
- Gold Partner to be clearly identified as a Sponsor on 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

### Trade Exhibition

- Opportunity to display in the Exhibition Area for the event
- 2m x 1m trade display booth in a prominent position, inclusive of two branded partition walls
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

### **Financial Contribution: \$6,000 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 - 6 opportunities

- Naming rights sponsor of one conference concurrent session of your choice (if available)

### Premier exposure on print and promotional material

- 150-word corporate message on the event website
- Silver Partner logo with link to organisations website on the event website
- Silver Partner logo to appear on all promotional emails
- Silver Partner logo to appear in the program brochure
- Opportunity to provide promotional material to be included in the conference satchel (up to 1 x A4 pages)

### Acknowledgement of Silver Partner at the Conference

- 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

### 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 registration

### Trade Exhibition

- Opportunity to display in the Exhibition Area for the event
- 2m x 1m trade display booth in a prominent position, inclusive of two branded partition walls
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

### **Financial Contribution: \$4,500 AUD (incl. GST)\***

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

## Catering Breaks Sponsor – Exclusive Opportunity

### Corporate Signage

- Opportunity to provide two free-standing banners to appear exclusively in the conference catering area for the duration of the conference (during registration, morning tea and lunchtime)
- Opportunity to place 1 DL flyer stand at each catering station

### Exposure on print and promotional material

- 100-word corporate message on the event website
- Partner logo with link to organisations website on the event website
- Partner logo to appear on all promotional emails
- Partner logo to appear in the program brochure

### Acknowledgement of Partner at the Conference

- 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

### Event Attendance

- 1 x complimentary conference registrations

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





## Coffee Cart Sponsor – Exclusive opportunity

- Sponsor our arrival barista coffee cart and be everyone's favourite organisation!
- Opportunity to provide branded disposable coffee cups, at the sponsors expense for use at the cart, and branded aprons or t-shirts for barista staff.

### Exposure on print and promotional material

- 100-word corporate message on the event website
- Partner logo with link to organisations website on the event website
- Partner logo to appear on all promotional emails
- Partner logo to appear in the program brochure

### Acknowledgement of Partner at the Conference

- 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

### 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

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



## Trade Exhibition - 20 opportunities available

### Opportunity to display in the Exhibition Area for the event

- 2m x 1m trade display space in a prominent position, inclusive of back panel walls – open plan design
- Full colour panel walls, printed to exhibitors specific design requirements\*
- Furniture: 1 x 1.8m trestle table, 2 x chairs
- Lighting: 1 x low voltage arm light

### Event Attendance

- 1 x complimentary conference registration

### **Financial Contribution: \$3,135 AUD (incl. GST)\***

\*Exhibitors are required to provide artwork for approval and production by Thursday 24 July 2025

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



## Booking

If you require further information regarding your eligibility to sponsor or exhibit at this event please contact Mathew Dick, Principal Lead – Public Health Nutrition, Health and Wellbeing Queensland by emailing [abetterchoice@hw.qld.gov.au](mailto:abetterchoice@hw.qld.gov.au).

To book your spot as a sponsor or exhibitor, and all other enquiries, please contact Tina Waters Senior Communications Advisor, Events & Sponsorship, Health and Wellbeing Queensland by emailing [tina.waters@hw.qld.gov.au](mailto:tina.waters@hw.qld.gov.au).