



MEAT MANUFACTURING, PROCESSING AND EXPORT CONFERENCE 2027

Presented by Australian Meat Industry Council

Sponsorship Prospectus

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Meat Manufacturing, Processing, & Export Conference 2027

Where industry direction is set.

ABOUT MPEC

The **2027 Meat Manufacturing, Processing & Export Conference (MPEC)** is the definitive gathering of leaders shaping Australia's meat sector.

At a time of rapid transformation driven by global demand shifts, cost pressures, automation and sustainability expectations, MPEC brings together the people who make decisions, influence markets and drive outcomes.

This is not a passive forum. It is where strategy is tested, partnerships are formed and the future of the industry is actively shaped.

400 +

targeted delegates across meat manufacturing, processing, & export

2 days

of networking with the people shaping sector performance & growth



Where: RACV Royal Pines Resort
When: 26–27 October 2027

Sponsorship Value at a Glance

Direct Access

Rare chance to connect with owners, CEOs, executives & operational leaders.

Sector-defining Conversations

Innovative discussions across trade, automation, sustainability, supply chain resilience, & more.

Showcasing the Future

Witness the best across products, services, technology, equipment, innovation, & more.



Payment plans available across multiple financial years.



PREVIOUS SPEAKERS INCLUDE:



Hon Julie Collins MP
Minister for Agriculture, Fisheries & Forestry of Australia



Joe Hockey
Former Minister for Government Services of Australia



Stephen Olson
Visiting Senior Fellow, ISEAS-Yusof Ishak Institute



Su McCluskey
Special Representative for Australian Agriculture



Julie Anna Potts
President & CEO, Meat Institute



Doug Ferguson
NSW Chairman & Head of Asia & International Markets, KPMG



Dr Hermione Parsons
CEO & Managing Director, Australian Logistics Council



Prod Peter Draper
Executive Director, Institute of International Trade

Package Overview

Package	Investment	Availability	Benefit	Key inclusions
Major Partner	\$75,000	1	Maximum industry positioning	Priority branding, speaking/presentation opportunities, 8 registrations, double booth
Conference Gala Dinner	\$40,000	1	Premium evening visibility	Dinner sponsorship, presentation, 4 registrations, 6 dinner tickets, trade booth
Welcome Function Dinner	\$25,000	1	Networking and first-impression impact	Welcome speech, branding, 4 registrations, 6 function tickets, trade booth
Conference Day Lunch	\$15,000	1	Main-day delegate engagement	Lunch recognition, 5-minute speech, 3 registrations, trade booth
Lanyard	\$15,000	1	High-frequency brand visibility	Logo on delegate lanyards, 3 registrations, trade booth
Barista Coffee	\$15,000	2	High-traffic informal networking	Branded coffee cart/staff attire, 3 registrations, adjacent booth
Merchandise	Price on application	Subject to negotiation	Long-term brand recall	Logo on merchandise, other by negotiation
Trade Exhibitor	\$5,000	Multiple	Direct sales and lead generation	Trade booth and 2 registrations
Product Spotlight	\$1,500	6	Stand traffic boost	MC spotlight before breaks

*Sponsorship opportunities are limited and will be allocated subject to availability.

*GST excluded on all pricing.

LOOKING FOR A TAILORED PARTNERSHIP?

AMIC can work with selected sponsors to develop bespoke opportunities aligned with your commercial objectives, including thought leadership, networking, product demonstration, delegate engagement and brand activation.



Welcome

The **Australian Meat Industry Council (AMIC)** is pleased to present the Meat Manufacturing, Processing and Export Conference 2027 (MPEC 2027). After two successful conferences, the MPEC 2027 program has expanded to include smallgoods and meat manufacturing, bringing together the entirety of the Australian meat industry to discuss the pressing challenges and opportunities facing business. This expanded focus also reflects an important tenant of the meat industry as the single largest manufacturing employer in Australia.

MPEC has continued to grow in relevance and impact, earning a strong reputation for its high-quality program, meaningful discussion and the opportunity it provides businesses to connect across the supply chain. MPEC 2027 will build on that momentum and expand its focus, offering a timely forum for industry to come together, reflect on progress and look ahead to the critical issues that lie before us.

The 2027 program will focus squarely on the issues that matter most to meat manufacturers, processors and exporters, explored through informed, professional discussion on stage. This will be complemented by a high-quality exhibition, a set of professional development industry-specific seminars, a well-curated social program and a gala dinner that recognises the people and achievements that underpin our industry.

MPEC 2027 will be delivered at a standard that reflects the scale, importance and professionalism of the \$35 billion Australian meat industry. It also provides an important platform to engage with key industry and government stakeholders and to reinforce the critical contribution this sector makes to the national economy.

AMIC will work to attract strong participation from across our membership and the broader supply chain. The inclusion of manufacturing in the 2027 program ensures that the significant and dynamic smallgoods sector and further processors will be a large new addition to the delegate cohort. For sponsors and delegates alike, MPEC 2027 offers valuable opportunities to build connections, strengthen relationships and position for the year ahead.

For organisations considering sponsorship, we are committed to delivering genuine value and meaningful exposure. In partnership with our conference managers, we will work closely with each sponsor to ensure your objectives are met and involvement is maximised in line with the opportunities outlined in this prospectus.

We invite you to be part of MPEC 2027.



Tim Ryan
CEO, Australian Meat Industry Council

A photograph of three people sitting on a stage for a panel discussion. The background features logos for AMIC and MPEC 2027. The text 'OVERVIEW' is overlaid on the top left of the image.

OVERVIEW

What To Expect

Monday, October 25

Suggested arrival day for MPEC 2027

Delegates will be encouraged to arrive early or extend their stay over the weekend and use the RPR facilities. This includes the use of meeting rooms, networking with key MPEC attendees in resort venues, and enjoying the world class 27 hole golf course.

Tuesday, October 26

- 8am - 1pm:** Trade show bump in
- 10am - 2pm:** A selection of professional development workshops running 10am to 2pm
- 2pm - 6pm:** The trade show opens. This is the ultimate business and networking session where we expect trade exhibitions to have the greatest impact/client contact with no other competing activities.
- 5pm - 6pm:** Trade show happy hour
- 6pm - 9pm:** Welcome dinner, poolside

Wednesday, October 27

- 9am - 5pm:** Conference session and trade show
- 4pm - 5pm:** Trade show bump out
- 6pm - Late:** Gala dinner

SPONSORSHIP INQUIRIES TO:

Sam Munsie
General Manager, Trade & Technical Affairs
M: 0458 882 770
E: smunsie@amic.org.au

GENERAL EVENT INQUIRIES TO:

Bradley Hayden
Conference Manager
M: 0412 461 392
E: bradley@ccem.com.au



EXCLUSIVE SPONSORSHIP

Major Partner

This is the most prestigious sponsorship package of the Meat Manufacturing, Processing, & Export Conference 2027 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. This includes the exclusive ability to negotiate with the Conference team for custom opportunities which could 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 etc) or development of any additional in-conference 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)
- Opportunity to make a presentation
- A seat on programming committee
- Opportunity to place prominent signage/ branding within the conference venue
- Company logo on front page of conference program
- Logo and company link on conference website
- Company signage at the entry foyer of the conference venue for the duration of the conference.
- Full page feature article/advertisement in conference program
- 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
- Flexible payment terms across financial years

INVESTMENT

\$75,000 + GST

[APPLY HERE](#)

EXCLUSIVE SPONSORSHIP

Conference Gala Dinner

Event Date: Wednesday October 27

Event Time: 6pm-10pm

Event Venue: Royal Pines Resort Ballroom

The Gala Dinner is MPEC's premium networking and recognition event, offering exclusive brand association with one of the most memorable moments of the conference program.

This package entitles 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.
- Company logo on front page of conference program
- Logo and company link on conference website
- Full page feature article/ advertisement in conference program
- 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
- Flexible payment terms across financial years

INVESTMENT

\$40,000 + GST

[APPLY HERE](#)

EXCLUSIVE SPONSORSHIP

Welcome Function Dinner

Event Date: Tuesday, October 26

Event Time: 6pm-9pm

Event Venue: Poolside, Royal Pines Resort

This package entitles the sponsor to:

- Be recognised in all event publicity (print and electronic) as the exclusive welcome function sponsor
- Opportunity to make a short welcome speech at the dinner function (five minutes max)
- Opportunity to place signage/ branding within the dinner venue
- Company logo on front page of conference program
- Logo and company link on conference website
- 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
- Flexible payment terms across financial years

INVESTMENT
\$25,000 + GST

[APPLY HERE](#)

EXCLUSIVE SPONSORSHIP

Lanyard

The Lanyard Sponsorship offers continuous brand visibility across the full conference experience. Worn by every delegate throughout the event, this package keeps your brand present in sessions, networking functions, trade areas and social moments.

This package entitles the sponsor to:

- Be recognised in all event publicity (print and electronic) as the lanyard sponsor
- Company logo on delegate lanyards (in conjunction with MPEC27 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](#)

SPONSORSHIP

Barista Coffee

2 Opportunities Available

Coffee is one of the highest-traffic touchpoints at any conference. This sponsorship places your brand in a natural networking environment where delegates gather, pause, connect and return throughout the event.

This package entitles 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 staff with your branded attire (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

INVESTMENT

\$15,000 + GST

[APPLY HERE](#)

EXCLUSIVE SPONSORSHIP

Merchandise

As the Merchandise Sponsor for MPEC 2027, your brand will take centre stage through the event's primary delegate merchandise item. AMIC will work closely with the sponsor to develop a preferred merchandise option that aligns with both the sponsor's objectives and the conference experience. This opportunity offers strong brand visibility through a practical, high-value item distributed to delegates, ensuring your business remains front of mind throughout the event and beyond.

This package entitles the sponsor to:

- Be recognised in all event publicity (print and electronic) as the merchandise sponsor
- Company logo on conference merchandise
- 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

Premium merchandise provided to each delegate is to be negotiated and agreed upon. Sourcing and production cost would be the responsibility of the sponsor.

INVESTMENT

\$15,000 + GST

[APPLY HERE](#)

EXCLUSIVE SPONSORSHIP

Conference Day Lunch

Event Date: Wenesday, October 27

Event Time: 12:30-1:30pm

Event Venue: Trade Exhibition Space

This package entitles the sponsor to:

- Be recognised in all event publicity (print and electronic) as the conference lunch sponsor
- Be recognised as the lunch sponsor on Wednesday October 27 (main conference day) with the opportunity to make a short 5-minute speech prior to delegates going to lunch.
- 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](#)



TRADE EXHIBITION

MPEC Trade Exhibitor

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 conference.

Our trade exhibition opens for an intense three hours of business at 2pm on Tuesday October 26 – allowing dedicated time for exhibitors and delegates to interact without any competing interests. We follow this with a happy hour in the trade area leading into the welcome function Poolside.

This package entitles the sponsor to:

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



INVESTMENT

\$5,000 + GST

[APPLY HERE](#)

SPONSORSHIP

Product Spotlight

6 Opportunities

Keen to drive some traffic to your stand? Then for an additional \$1500 investment we will script a dedicated mention from our conference MC just prior to the morning tea and lunch breaks – that drives traffic direct to your stand at one of the conference breaks.

We work with you to make an entertaining 30 second script; place your logo on the big screen; invite representative of your company to the stage – and then conference MC delivers a power read!

We offer six product spotlights only. Three before morning tea; and three before lunch.

Note: this package can only be taken as an addition to a sponsorship or trade exhibitor booking. It can not be selected as a stand-alone option.

INVESTMENT

\$1,500 + GST

[APPLY HERE](#)

How to **apply** **for sponsorship**

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.

Please see over for terms and conditions.

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.

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.

DELEGATE LISTS

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

LOGO PLACEMENT

Placement and size of logos included in the 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 website, to respond with a reciprocal link from your organisation's website to the website provided.

ACCOMMODATION

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

MERCHANDISE

For sponsors providing merchandise, a quantity of 400 items must be delivered to the event by the required date using a delivery label that will be issued by the Event Coordinator. Note that items must be 'creative' reusable items - paper items not accepted.

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 MPEC27 conference.

INSURANCE REQUIREMENTS

Australian regulations require all exhibitors to have adequate Public and Product Liability Insurance cover based on a limit of indemnity to the value of A\$20,000,000 or above. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition area. Please ensure a copy of your current Public Liability Insurance (PLI) is forwarded to the conference managers upon request. Participants shall be regarded as carrying their own risk for personal injury or loss of property, including display equipment, during the conference. We strongly recommend that sponsors and exhibitors carry a comprehensive insurance policy. Neither the Australian Meat Industry Council (AMIC) or the conference managers are responsible for any claims concerning insurance.

