

All the right ingredients for success



Join Australia's fastest
growing food industry event
19-21 May 2024, ICC Sydney

Our recipe starts with 10,000 visitors....



If you want to grow your business then now is the time to book for Foodservice Australia 2024.

Our last event attracted over 10,000 buyers who were all looking for new ideas and new suppliers. It was a chance to meet face-to-face and talk about improving the menu and the bottom line. And we are now taking that winning recipe to Sydney in 2024.

This brochure will explain why you should be involved and how to book a stand. For more information visit the website or call our friendly food team. They work on the event all year round and your success is their number one priority.

Space is limited. Book now to secure your place and start planning for the extra sales.

Why exhibit?



Meet over 10,000 buyers



Increase brand awareness



Generate ongoing sales



Put a face behind the brand



Build a database



Launch new products



Sample products



Identify new distributors



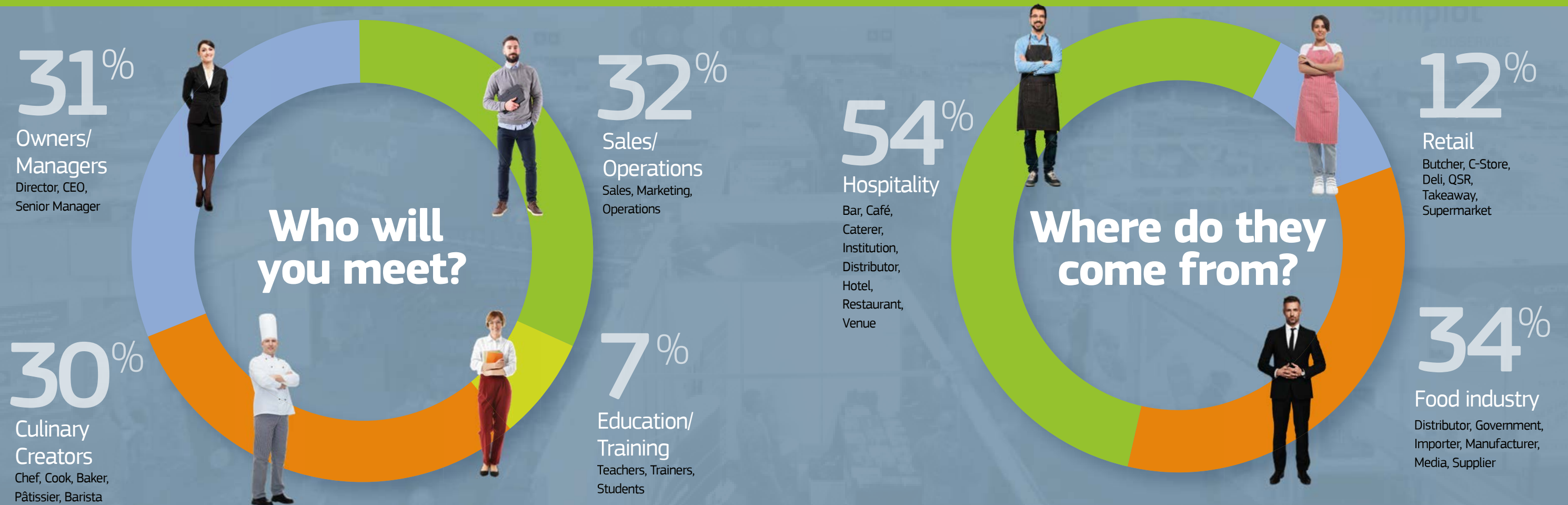
Generate social media

Who should exhibit?

If you supply to cafes, restaurants, caterers or retail stores this is the show for you.

- Bakery
- Coffee
- Cleaning
- Dairy
- Desserts
- Drinks
- Equipment
- Fitouts
- Fresh Produce
- Ingredients
- Meat
- Ovens
- Packaging
- Plant Based
- POS Systems
- Recruitment
- Refrigeration
- Services
- Snacks
- Tableware
- Training
- Uniforms

...our visitors are genuine buyers



Our national marketing campaign



83% of visitors discovered new products at the show

84% rated the show as good or very good

What our exhibitors say about the show

“ FSA has been a game changer for us. It’s helped us connect with the right people and get valuable feedback about how our range of products are adding value.
Kade Cohen
Made by Kade

This is our first time exhibiting and it has been amazing. We have been able to launch the brand and generate hundreds of trade enquiries in just a few days. Getting our ice cream into people’s mouths has been key to the success.
Richard Simiane
Smize

For SPC Global the Foodservice Australia trade show gave us a fantastic opportunity to showcase our new positioning and range of new products to key members of the foodservice industry.
Allison Fraeme
SPC ”

92% of exhibitors said the show was a success for their business

85% exhibitors were very satisfied with the number & quality of visitors

Add quality ingredients...

National Restaurant Conference
Industry leaders come together to educate, inform and inspire.



Chef of the Year
The most prestigious chef event in the country.



The Sweet Spot
Demonstration stage showcasing all things sweet.



Café School
Free workshops for the café and convenience sector.



Aged Care Catering Summit
A national conference for hospital and aged care caterers.



"FSA Team again delivered the outstanding results from Melbourne 2023. Chef of the Year, Sweet Spot, Aged Care Catering Summit, Cafe School and all other Conference and educational pieces add such value to the Industry."
Wayne Viles
Unox Australia

...with great value stand packages.

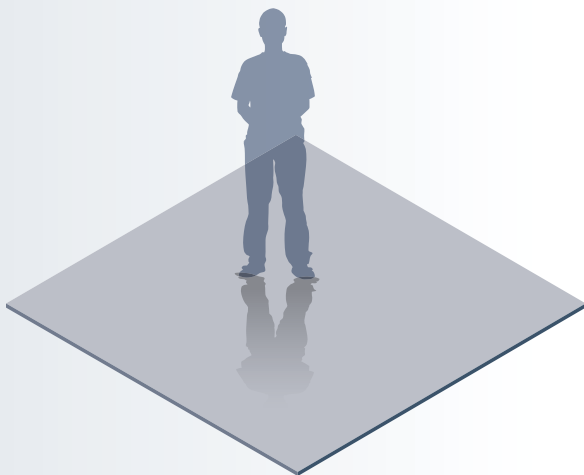
Call the food team to discuss the options.

Space Only \$535 per m²

Bare space for you to build your own stand.

18m ²	\$9,630
27m ²	\$14,445
36m ²	\$19,260
54m ²	\$28,890
72m ²	\$38,520
90m ²	\$48,150

+ GST

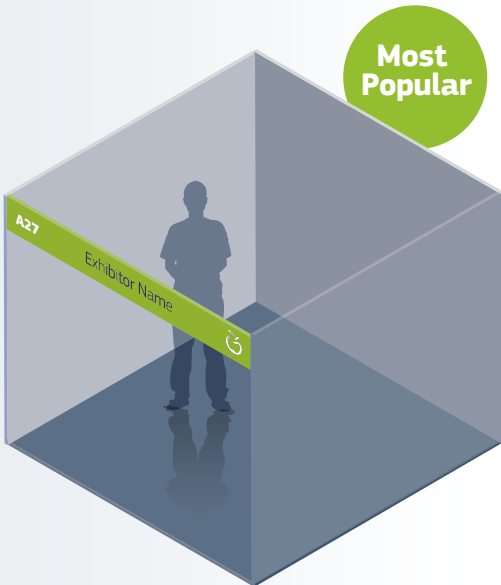


Shell Scheme \$595 per m²

Includes space and basic stand with walls, carpet, lighting, powerpoint and fascia with your company name.

6m ²	\$3,570
9m ²	\$5,355
18m ²	10,710
27m ²	\$16,065
36m ²	\$21,420
54m ²	\$32,130

+ GST



Book now to secure your place

19-21 May 2024

ICC, Darling Harbour, Sydney



To secure your place in the most important food event in 2024 contact a member of the team.

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Australian owned
and operated

This brochure is general in nature and subject to change. Statistics from previous Melbourne expo.