

Meat Inspection & Quality Assurance Conference



The Australian meat industry's MI&QA Conference is now in its eighth year. The conference is an event built around the interests of plant managers, QA and meat inspection personnel as well as regulators in the meat processing industry

The conference targets meat industry employees who need to understand the quality and food safety environment in which the Australian meat processors operate. The conference aims to highlight existing and over the horizon issues that the industry needs to address such as labelling laws, microbiological testing, inspection regimes and animal welfare standards.

Industry support for the conference in recent years has been overwhelming, with the 2010 and 2011 conferences registering record numbers of delegates and trade exhibitors despite industry downturn. For many managers working within this field the MI&QA Conference is viewed as a 'must-attend' event for the calendar year.

The MI&QA Conference provides an important forum to exchange views, keep updated on domestic and international developments and gain greater awareness of the current issues affecting the meat industry. The conference offers delegates a chance to network with other industry associates within and outside the sector.

The conference program this year has a strong focus on the changing expectations of the industry's customers and regulators both here and overseas.

The MI&QA Conference is an industry event relevant to anyone who has responsibility for ensuring the quality and food safety of meat products.

BENEFITS OF SPONSORING & EXHIBITING

- Contribute to a renowned conference and establish or reinforce your profile as a key player
- Reach key decision makers in the industry to reinforce brand image
- Launch a new product or service and generate industry interest

DELEGATE PROFILE

The MINTRAC MI&QA Conference has established itself over 8 years as a leading event for personnel involved in food safety, meat quality systems, animal welfare, the environmental issues associated with meat processing here in Australia

Delegates comprise:

Meat Industry representatives including

- Quality Assurance managers
- livestock managers and buyers
- marketing managers
- production managers and floor supervisors
- meat safety managers and personnel
- laboratory technicians and managers

Regulators

Government representatives come from State and Federal authorities including AQIS, State Departments of Health and Primary Industries etc.

NGO representatives

Islamic associations

Representatives from animal welfare NGOs such as the RSPCA

Professionals

- Quality and food safety consultants
- microbiologists
- meat science researchers
- animal welfare researchers
- text authors and publishers
- journalists from rural and trade journals

Educators

- private and government RTO's
- Universities and Agricultural Colleges

Industry body representatives

- AMPC
- AMIC
- MLA
- AMIEU

CONFERENCE VENUE

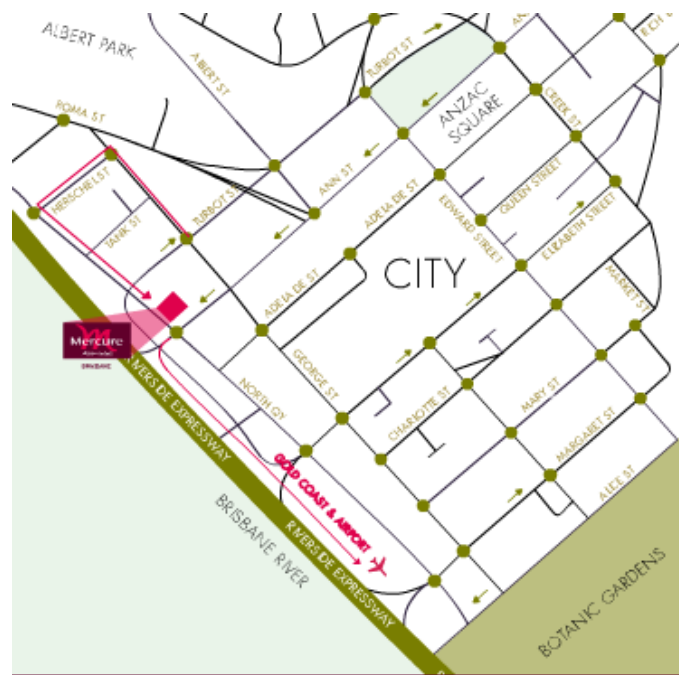
The 2012 Meat Inspection and Quality Assurance Conference will be held in Brisbane at the Mercure. The Mercure is located in the CBD and close to train, bus and ferry stations as well as the riverside bikeway. The airport is just 16km from the hotel door and it's only a short trip to many of our coastal "hotspots".

The Mercure Restaurant & Bar serves buffet breakfast daily and transforms in the evenings to an intimate dining room, offering a relaxed and stylish atmosphere whilst overlooking the spectacular views of the Brisbane River and Southbank Parklands.

ACCOMMODATION

The Mercure hotel offer rooms or suites with enhanced comfort and refinement for the business or leisure traveler. With spacious and comfortable rooms, Mercure offer the choice of a view of the city or the spectacular Brisbane River and a quiet space in which to adjourn after a busy day.

Relax in your armchair with the latest movie or a game on Playstation. For your convenience room service is available anytime day or night. For those who choose to work well into the night a spacious work desk is a feature of all rooms, as well as high speed internet access.



PACKAGES AVAILABLE

Sponsor type	Package commitments	Cost
Gold	<ul style="list-style-type: none"> • Company name, logo on front of promotional materials and conference program • 2 x full free registrations, including dinner (not travel and accommodation) • Opportunity for banner display in main auditorium • Acknowledgement as the primary sponsor on slides between every session • Right to place promotional materials in delegate's conference bags. 	\$3,300
Keynote speaker sponsor	<ul style="list-style-type: none"> • Company name, logo on conference program • Naming rights to sponsored session • 2 minute introduction to speaker • 1 x full free registration, including dinner (not travel and accommodation) • Right to place promotional materials in delegate's conference bags. • Acknowledgement as supporting sponsor on slides between speakers, a minimum of 4 times 	\$3,300
Silver Sponsor	<ul style="list-style-type: none"> • Company name and logo on back of promotional materials and conference program • 1 x free conference registration and entry to dinner (not travel and accommodation) • Acknowledgement as supporting sponsor on slides between speakers, a minimum of 4 times • Right to place promotional materials in delegate's conference bags. 	\$1,100
Exhibitor	<ul style="list-style-type: none"> • 1 x exhibition booth • 1 x free conference registration • 1 x free entry to dinner • 5 minutes during a plenary session to inform delegates about your exhibition • Listing and acknowledgement in conference program • Minimum of 4 hours access to delegates over two days. 	\$1,850
Meal sponsor	<ul style="list-style-type: none"> • Recognition in program against meal listing • Dinner naming rights • Right to place promotional materials on tables/in meal boxes/around room • Right to place promotional materials in delegate's conference bags • Input into colour/theme arrangements/choices of sponsored meal • Announcement of sponsorship support immediately prior to sponsored meal 	\$2,350
Bag	<ul style="list-style-type: none"> • Right to place promotional materials in delegate's conference bags. 	\$550
Newsletter sponsor	<ul style="list-style-type: none"> • Advertisement in conference newsletter and up to 250 words of advertorial 	\$110



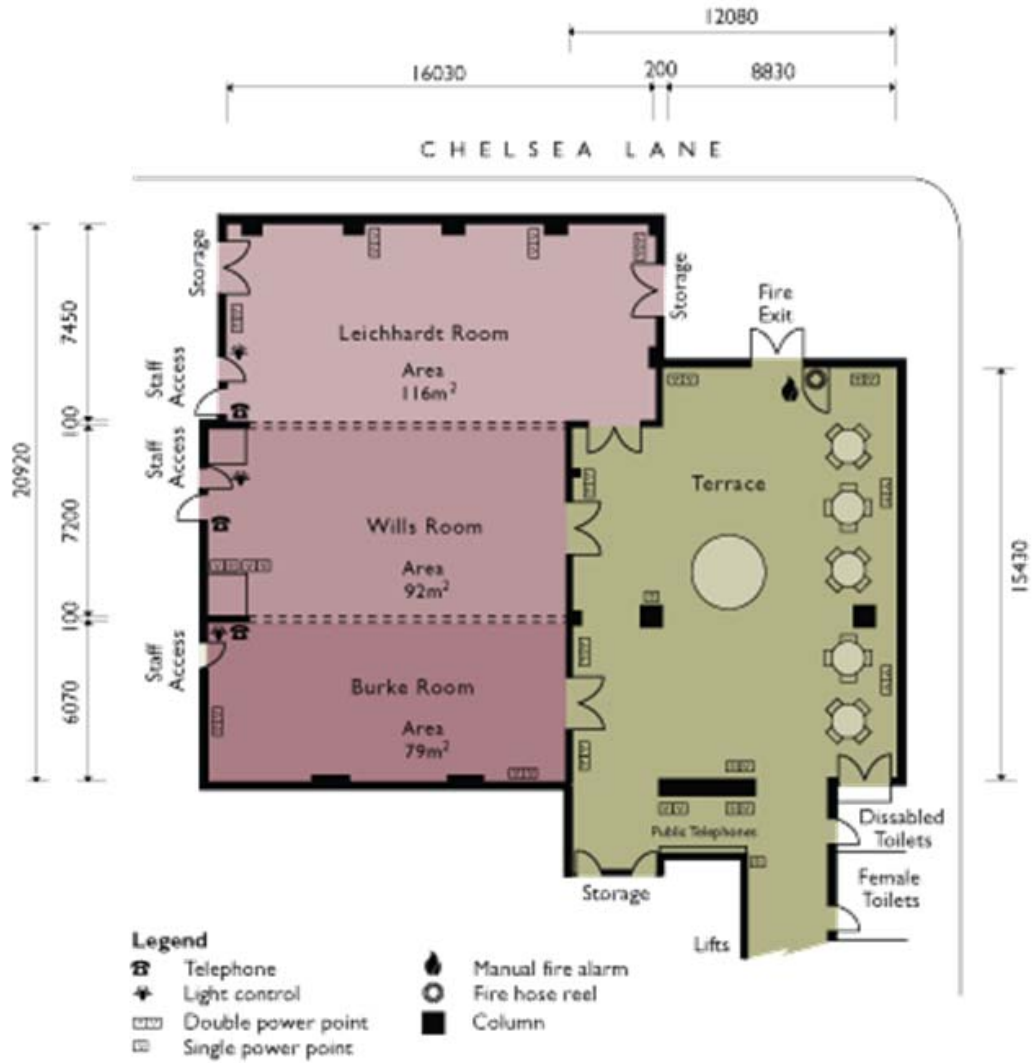
Note:
This diagram is for illustrative purposes only.

For your specific stand size please refer to your show plan.

The following are incorporated in your Octanorm Exhibition Stand Package:

• Stand Size	For your specific stand refer to the Show Plan
• Walls	2.5m high white melamine walls in an Aluminium Octanorm frame
• Fascia	Aluminium frame with standard white fascia board.
• Signage	Company names will be installed over each open aisle fascia. Lettering will be computer cut vinyl in black on the fascia board. Each sign will be a maximum of 30 characters including spaces.
• Lighting	2 x 120 watt track mounted spotlights per stand mounted on the light track inside the fascia.
• Power	1 x 4amp power point per stand regardless of size Located in rear corner of stand unless otherwise specified.
• Flooring	The existing venue flooring will constitute the flooring of your stand.
• Items which can be used on walls	When attaching anything to walls, exhibitors are asked to use Velcro, bluetac, double-sided adhesive tape or wall-mounted shelving and hooks, all are available from ExpoNet if required.
• Items not to be used on walls	Pins, staples, screws, nails, bolts, glue and paint will permanently damage the panels, and exhibitors are requested not to use them.

Please state your preferred Booth location
(Booth layout TBC)





2012 MI and QA National Conference

Sydney, 19-20 September 2012
The Mercure Brisbane, 85-87 North Quay, Brisbane

Registration Form - Exhibitors & Sponsors

Personal details

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Title	First Name	Last name	Preferred name (for badge)

<input type="text"/>	<input type="text"/>
Organisation	Position/Department

<input type="text"/>
Address

<input type="text"/>	<input type="text"/>	<input type="text"/>
Suburb/town	State	Postcode

<input type="text"/>	<input type="text"/>
Email address	Phone Number

Your role at the conference:

Sponsor

Exhibitor

Package:.....

Preferred Booth Number:.....

Conference dinner

I will be attending the
conference dinner

I will not be attending the
conference dinner

Additional dinner guest – Price \$TBA (including GST)

<input type="text"/>	<input type="text"/>
First Name	Last Name

Special requirements

Please note any special requirements – dietary, medical, wheelchair access etc.
