

CAFE CULTURE AND FIA PRESENT

CAFE BIZ 2012

AUSTRALIA'S LARGEST
CAFE EXHIBITION

18 - 19 MARCH 2012

200+
EXHIBITORS

SYDNEY THE AUSTRALIAN
TECHNOLOGY PARK

CAFE BIZ 2012 10TH ANNIVERSARY

CAFÉ BIZ IS ALL ABOUT THE CAFÉ INDUSTRY.

"We look at the real issues that affect the cafe business and provide solutions to planning and success."

LARGEST CAFE EVENT IN THE SOUTHERN HEMISPHERE

Cafe Biz is about education, innovation, support and celebrating the growth of the Australian Cafe industry...

Cafe Biz Expo provides the opportunity for suppliers to debut, display and market directly to their targeted audience. Engage and network with key industry decision makers.

Whether you are a new or established company, looking to build brand awareness, launch a new product or promote your business this is the place to do it. Celebrating our 10th year, we have a number of new partners, programmes, competitions and workshops for 2012. We are putting the Buzz in the Biz.

NEW TO CAFE BIZ IN 2012

NEW LOCATION: THE AUSTRALIAN TECHNOLOGY PARK

The Australian Technology Park is home to one of Australia's most unique conferencing and exhibition venues featuring the Eveleigh Railway Yard as its centrepiece. With state-of-the-art facilities housed in an eclectic heritage environment and imposing industrial architecture, the Park retains and celebrates its rich cultural heritage and will be a perfect backdrop for Cafe Biz 2012.

2 EVENT STAGES

Two stages for events, workshops, competitions, and demonstrations.

FIA NSW TEAM UP WITH CAFE BIZ

Cafe Biz are proud to be associated with the Foodservice Industry Association as industry networkers and suppliers to the cafe industry. FIA tradeshows provide an opportunity for members and non-members to promote their products and services to all sectors of the foodservice and associated industries.

CAFE BIZ PLUG AND PLAY AREA

We'd never buy a car without taking a test drive... Plug & Play will provide attendees the opportunity to test out the latest and greatest in cafe equipment.

A LETTER

FROM THE MANAGING DIRECTOR



Coffee consumption in Australia has exceeded \$10 billion annually... and it is still growing! Who would have thought 10 years ago that the humble cafe would now have such an influence in the daily lives of an average Australian consumer? Some cafes have become very sophisticated businesses - what was once a lifestyle choice has evolved into a serious segment within the hospitality industry. Ten years ago industry data was unavailable and financial benchmarks had yet to be applied as a measurement tool. There was no link connecting the industry

trade expos and competitions. We've travelled the world to gain knowledge and insight into this industry on a global level. This passion and research is an integral part of our commitment to the industry and its development.

On our 10th Anniversary I am proud to announce our alliance with the New South Wales FIA (Food Industry Association) combining their blue chip members with our 12,000 nationally spread business network. This alliance creates a powerful combination and takes the event to another level.

COFFEE CONSUMPTION EXCEEDS \$10 BILLION

supply chain to the cafe marketplace and many cafes failed as a result. Cafe Biz was established to educate and assist cafe owners in their day to day business practices.

The Cafe Culture Team are involved in all levels within the cafe industry and have been behind many of the industry's directional changes. Our point of difference is our expertise which has been gained through years of hands-on involvement. We've owned our own cafes, launched a coaching & training consultancy, created and managed

Cafe Biz 2012 is our most ambitious venture. Showcasing over 200 exhibitors, an extensive line up of cafe products, services and educationally relevant workshops all delivered by respected industry specialists. Rounding out the experience is the ever popular Cafe Biz competitions, which have grown in both size and categories. The FIA & Cafe Biz partnership is a winning combination making Cafe Biz your One Stop Shop in the Australian Foodservice & exhibition Market.

See you in Sydney.

Sean

MD Cafe Culture Inc
MD, Cafe Biz
Publisher, Cafe Culture Magazine

CAFE BIZ 2012 BITS

Now in it's 10th year Cafe Biz is the cafe industry's premier annual exhibition and is a must attend event on every cafe owner and suppliers calendar.

CAFE CULTURE MAGAZINE.



Established in 2003, Cafe Culture Magazine is Australia's most comprehensive Cafe Industry magazine delivered to thousands of cafes across the country. The team behind Cafe Culture Magazine specialise in the business of cafes. We know all the key players; we have established relationships at all levels from industry suppliers to cafe owners, baristas and roasters. Produced on a quarterly basis, delivered to 10,000 cafes and hospitality businesses, read by more than 100,000 stakeholders, Cafe Culture Magazine gives business owners the tools to succeed in a fickle and competitive environment.

COFFEESNOBS.COM.AU



Australia's favourite place to discuss beans, machines and the process of making great coffee online. Just about anytime, day or night you will find interesting people posting questions and getting a range of answers on their forums. CoffeeSnobs members are among the friendliest and most helpful on the internet sharing their journey to coffee nirvana.

FOODSERVICE INDUSTRY ASSOCIATION (FIA)



The Foodservice Industry Association is a non-profit organisation formed in 1985 to organise and manage Hospitality and Catering Expos throughout regional NSW. The events provide an opportunity for members and non-members to promote their products and services to all sectors of the foodservice and associated industries.

Specialising in high value exhibitions for both participants and visitors, The Foodservice Industry Association has established itself as the leader in the regional Foodservice & Catering Expo/Trade Show field. By specialising in high value exhibitions for both participants and visitors alike, The FIA – NSW has established itself as the leader in the regional Expo/Trade Show field.

CAFE BIZ 2012 COMPETITIONS

CAFE BIZ WILL SHOWCASE THE INDUSTRY'S EXPERTISE AND FLAIR IN SELECT COMPETITIONS FEATURING A LINEUP OF OUTSTANDING AUSTRALIAN TALENT COMPETING FOR NATIONAL AWARDS, PRIZES AND STATUS.

STATE OF ORIGIN TEAM BARISTA CHAMPIONSHIP

Never before have we seen a barista competition as entertaining as this. Boasting team members from Australia's most awarded baristas and with a dynamic format that gives the judges, competitors and audience instant results. It's a colourful and energetic display as teams compete for the winners State of Origin trophy.

COFFEE CHAIN CHALLENGE

The key to any great cafe is team work! Aimed specifically at Australian coffee chains this competition puts teams of baristas against each other in a true cafe scenario format. Working together each team must present 30 coffees in 20 minutes ensuring that they present the three things which matter to espresso coffee customers the most; taste, artistry and speed.

LATTE ART COMPETITION

This competition has been a favourite at Cafe Biz since day one as many of Australia's world champions have cut their teeth at this event. The event is open to all and newcomers to the competition arena are encouraged to show off their skills by producing their best 4 drinks in the 6 minute timeframe.

LATTE ART MASTERS

Australia has performed incredibly well on the world stage in the Latte Art arena. Cafe Biz will showcase this depth of talent as the countries best compete to find out... who is the true latte art master!

COMPETITION SPONSORSHIP OPPORTUNITIES

To enhance your impact at the expo there are a number of exclusive sponsorship packages available. Contact one of the Cafe Biz team to discuss these opportunities.



CONTACT.

For exhibitors and/or visitor information please contact the Cafe Biz team on.

Phone 02 6583 7163 or
email kevin@cafebiz.net



EXHIBITOR PACKAGES

Cafe Biz Is Your One
Stop Business And
Networking Shop

① RISTRETTO \$3500 + GST

- 3m x 3m display space
- Supplier Listing on Cafe Biz website
- Facebook mentions
- Twitter mentions
- Enewsletter notification
- Access to CafeBiz 2012 branding for promotional use inhouse
- 2 Private invitations to the Cafebiz 2012 networking/cocktail party
- 25 VIP entry tickets to give away

② ESPRESSO \$5500 + GST

- 6m x 3m display space
- Access to all photography & video library from Cafe Biz 2012
- Access to attendee database
- Supplier Listing on Cafe Biz website
- Highlight in the CafeBiz enewsletter
- Facebook mentions
- Twitter mentions
- 5 Private invitations to the Cafebiz 2012 networking/cocktail party
- 50 VIP tickets to Cafe Biz 2012
- Post event strategy consultancy meeting with Cafe Culture industry experts

③ LATTE \$7500 + GST

- 9m x 3m display space... Premium Location
- 27sqm space orientation to your specs
- Additional location within exhibition to display promotional material
- Access to all photography & video library from Cafe Biz 2012
- Access to attendee database
- Supplier Listing on Cafe Biz website
- Highlight in the CafeBiz enewsletter
- New product feature in Cafe Culture Magazine
- Facebook mentions
- Twitter mentions
- 10 Private invitations to the Cafebiz 2012 networking/cocktail party
- 100 VIP tickets to Cafe Biz 2012
- Post event strategy consultancy meeting with Cafe Culture industry experts

ALL THE EXTRAS

CAFE BIZ PLUG AND PLAY

Vroom, vroom, the new test drive section ... Plug & Play will provide the opportunity for attendees to test out the latest and greatest in cafe equipment. Engage with and sell directly to your buyer.

NEW PLUG & PLAY PACKAGE \$2000 + GST

- 3x1 space in a shared precinct dedicated to test driving a full range of equipment
- Engage with and sell directly to your buyers

+ EXTRA SHOT OPTION \$2500 + GST

Your choice of:

One Full Page Ad in Cafe Culture Magazine
or One page A4 insert in Cafe Culture Magazine (Value \$3695 +GST)



INFORMATION.

For exhibitors and/or visitor information contact the Cafe Biz team on 02 6583 7163

SPONSOR OPPORTUNITIES.

There are a number of exclusive, relevant sponsorship packages available...

Call Kevin Chilvers on 0410 504 059 or email at kevin@cafebiz.net to discuss

BOOK YOUR STAND NOW FOR 2012

TO BOOK YOUR SPACE AT CAFE BIZ 2012 COMPLETE DETAILS BELOW AND RETURN BY:
FAX (02) 6583 7169 POST: CAFE BIZ PO BOX 5728 PORT MACQUARIE 2444 EMAIL: INFO@CAFEBIZ.NET

COMPANY DETAILS

Company Name: _____

Street: _____

Town: _____ State: _____

Postcode: _____

Telephone: () _____ Fax: () _____

Website: _____

Contact 1: Department Title: _____

First Name: _____ Surname: _____

Twitter Name: _____ Facebook Name: _____

Email: _____ Mobile: _____

Contact 2: Department Title: _____

First Name: _____ Surname: _____

Twitter Name: _____ Facebook Name: _____

Email: _____ Mobile: _____

MARKETING/ADVERTISING CONTACT

Telephone: () _____

Email: _____

ACCOUNTING CONTACT

Telephone: () _____

Email: _____

ACCOUNTING CONTACT

Telephone: () _____ Email: _____

STAND DETAILS

Each stand comes with an exhibitor tabletop (L 1.8 x W 750 x H750) & cover

Additional tabletops & covers are \$40.80ea + Gst

10 amp power included - 20 amp \$75.00 + Gst

Do you have any other special requirements? Please list _____

EXHIBITOR PACKAGE

- Plug and Play \$2000^{+GST}
- Ristretto \$3500.00^{+GST}
- Espresso \$5500.00^{+GST}
- Latte \$7500.00^{+GST}
- Extra Shot +\$2500.00^{+GST}

PAYMENT OPTIONS

Value: \$ _____

PAYMENT BY CREDIT CARD: Visa Mastercard Amex

Name on card: _____

Card Number _____ Exp: __ / __

Signature: _____

DIRECT DEBIT BANKING DETAILS:

Account Name: Kiss Marketing Pty Ltd

Bank of Queensland BSB: 124001 Acct No: 2059 1938

Swift Code: QBANAU4B