



AMPC

Innovation

Showcase 2025

Partnership and exhibitor prospectus

10–11 September 2025 — Brisbane Convention Centre

ampc.com.au/showcase25





The AMPC Innovation Showcase is held tri-annually and is organised by the Australian Meat Processor Corporation.

The last event was hosted in Melbourne in 2022 and was a great success with more than 300 people in attendance, two dozen speakers, 11 sessions and 40 innovation and tech projects on display. The event was also completely carbon neutral.

The *AMPC Innovation Showcase 2025* will be held on Wednesday 10 and Thursday 11 September 2025 at the Brisbane Convention Centre. It will bring together red meat processors and industry participants from across Australia to experience new innovative ideas and technologies from AMPC's research and development providers and hear and learn from world-class speakers, listen to panel sessions and participate in various workshops.

The *AMPC Innovation Showcase 2025* is about equipping Australian red meat processors with the latest R&D to continue to deliver world-class products. The program will be thought provoking and future-focussed while addressing what processors can do right now to optimise their businesses. The technology, innovation, and research projects on display won't be able to solve every challenge processors are facing, but we're supporting processors to innovate today for better outcomes tomorrow.

The *AMPC Innovation Showcase 2025* will be an opportunity for attendees to immerse themselves in the broad range of research, development and marketing activities being undertaken to improve the red meat processing industry.

ampc.com.au/showcase25 →

Why partner with the
2025 AMPC Innovation Showcase

A partnership with AMPC highlights your support and commitment back to the red meat processing industry and provides the opportunity to showcase your brand to new and existing customers.



From the 2022 survey

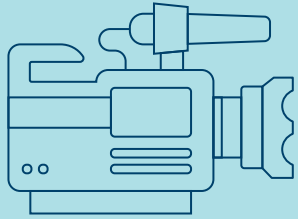
“It was a **great event** and we really appreciated the **opportunity to share our technology** with the industry, get feedback, network and gain an understanding of others work. Thank you for the opportunity.”

“**Excellent event** — the mix of good plenary topics, interesting technologies as well as networking opportunities made for a very **worthwhile use of time.**”

“A **great mix** of technical or industry specific sessions and mega trends/ innovative thinking, adapting to change”

“Overall a **fantastic event**. The thing that was impressive was the lack of irrelevant stuff. Normally at an expo it is very heavy on generic or irrelevant products, the concept of invitation only exhibitors with only **relevant and new tech was excellent**, well done.”

2022 AMPC Innovation Showcase — at a glance

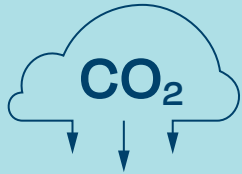


Media coverage reached more than

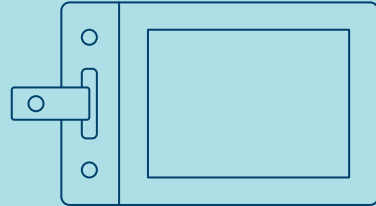
7,700,000

million people

highlighting stories related to research and exhibitors



Carbon-neutral event



300+

attendees



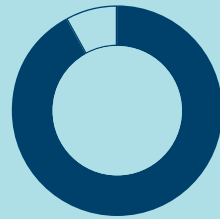
40+

exhibits

76



attendees completed the post-event survey

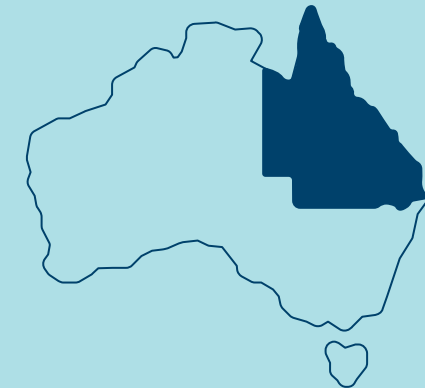


92%

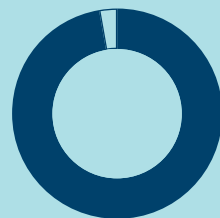
of respondents rated the event overall as excellent or very good

51%

of respondents believe the next event should be hosted in QLD



NPS of 67



97%

of respondents said the event met or exceeded their expectations

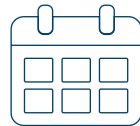
What's new for the 2025 AMPC Innovation Showcase?



AMPC listened to attendee feedback regarding a **Queensland location** and will host the AMPC Innovation Showcase 2025 at the **Brisbane Convention Centre**



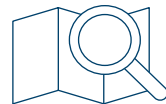
More **flexible options**
for exhibitors



A shorter duration
— the event will be
hosted over 1.5 days



Dedicated industry
workshops and sessions



A **planned tour** of
a local Brisbane
manufacturing facility

Brisbane Convention and Exhibition Centre

The Brisbane Convention & Exhibition Centre (BCEC) is an award-winning venue located in the heart of Brisbane's South Bank precinct. Renowned for its state-of-the-art facilities and exceptional service, BCEC offers versatile spaces that can accommodate events of all sizes.

With its modern design, advanced technology, and prime location surrounded by dining, entertainment, and cultural attractions, the Brisbane Convention and Exhibition Centre provides an unmatched experience, ensuring that the event is both memorable and successful.



Iconic South
Bank precinct



24°C average
in September



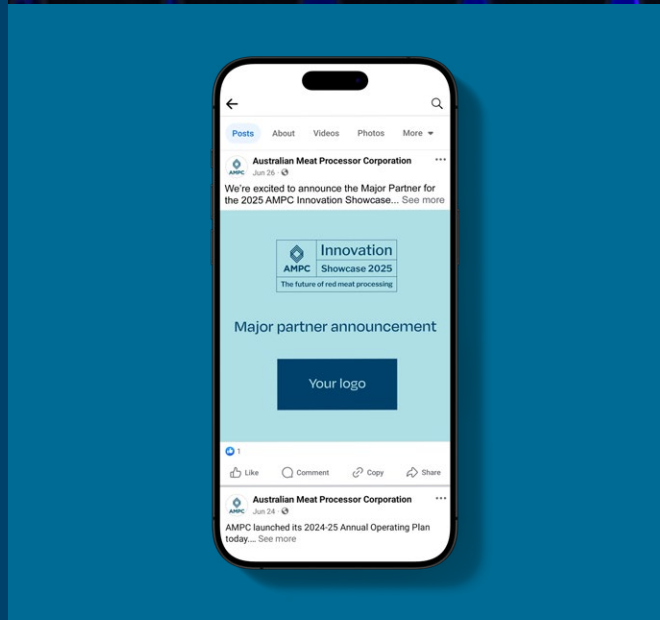
Partnership options

Major partner

\$30,000 + GST

- Dedicated media release and social post announcing partnership
- 10 free event tickets including all social events
- Feature advertisement in the digital and print program
- Logo featured on digital and print program and on AMPC website event listing
- Information about your company on the AMPC website event listing
- Sponsor logo featured on plenary screens between sessions and on other display materials at the event
- Advertorial in AMPC email newsletters promoting the event
- Mentioned in all official speeches during the event
- Complimentary 3m x 3m exhibition site

Apply here →



Partnership options

Supporting partner — industry dinner partner

\$15,000 + GST

- Naming rights for the industry dinner
- Social media post announcing partnership
- Advertisement in digital and print program
- Sponsor logo featured as part of dinner display materials
- 3-minute speaking spot at the industry dinner — welcome address
- Featured in AMPC email newsletters promoting the event
- Five free tickets to the event including all social events
- Complimentary 3m x 3m exhibition site

Apply here →



Partnership options

Supporting partner — welcome event partner

\$10,000 + GST

- Naming rights for the welcome event
- Social media post announcing partnership
- Advertisement in digital and print program
- Sponsor logo featured as part of welcome event display materials
- 2-minute speaking spot at the welcome event — welcome address
- Featured in AMPC email newsletters promoting the event
- Five free tickets to the event including all social events
- Complimentary 3m x 3m exhibition site

Apply here [→](#)



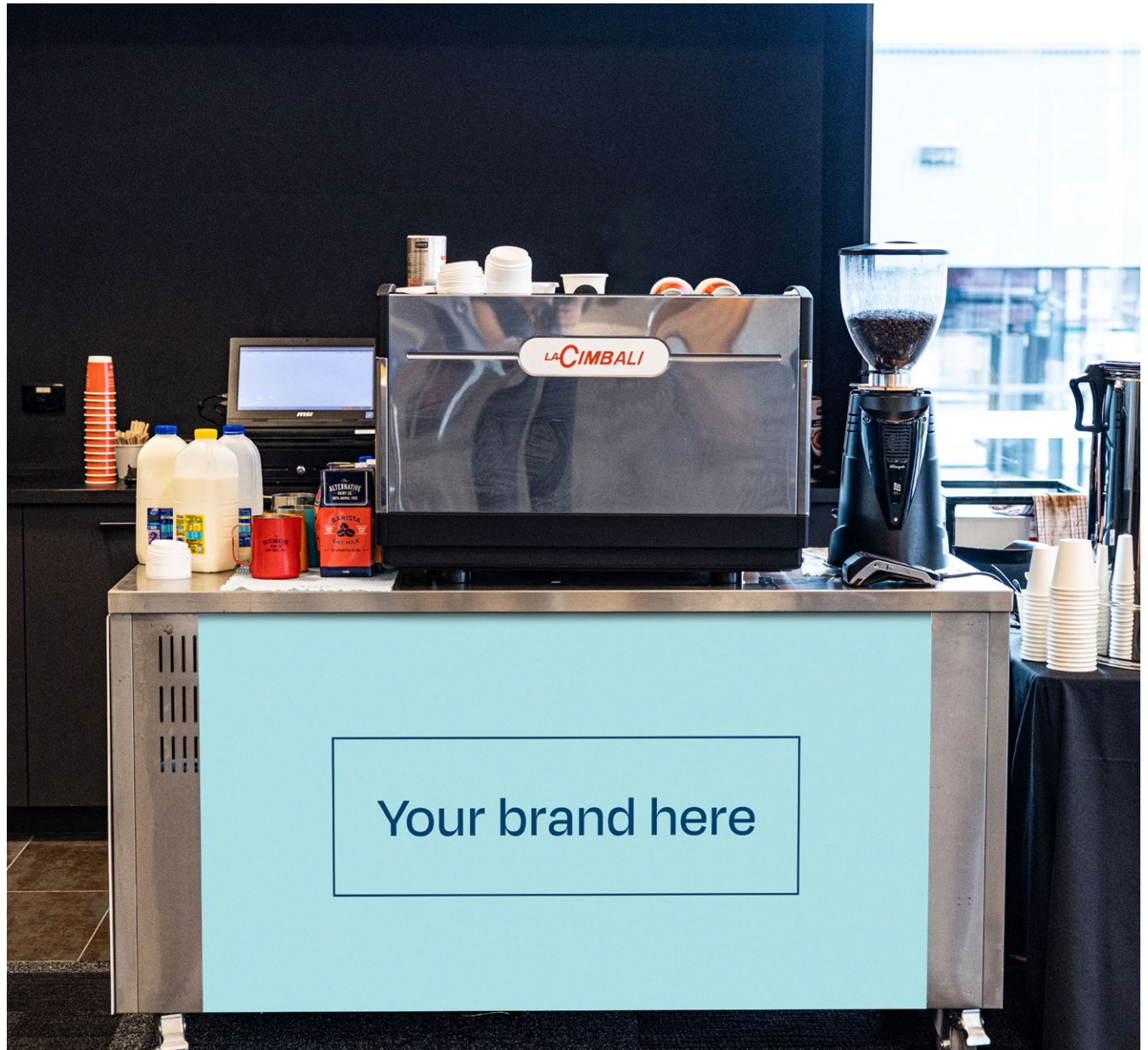
Partnership options

Coffee cart partner

\$7,000 + GST

- Branding on official coffee cart
- Opportunity to supply branded coffee cups — at sponsor's expense
- Opportunity to supply branded aprons — at sponsor's expense
- Opportunity to display a pull up banner near the coffee cart
- Two free tickets to the event including all social events
- Complimentary 3m x 3m exhibition site

Apply here →



Partnership options

Lanyard partner

\$7,000 + GST

- Branding on lanyards together with AMPC
- Two free tickets to the event including all social events
- Complimentary 3m x 3m exhibition site

Apply here [→](#)



Partnership options

Sponsor a plenary session

\$5,000 + GST

- Sponsor logo on plenary screen during plenary session
- Pull-up banner on stage during plenary session
- Two free tickets to the event including all social events
- Sponsor logo to appear in digital and print program next to plenary session
- Complimentary 3m x 3m exhibition site

Apply here [→](#)

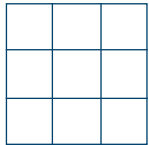


Exhibitor options

The details and site specifications

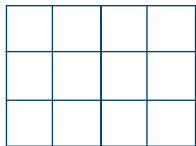
- Following on from the great feedback received about the exhibition space in 2022, AMPC will again set up the floor as open-plan. This means you will get floor space, and no walls. No fascia.
- You will be allocated an area on the exhibition floor based on the space options below

Floor space options



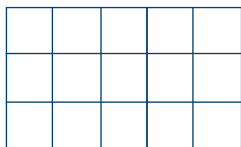
3m x 3m

\$2,200 + GST



4m x 3m

\$2,750 + GST



5m x 3m

\$3,300 + GST

Custom — if you have specialised equipment to display. Cost to be quoted.

[Apply here](#) —>

Additional site requirements — at exhibitors' expense

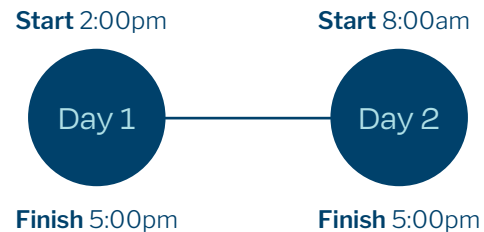
- Furniture
- Power
- Lights
- Freight
- All of the above will be available through the appointed exhibition hire company and logistics company

Tickets to the event

- By exhibiting you will receive two free tickets to the event including all social events
- Additional tickets will be available to purchase through the AMPC website

Additional exhibitor info

All exhibitors must be open and staffed during the below hours:



Exhibits will be in the same room as the plenary area — it is important that you remain quiet during speaker sessions.



Terms and 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.

Cancellation policy

(Once sponsorship is confirmed)

Due to the considerable administration associated with this event, 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 event 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 Event 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.

Partner benefits

Partnership 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 AMPC Conference Organising Committee.

Partner registrations

All company representatives attending and participating in the event must register and pay the nominated partner registration fee. Some packages include partner 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 advertised rate.

Delegate lists

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

Logo placement

Placement and size of logos included in the conference material will be at the discretion of AMPC 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

AMPC requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

Accommodation

AMPC does not manage accommodation for the event. You are responsible for your own accommodation bookings and suggestions for nearby hotels will be provided as part of the registration material

Satchel inserts

Satchels will not be provided to delegates and subsequently satchel inserts are not an inclusion with any partnership packages. Promotional material can be distributed for showcase display sites.

Payment terms and conditions

Once a partnership application has been accepted by AMPC the Event 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 partner. No partnerships are considered firm until payment is received.

Disclaimer

Every effort has been made to ensure that the contents of this partnership document are correct. AMPC and the organisers retain the right to make changes where necessary. AMPC 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 AMPC Innovation Showcase event.

Partner terms and conditions

The details in this document are correct at the time of printing. AMPC does not accept responsibility for any changes that may occur.

Our partnership philosophy is to extend the first right of refusal on key positions to AMPC research providers and those organisations who sponsored the equivalent position or above at the previous event.



Sponsorship inquiries

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