

*Australia's* Largest Food Trade Show

# USA PAVILION

2008



Fine Food Australia 2008

**September 22-25, 2008**

Melbourne Exhibition Centre

Melbourne, Australia

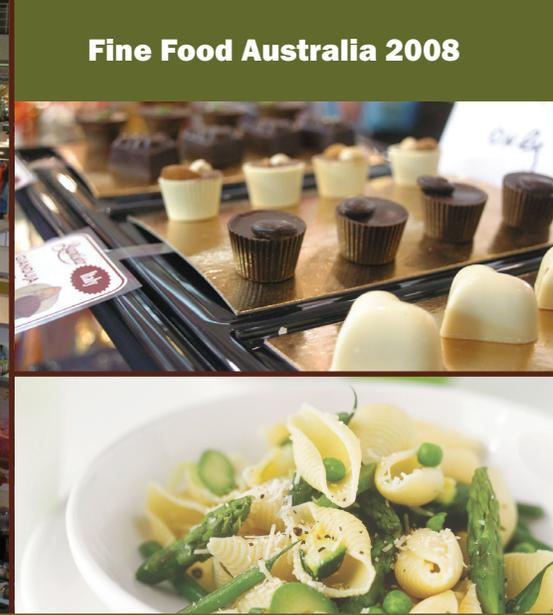
**USDA ENDORSED**

*Officially endorsed by the  
U.S. Department of Agriculture  
Foreign Agricultural Service  
Washington, DC*

*Office of Agricultural Affairs – US Embassy  
Canberra, Australia*

EXHIBITOR REGISTRATION FILE 2008





Fine Food Australia 2008

## Don't miss out on the Australian market, *One of the fastest growing among the top 15 U.S. food export markets*

The total value of Australian imports for the food and beverage sector reached US\$6.3 billion from July 2006 to June 2007. The United States accounted for US\$454 million or 9% of total imports.

Australia is an affluent country, with per capita GDP of approximately US\$31,000. Health, convenience, and freshness are key words in Australian consumer preferences. Nearly 60% of Australian women work outside the home, keeping demand for convenience high.

Australians are experimental and desire new and innovative ideas and authentic, restaurant-quality taste sensations. They enjoy international travel and bring home a taste for new and exotic foods. International foods have become mainstream. Healthy foods reign! Environmentally friendly "green" products are sought after.

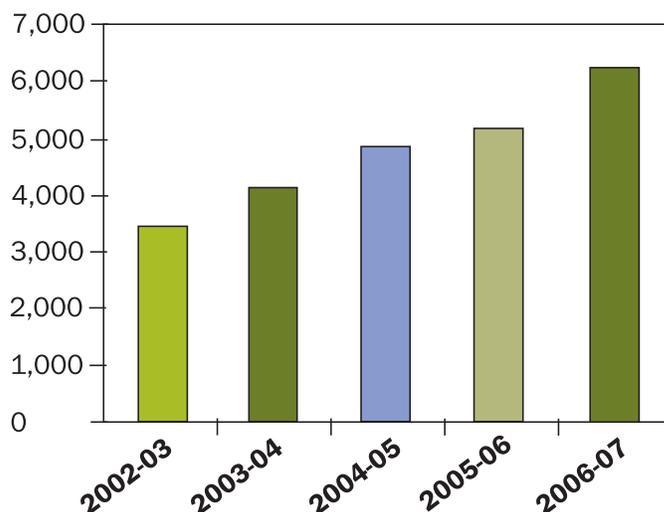
### ADDED OPPORTUNITIES FOR U.S. EXPORTERS

- Australian dollar has appreciated against the U.S. dollar making imports relatively cheaper for Australians
- Northern hemisphere seasonal advantage for fresh foods, e.g. fruit and vegetables.
- Many imported products are not subject to tariffs, and those that are tend to be charged tariffs of between 0-5%.
- No language barriers.

### BEST HIGH-VALUE PRODUCT PROSPECTS

- organic and natural products
- fruit/tea drinks
- sports and energy drinks
- fresh pasta sauce
- frozen Asian foods
- nutritious snacks

Total Australian Imports (US \$million)



Sources:

- <http://www.fas.usda.gov/scripts/w/bicol/bico.asp?Entry=lou&doc=618>
- <http://www.fas.usda.gov/gainfiles/200711/146292934.pdf>
- <http://www.fas.usda.gov/gainfiles/200601/146176669.pdf>

# Fine Food Australia 2008,

*a chance to meet over 25,000 local and international trade buyers at Australia's leading food and hospitality event.*

## OPENING LOCAL AND INTERNATIONAL DOORS

There is only one place where more than 25,000 buyers from the food, wine and hospitality industries come looking for you. The strict entry policy means that you will be talking directly to the trade. Your exhibit may also open the door to other export markets of Oceania and the Pacific Islands. With the assistance of Austrade, organizers will bring more than 1,500 overseas buyers to this year's show.

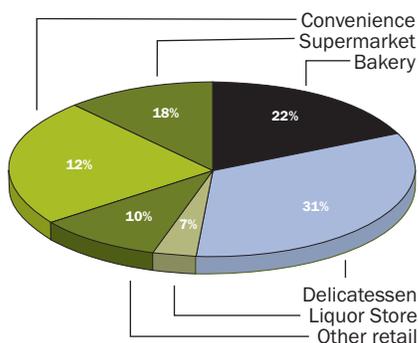
## CONNECTING YOU WITH THE RIGHT BUYERS

With 20 years experience in the Australian marketplace, Fine Food Australia organizers know what it takes to attract the kind of dedicated trade audience you want to meet. They invest in a highly targeted, extensive campaign that includes direct mail, trade press advertising, email, website promotions and public relations.

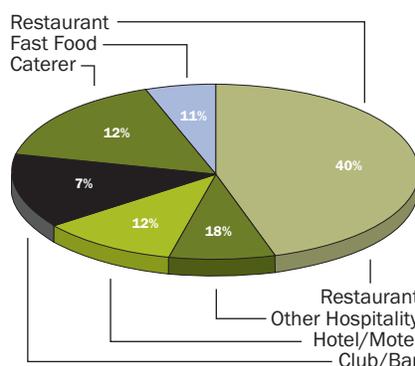


## REAL BUYERS/REAL BUSINESS

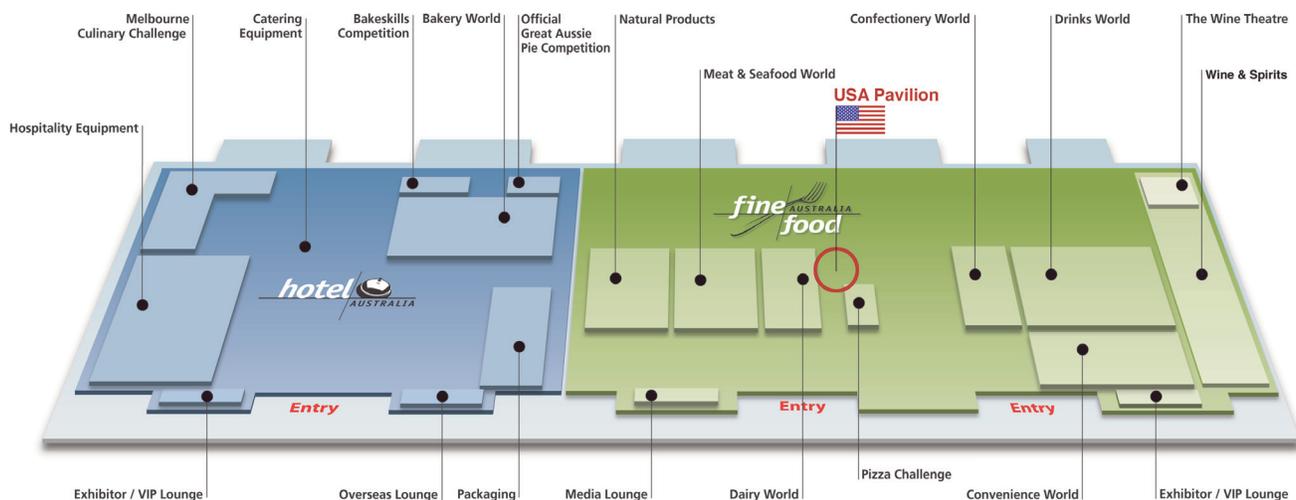
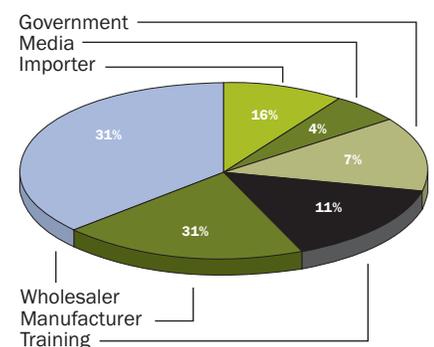
**3,991 Retail Visitors**



**10,539 Hospitality Visitors**



**10,126 Industry Visitors**



## WHO WILL YOU MEET?

- Supermarkets
- Caterers
- Institutions
- Bars
- Bakers
- Wholesalers
- Clubs
- Manufacturers
- Hotels
- Fast Food
- Motels
- Canteens
- Restaurants
- Resorts
- Cafes
- Hospitals
- Convenience-Stores



# Official USA Pavilion AT FINE FOOD AUSTRALIA



## IMEX USA Pavilion Booth Package Fees

**Early Registration** ..... \$4,995/9 sqm  
through May 1, 2008

**Standard Registration** ..... \$5,495/9 sqm  
after May 1, 2008

**Corner Premium** ..... \$500/corner

Early Registration to exhibit in the IMEX USA Pavilion at Fine Food Australia must be made by May 1, 2008, by completing the USA Pavilion Booth Application and Contract Form, and returning the executed original contract with 50% deposit of the total booth cost to IMEX Management, Inc. Space, if available, after May 1, 2008, will be at the standard registration price.

**ACT NOW!** Booth allocation will be determined on a first come, first-served basis according to the order applications and deposits are received by IMEX Management.

For More Information Contact

**Kelly Wheatley**

IMEX Management, Inc.  
4525 Park Road, Suite B-103  
Charlotte, NC 28209 USA  
704-365-0041  
704-365-8426 fax  
kellyw@imexmgt.com

Participation in the official USDA-endorsed USA Pavilion at Fine Food Australia 2008 offers you the prestige and visibility of exhibiting with other US companies while keeping your own identity ... your individual booth with a cost-effective, complete service package eliminating communication lag-time and currency transfers.

### Exclusive Services & Amenities For All USA Pavilion Participants

- Professional guidance and total logistical coordination from IMEX Management staff in the U.S. and on-site in Melbourne
- Marketing support services from the office of Agricultural Affairs in Canberra including local promotion to importers, on-site market briefing and on-going market assistance during the show
- Assistance with hotel accommodations and shipping
- One individual entry in official show catalog, website and IMEX USA Pavilion directory
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Pre-show promotion

### Each Fully-Furnished 9 sqm Booth Also Includes:

- Back and side hard walls
- Wall-to-wall carpeting
- 4 wall shelves (1 meter long each)
- Fascia with company name
- Lockable demonstration counter
- 1 table & 2 chairs
- Lighting
- One 240 volt electrical outlet
- Wastebasket
- Daily booth cleaning
- One copy of the Fine Food Australia Show Catalog



*From the*  
**Embassy of the United States of America**  
**CANBERRA, AUSTRALIA**

Dear U.S. Food Industry Executive:

The Office of Agricultural Affairs of the U.S. Embassy in Canberra and IMEX Management invite your company to participate in the official USA Pavilion at Fine Food 2008 in Melbourne, Australia, September 22-25, 2008.

Australia is one of the fastest growing markets in the world for U.S. consumer-ready food products. Australia's multi-billion dollar food and beverage market serves a population that is affluent, diverse, well educated and appreciates innovative products. Between January and November 2007, U.S. exports of consumer-ready food products to Australia reached a record US\$419 million, representing about 10% of Australia's total imports of these products.

Fine Food is Australia's largest food trade show, and runs alongside the Hotel Australia and Fine Wine & Spirits Australia exhibitions. Fine Food is an international exhibition for the food, drink, and equipment industries and is the largest food industry event in the region. It enjoys the support of major industry organizations and is the only event that allows companies to reach the retail, foodservice and hospitality industries at one venue. In addition to exhibitors from Australia, regular exhibitors include groups from Asia, Europe and the Americas. Visitors from all over the Asia Pacific region also attend the show.

Fine Food attracts 30,000 trade only buyers and decision makers, including representatives of the food importing, distribution, retail, and catering industries. A large proportion of Australia's major food processors and importers actually exhibit at the show - an ideal opportunity to "walk" the show and meet potential buyers one-on-one.

During 2007, U.S. exports of consumer-ready food products to Australia reached a record US\$468 million, an increase of 32% over the previous year. The U.S. supplies about 10% of Australia's total imports of these products.

Sincerely,

Kathleen Wainio  
Agricultural Counselor  
US Embassy

Officially Endorsed by  
*The U.S. Department of  
Agriculture's Foreign Agricultural  
Service - Washington, DC and the  
U.S. Embassy - Canberra, Australia*

Organized by  
*IMEX Management, Inc. -  
Charlotte, NC*

U.S. Department of Agriculture -  
Washington, DC  
Foreign Agricultural Service  
Overseas Trade Support  
Branch

**Sharon Cook**  
Agricultural Marketing Specialist  
sharon.cook@fas.usda.gov  
1.202.720.3425  
1.202.690.4374 fax

U.S. Embassy - Canberra, Australia  
Office of Agricultural Affairs

**Lindy Crothers**  
Agricultural Marketing Specialist  
Lindy.Crothers@usda.gov  
+61/2 6214 5857  
+61/2 6273 1656 fax

**TO RESERVE SPACE:**

IMEX Management, Inc.

**Kelly Wheatley**  
Vice President - International  
Food & Beverage  
kellyw@imexmgt.com  
1.704.365.0041  
1.704.365.8426 fax

# Additional Assistance for USA Pavilion Participants

*Made available through the state regional trade groups*

## BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. By exhibiting in the USA Pavilion, eligible companies can receive up to 50% cost reimbursement for a variety of expenses, including exhibiting fees, international travel costs, set-up rental and freight.

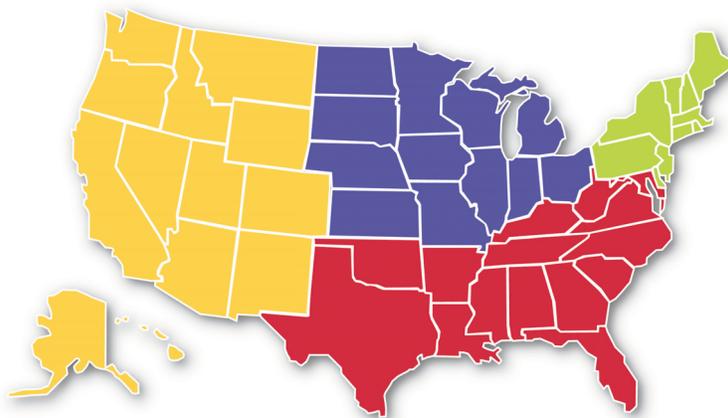
**Food Export Association of the Midwest USA**  
312-334-9200  
312-334-9230 *fax*  
www.foodexport.org  
**Michelle Rogowski**  
Deputy Director & Branded Program Manager  
mrogowski@foodexport.org  
**Teresa Miller**  
Generic Program Manager  
tmiller@foodexport.org

**Western US Agricultural Trade Association (WUSATA)**  
360-693-3373  
360-693-3464 *fax*  
www.wusata.org  
**Ann Buczkowski**  
Branded Program Manager  
ann@wusata.org  
**Janet Kenefsky**  
Generic Program Manager  
janet@wusata.org

For More Information  
*on the* Branded Program  
*at* Fine Food Australia...  
*... contact your state regional trade group.*

**Food Export USA - Northeast**  
215-829-9111  
215-829-9777 *fax*  
www.foodexportusa.org  
**Amy Kneller**  
Branded Program Manager  
akneller@foodexportusa.org  
**Joy Canono**  
Generic Program Manager  
jcanono@foodexportusa.org

**Southern US Trade Association (SUSTA)**  
504-568-5986  
504-568-6010 *fax*  
www.susta.org  
**Deneen Wiltz**  
Branded Program Manager  
deneen@susta.org  
**Bernadette Wiltz**  
Deputy Director & Generic Program Director  
bernadette@susta.org



www.ImexMgt.com

The USA Pavilion at Fine Food Australia 2008 is Organized By IMEX Management, Inc.  
4525 Park Road, Suite B-103  
Charlotte, NC 28209  
704.365.0041  
704.365.8426 *fax*

Contact  
Kelly Wheatley  
Email: KellyW@ImexMgt.com



September 16-18, 2008  
Buenos Aires, Argentina  
7th edition



October 19-23, 2008  
Paris, France  
23rd edition



March 3-6, 2009  
Tokyo, Japan  
34th edition



April 1-3, 2009  
Montreal, Canada  
6th edition



May 19-21, 2009  
Shanghai, China  
10th edition



# Booth Application & Contract Form for USA PAVILION AT FINE FOOD AUSTRALIA September 22-25, 2008

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the USDA-endorsed USA Pavilion at Fine Food Australia 2008 in Melbourne, Australia organized by IMEX Management, Inc. hereinafter referred to as "Management".

### Four Easy Steps To Apply

- 1** Read Completely the Terms & Conditions on the reverse side and initial.
- 2** Complete and sign the Booth Application & Contract Form.
- 3** Make deposit check payable to IMEX Management, Inc.
- 4** Send original application and check to IMEX Management, Inc.  
Attn: Kelly Wheatley  
4525 Park Road  
Suite B-103  
Charlotte, NC 28209 USA  
704.365.0041  
704.365.8426 fax  
kellyw@imexmgt.com

**Exhibitor Company**

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

*If billing information is different from what you've listed above, please attach all information on a separate sheet.*

**Person Responsible for Exhibit Planning** \_\_\_\_\_ email \_\_\_\_\_

**Products to be exhibited** including brand names \_\_\_\_\_

**Exhibit Space Requested**

*All booths include the services & amenities specified in the USA Pavilion Exhibitor Registration File 2008.*

*Participation fees are based on an exchange rate of A\$1.00 = US\$0.90. A variation in the exchange rate of ±5% or more on June 1, 2008, may result in a corresponding adjustment.*

**Early Booth Package Registration**  
*through May 1, 2008*  
a total of \_\_\_\_\_ 9 sqm booth(s) @ US \$4,995 = US\$ \_\_\_\_\_

**Standard Booth Package Registration**  
*after May 1, 2008*  
a total of \_\_\_\_\_ 9 sqm booth(s) @ US \$5,495 = US\$ \_\_\_\_\_

**Corner Premium Booth**  
\_\_\_\_\_ corners @ US \$500 ..... = US\$ \_\_\_\_\_

**Co-Exhibitor Booth** \_\_\_\_\_ @ US \$500 .. = US\$ \_\_\_\_\_

**Total** ..... = US\$ \_\_\_\_\_

**Deposit Due w/ Application** 50% of Total = US\$ \_\_\_\_\_

**Payment Information:** Please make checks payable to IMEX Management, Inc. 50% deposit due with Booth Application Form; 50% balance due June 1, 2008.

*We, the undersigned exhibiting company, hereby apply and agree to comply by the Terms and Conditions printed on the reverse side of this application. Enclosed is our deposit check for US\$ \_\_\_\_\_, covering the exhibit space as indicated above. The person(s) signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Booth Application & Contract Form.*

Signature \_\_\_\_\_ Title \_\_\_\_\_

Type or Print Name \_\_\_\_\_ Date \_\_\_\_\_

# Terms & Conditions for USA PAVILION at FINE FOOD AUSTRALIA 2008

Upon acceptance of your completed Booth Application and Contract Form and booth deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by IMEX Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions. *Please keep a copy for your records.*

1. **The Following Conditions** as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Booth Application and Contract Form" as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and everyone thereof.
2. **IMEX Management, Inc.**, hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the USA Pavilion at Fine Food Australia 2008 Exhibitor Registration File, on the condition that the requisite number of Exhibitors apply.
3. **Notice on Product Origin: All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.**
4. **Space Assignments:** Exhibit space assignments within the pavilion are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the USA Pavilion are subject to change at the sole discretion of the show organizers. The floor plan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floorplan are for pavilion use only. Exhibit space numbers will be assigned to the Pavilion by the show organizers at a later date.
5. **Exhibitor Agrees** to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.
6. **Sharing of Booth:** Exhibitor agrees to share the assigned booth with no more than one other exhibitor. Management will authorize no more than two companies to be listed on the fascia board and will permit no more than two companies to be represented in the booth.
7. **Liability:** The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.
8. **Payment Schedule:** The payment schedule is as follows: 50% deposit with submission of Booth Application and Contract Form, 50% balance due by date specified overleaf on Booth Application and Contract Form. No exhibit space assignments will be made to companies who have not paid the proper deposit. Management has the right to replace any exhibitor who has not paid its space 90 days before the show. The cancellation policy listed below will apply in that case.
9. **Cancellations:** In the event of Management agreeing to any request for release from the contract, Exhibitor will be liable for all or part of the exhibit space cost stated overleaf in the Booth Application and Contract Form on the following scale:
  - Cancellation 271 days or more before the show: 25% of cost
  - Cancellation between 270 and 121 days before the show: 50% of cost
  - Cancellation 120 days or less before the show: full costThis scale will apply only from the date Management receives written notice by letter, email or fax. These cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.
10. **Force Majeure:** In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is here with expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.

**Initials:** \_\_\_\_\_