

PARTNERS PACKAGE



AUSTRALIAN INSTITUTE
OF PACKAGING

1 & 2 JUNE

2016 AIP NATIONAL CONFERENCE

PACKAGING & PROCESSING WEEK
CROWN PROMENADE, SOUTH BANK, VICTORIA

2020

PACKAGING & PROCESSING
VISION

Designed for packaging designers, technologists, engineers, sales and marketing people the biennial AIP National Conference is the largest packaging and processing conference of its kind in Australia and New Zealand. Run by industry for industry the AIP National Conference has been leading the way in professional and personal development for decades and is a part of the annual Packaging & Processing Week.

MARK THESE DATES IN YOUR DIARY

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EXHIBITORS AREA

If your company is looking to network with packaging technologists, designers, engineers and packaging department heads at FMCG companies in the food, beverage, pharmaceutical, personal & household care markets then exhibiting at the 2016 AIP National Conference is the perfect solution. Book your stand at the AIP's 2016 National Conference which will be held at Crown Promenade, Southbank, Victoria on 1st and 2nd of June.

The biennial AIP National Conference will be themed **2020 PACKAGING & PROCESSING VISION** and is the largest professional development and networking opportunity of its kind in the packaging industry, bringing together leading experts from around the globe to cater for all participants in food, beverage, manufacturing and packaging.

Following a number of highly successful topical conferences over the past few years, the AIP will approach the 2016 AIP National Conference to deliver a two-day event that will cover a broad range of topics relating to packaging, incorporating current trends and future developments, case studies and real-life applications.

Sponsorship at this event will give you direct access to packaging industry players in Australia, New Zealand and further abroad and, as was the case at the 2014 AIP National Conference, spaces are limited and will fill up quickly so we recommend your early consideration.

WHY EXHIBIT?

The two-day 2016 AIP National Conference is the largest regularly held conference for the packaging industry and will provide you with the opportunity to network with key players in the packaging industry in Australia and New Zealand.

- Branding exercise
- Network and expand your contacts
- Expand your database
- Meet new people
- Launch new products
- Awareness and development
- Up-skill your teams

Space is limited in the Exhibitors area so book now.



EXAMPLES OF JUST SOME OF THE MEDIA COVERAGE ON THE 2014 AIP NATIONAL CONFERENCE.

32 REPORT AIP CONFERENCE

www.packagingnews.com.au July-August 2014

Collaboration – the cornerstone



The Australian Institute of Packaging national conference is a biennial gathering of packaging industry experts who share business insights and technical knowledge with industry peers in an atmosphere conducive to fostering business relationships and professional development. The 2014 event, held in Sydney, delivered this and more, writes Lindy Hughson.

ties for cross-industry collaboration that could open doors for the local industry in the burgeoning Asian market, by accessing facilities and expertise available at the new Food Innovation Centre at Mondelez' Ringwood facility in Victoria. The newly-launched centre's vision is to build a brighter future for local food manufacturers, with sights set specifically on developing new products for export into Asia (see full report in *PKN* May/June 2014).

"Being a closed industry is not going to get us where we want to be," Georges said. He advocates talent development, resource pooling, an

PACKAGING and Innovation Excellence was the conference theme, but the key message that emerged over the two days of presentations and discussions was that neither of these is possible without one essential ingredient: collaboration. Whether presenters were talking about the development of a new material or technology, relaunching a brand or bringing shelf ready packaging to market, the common thrust was the importance of collaboration – within the organisation itself across functional streams involved in the project, upstream with the customer (end-user) and the consumer, and downstream with the supply chain.

Speakers representing big brand owners were strong proponents of the message. It came through when Craig Walker of Coca-Cola Amatil discussed redevelopment of PET

SKUs across the business; when Paul Horn of Lion discussed the development and launch of beer packaging innovation TapKing; when Bryan McKay outlined steps in packaging evaluation at Campbell Arnott's; and when Frank Bova of Kimberly-Clark Australia relayed the challenging journey developing shelf-ready packaging for tissues.

These examples, and besides, highlighted the importance of partnership stakeholders.

But when it comes to success for the industry and increasing our global competitiveness, there's another side – cross-industry co- Yes, competitors talking or sharing their expertise greater good. And the prize best drove this point home: Georges of Mondelez' al, who spoke about the

4 TIPS TO DRIVE ABSOLUTE COLOUR (THE 'OTHER' UNIVERSAL LANGUAGE)



It's often said that there are two universal languages – Mathematics and Music. Regardless of our native tongue – be it Arabic, Bengali, Chinese or English – all educated people know the shared language of numbers. We can all stand in a queue at 7-Eleven and calculate how much the Mars bar or Coke in our hand will add up to, whether it's in dollars, rupees or euro's.

In the same way music offers a common set of symbols that are recognised the world over. Put a few pages of Beethoven's 5th in front of a violinist from Moscow and a cellist from Rome and they'll know exactly what to play.

Today, because of the advances in technology, a third universal language has evolved – Colour!

Colour defines your brand. And for any brand seeking to thrive in today's competitive marketplace, driving absolute colour through print quality management is critical.

Here are 4 tips for nurturing your brand and protecting its visual equities with absolutely consistent colour, worldwide, from Paul Hagggett MAIP Business Development Manager, Schawk.

1. Understand that all human beings perceive colour differently, with factors like age and gender being just two of the many variables. Your brand is too valuable to leave colour management to disconnected individuals working for unrelated print vendors. To achieve the most consistent outcomes, do what you do in so many other areas of life – use science & technology!

2. Establish a defined and measurable colour target for your critical brand colours, and do it using the substrates /materials on which your packaging goes to market. Ideally, a colour target is physical sample, or swatch of the target colour, which also displays the measurable, numeric values of that colour (L.a.b. Values), as measured by an industry standard device known as a spectrophotometer. All materials reflect light differently, and to have a single, un-defined colour target for all packaged items (Bags, cartons, labels, etc) will only set you up to fail.

3. Work closely with both your print vendors, and your brand protection agency/pre-media provider to establish realistic tolerances for colour variation. All complex production environments need a tolerance for a certain level of variation, and printing is no different. There will be colour shift throughout a run, but work with experts in printing and colour management to ensure those tolerances are tight, and push for continuous improvement.

4. Modern printing and colour reproduction should be seen as a science, not a 'black art'. The variables are many, but they are measurable and controllable. Schawk's ColourDrive is the only global supply chain focused tool designed specifically for brands to track, measure and report on the consistent reproduction of defined brand standards, any where, any time. Drive brand efficiency. Drive brand consistency. Drive brand value.

For more tactics on how to drive absolute colour, download Schawk's ColourDrive brochure.

SCHAWK!

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July-August 2014 www.packagingnews.com.au

REPORT AIP CONFERENCE 33

of industry success

PACKAGING ENGINEER WINS CHANCE TO UPSKILL

THE winner of the 6th APPMA Scholarship was announced at the AIP conference gala dinner: Aleah Back, packaging engineer, Johnson & Johnson Pacific.

Presenting the award, Mark Dingley, chairman of APPMA, said: "Aleah has shown a huge interest and commitment in undertaking the Diploma in Packaging Technology. She has both academic and practical expertise in the industry and is keen to expand her technical education in the packaging industry."

Back's APPMA Scholarship will allow her to complete a Diploma in Packaging Technology to the value of \$9,000. The Diploma in Packaging Technology, offered by the AIP, is a comprehensive and internationally recognised Level 5 foundation degree qualification covering the principles of



APPMA chairman Mark Dingley awards the 2014 APPMA Scholarship to happy winner, Aleah Back.

packaging, packaging materials and packaging processes. When Back graduates, she will be equipped to take responsibility for packaging operations at any level through the supply chain.

Dingley also congratulated the other three finalists: Alexandra Brayshaw, Arthritis Australia; Myrvis Camacho, Murray Goulburn; and Sumit Kini, Orora Glass.

FELLOWSHIP OF THE FINEST FORM

THE grade of Fellow is the highest accolade awarded to AIP members, recognising significant and sustained contribution to technology, science or application to packaging within the industry. Ralph Moyle and Craig Wellman were honoured with this award at the AIP gala dinner.



Esteemed fellows welcome new members to the fold: (from left) Jason Fields, Frank Bova, Bryan McKay, Ron Mines, Craig Wellman, Robin Tuckerman, Ralph Moyle, Richard Smith, Burt Beaumont, Pierre Pienaar.

Craig Wellman is chief executive officer of packaging, recognised for his area of plastics technology moulded closures over the last 10 years. He has been engaged in the packaging industries through his company and has led the company to a tier supplier of rigid packaging PMOG products, with a distribution operations in business units – bottles, jugs and thinnell IML. He is an active participant in packaging technology and he holds a patent as an inventor.

GLOBAL VIEWPOINT

AMONG the international speakers in the conference line-up this year was keynote presenter Rick Fox, chairman of US and Canadian trade association, PMMI.

Fox shared his view on factors that will have an impact on packaging going forward. Retailing is top of the list. US suppliers are facing similar pressure on margins to those in Australia, he said. This pressure drives some interesting decisions. Fox related how one of the largest US beverage manufacturers has almost trebled its number of SKUs to try to maintain brand share, but of those new SKUs, only 130 make profit, 100 SKUs break even, and 462 lose money! Increasing SKUs is not feasible, especially when retailers are reducing SKUs carried, with some stores now down to six choices or less in certain categories.

But what's going to hurt the market more, he said, is the move to online retailing. Wal Mart has had its fifth straight quarterly decline, and is now testing the online grocery channel and, like other retailers, is looking at converting stores to 'ship from' warehouses.

Another driver of change, Fox said, is the millennial generation – these shoppers are shaping the retail environment. Research that Fox cited showed that millennials believe brands are 'suspect'. Also, close to 50 per cent use apps to aid in purchasing decisions. This increased level of mobile device usage translates into increased sensitivity at the packaging level, said Fox. If the pack image that comes up online is not the same as that on shelf when shoppers with mobile phones scanned a barcode label, they won't buy the brand. ■



Rick Fox: Packaging will be impacted by changes in the retailing landscape.

EXAMPLES OF JUST SOME OF THE MEDIA COVERAGE ON THE 2014 AIP NATIONAL CONFERENCE.

NEW BARRIERS ON THE HORIZON



Craig Wellman FAIP, CEO of Wellman Packaging

Craig Wellman, CEO of Wellman packaging, says there are new barrier technologies on the horizon that are on the verge of becoming mainstream – and converters and brand owners should take notice. Barrier technology extends the shelf life of food and other FCMG products by protecting them from spoilers like light, temperature, humidity, oxygen, carbon dioxide, water and flavour contamination.

While Wellman says materials like nanoclays are yet to live up to their potential, multilayer preforms and bottles, live up to their potential, multilayer preforms and bottles, plastic, are providing interesting opportunities for brands. He says, "Over the next couple of years twin-shot injection moulding, particularly for rigid barrier packaging, is going to become mainstream."

"Suppliers making such technology available over here includes the likes of Kortec, Mold-Masters and Husky," Kortec, he says, is developing a retortable polypropylene can, with an Evoh barrier layer and double seam lip that can accommodate traditional metal can ends.



Kortec's retortable plastic Evoh, he says, is a synthetic polymer with...

Wellman says the technology receiving attention in the UK is currently held back by capital with one European system se converters back around €2m.

He says, "Aluminium is a fantastic barrier – it does not get better. The developer has had issues with piercing micro holes but it does present as an opportunity. The upside is you lot less aluminium, so in the analysis the cost is lower and it can still be reclaimed through

For long life milk and sirr products, he says brands could in New Zealand, which is a barrier layer of black high to block out light. The over 0.3 or 0.4mm, says Wellman product from the required layer can be achieved through in two steps with the bi

Additives such as an O2 can also be introduced in more kinds of protection, (titanium dioxide) additive shelf life to between 20 a in closures, things may no so good for induction lir density caps with aseptic on trend, and are also ab protection of an Evoh bi

Wellman says, "When this closure technology aseptic and barriers, we



Manufacturers in Australia need to recognise the value of Australia's ageing population and adjust their packaging accordingly, said Fergal Barry from Arthritis Australia.

AGEING POPULATION: A MISSED OPPORTUNITY FOR MANUFACTURERS?

Manufacturers in Australia need to recognise the value of Australia's ageing population and adjust their packaging accordingly, said Fergal Barry from Arthritis Australia. Presenting at the Australian Institute of Packaging's National Conference, Barry, the strategic partnerships manager at Arthritis Australia, said Australia's ageing population is becoming increasingly frustrated with hard to open or inaccessible packaging.

Over the past 20 to 30 years, packaging has become

"They are the biggest, they are the fastest growing and they have the [largest share of] wealth ... When you identify that issue, your market actually increases."

Relatively small changes to elements of packaging, such as increasing the font size or using colour to distinguish between different product ranges can make a big difference in winning disgruntled consumers back, and also in creating a point of difference for your brand, Barry said.

"With this global change in the market place, a smaller company can have an advantage over the bigger players because of their ability to adapt."

"Accessibility can be a competitive advantage ... it's a way to compete and a way for SMEs to take market share away from the major players," he said.

Barry added that 6.5 million Australians have difficulty with vacuum-sealed plastic containers, for example, so if manufacturers adjust their packaging to improve accessibility, this improvement needs to be clearly conveyed to consumers.

"If a consumer has a negative experience ... it's not enough just to fix the packaging. When they see that pack, they have a negative association either with your brand or the pack format." Manufacturers need to communicate the ease of packaging or the change in packaging that now makes it easier to access, he insists.

Barry would like to see the roll-out of a national 'ease of use' certification scheme, where products are independently tested by consumers and their accessibility clearly conveyed on retailers' shelves. A step in the right direction has been the development of the Initial Scientific Review (ISR) – a result of collaboration between Nestle, Arthritis Australia, NSW Health and Georgia Tech.

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TECH SPEAK 13



Food packaging: help or hindrance?



Pierre Pienaar FAIP voices his dilemma when it comes to the role of packaging in managing food waste in developing countries.

SEPTEMBER 13, 2013, marked the 24th National Meeting & Exposition of the American Chemical Society (ACS), the world's largest scientific society. At this event, Dr Sarah Rieck, a former professor at the School of Packaging at Michigan State University in the US, said that new packaging materials must meet the criteria for being sustainable without sacrificing the security, freshness and viability of the food inside.

"We face a huge challenge in developing new packaging materials that protect food all through the supply chain while being recyclable, compostable, produced with renewable energy or even edible," she said. Sustainable, recyclable, compostable, renewable, edible. You would have heard these terms, but are you tired of them? After recently returning from Indonesia, where I delivered a training course for

the Indonesian Packaging Federation on behalf of the Australian Institute of Packaging (AIP) and the World Packaging Organisation (WPO), I find myself challenged by a dilemma.

The delegates at the course were all graduates but not in the field of packaging. Their various careers have led them to be involved in packaging and they are hungry for skills, knowledge and expertise in the field of the science and technology of packaging, mostly to address the huge problem of food wastage owing to ineffective packaging.

I hear this plea through-out developing nations that have little or no packaging to protect foods sold on open street markets. Yet, first world developed nations try to out-evolve what to do with the excess packaging waste. My dilemma would be adding effective packaging to the food market in developing countries not, in fact, be contributing to and creating a whole new problem?

Would adding effective packaging to the food market in developing countries not, in fact, be contributing to and creating a whole new problem?

Archie Aplett, director of the Indonesian Centre on Sustainable Consumption and Production at Surya University, told the Jakarta Post last November that the food waste generated in Indonesia is higher than the amount of food produced, which is likely due to food imports. The amount of food produced is nearly three times higher than food consumed and food waste is even higher.

Indonesia produces nearly 100 kilograms per capita per year with estimated food consumption at 130 kg per capita per year and food waste amounting to 355 kg per capita per year, Aplett said. The 6000 tons of waste per day in Jakarta is not regarded as an opportunity, but perceived as a mounting problem. And we have a global food shortage crisis? Crisis, yes. Shortage? No.

To illustrate the value of waste, Sweden has applied an impressive resource saving system and sorted organic waste is used as feedstock for energy generation and for fueling public transportation. "Sorted organic waste can in fact be used as both black gold for its compostable properties and 'green gold' due to its possible conversion to electricity," Aplett said.

The question remains: should the packaging industry attempt to solve the food waste problem in developing nations by contributing more effective packaging, or should we be educating ourselves sooner rather than later in the processes of food waste management? And what then is our role within the Australian packaging industry when it comes to assisting with these challenges? Is one industry compounding the problem? What 'gold' can we produce to ensure we're making a sound contribution to waste management associated with food packaging?

I believe it will take industry and collaboration with all parties involved in food packaging to ensure as honest, considerate and selfless approach is upheld.

Pierre Pienaar FAIP is a packaging consultant and the education director for the Australian Institute of Packaging (AIP). He can be contacted on education@aipack.com.au.

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BUILD YOUR PACKAGING CAREER ON FIRM FOUNDATIONS WITH THE AIP

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SPONSORSHIP OPPORTUNITIES

1. PLATINUM PARTNER

\$11,000 inc GST

- Company logo to be included on the 2016 AIP National Conference date claimer, invitation, save the date, registration brochure and conference handbook.
- Company logo to be included on all social media, website, printed and on-line advertising for the 2016 AIP National Conference.
- Front page exposure of corporate logo on registration brochure, promotional material and trade magazine advertising for the 2016 AIP National Conference. Additional exposure on conference APP.
- 3 metre x 2.5 metre stand in the exhibitors area. (All exhibition stands include walls, fascia, lighting and power. A built-in plinth with lockable storage, a shelf on the back wall, and one bar stool are included in the package.)
- Large company logo on the 2016 AIP National Conference sponsors pull up banners.
- 4 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 6 x complimentary tickets to attend the 2016 AIP National Conference as a delegate and/or to man the exhibition stand on Wednesday the 1st and Thursday the 2nd of June. (This includes 6 x tickets to attend the conference dinner on Wednesday the 1st of June)
- + 2 additional tickets to attend the 2016 AIP National Conference dinner on Wednesday the 1st of June.
- 1 x full page full colour advertisement to be published in the delegate handbook. (Artwork to be supplied by the partner.)
- Company logo and listing displayed in the delegates handbook. Additional exposure on conference APP.
- Sponsorship acknowledged during the two-day 2016 AIP National Conference.
- Right to display 2016 AIP National Conference endorsement on company letterhead, website and media releases.
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

SPONSORSHIP OPPORTUNITIES

2. GOLD PARTNER

\$8,250 inc GST

- Company logo to be included on the 2016 AIP National Conference date claimer, invitation, save the date, registration brochure and conference handbook.
- Company logo to be included on all social media, website, printed and on-line advertising for the 2016 AIP National Conference.
- Front page exposure of corporate logo on registration brochure, promotional material and trade magazine advertising for the 2016 AIP National Conference. Additional exposure on conference APP.
- 3 metre x 2.5 metre stand in the exhibitors area. (All exhibition stands include walls, fascia, lighting and power. A built-in plinth with lockable storage, a shelf on the back wall, and one bar stool are included in the package.)
- Medium-sized company logo to be included on the 2016 AIP National Conference sponsors pull up banners.
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 4 x complimentary tickets to attend the 2016 AIP National Conference as a delegate and/or to man the exhibition stand on Wednesday the 1st and Thursday the 2nd of June. (This includes 4 x tickets to attend the conference dinner on Wednesday the 1st of June)
- 1 x half page full colour advertisement to be published in the delegate handbook. (Artwork to be supplied by the partner.)
- Company logo and listing displayed in the delegates handbook. Additional exposure on conference APP.
- Sponsorship acknowledged during the two-day 2016 AIP National Conference.
- Right to display 2016 AIP National Conference endorsement on company letterhead, website and media releases.
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

3. SATCHEL INCLUSIONS

\$1,100 inc GST

- 1 x A4 double sided handout to be included in the delegates satchel. (Inserts to be printed and supplied by the partner).

PARTNERSHIP OPPORTUNITIES

4. SILVER PARTNER

\$ 6,050 inc GST

- Company logo to be included on the 2016 AIP National Conference date claimer, invitation, save the date, registration brochure and conference handbook.
- Company logo to be included on all social media, website, printed and on-line advertising for the 2016 AIP National Conference. Additional exposure on conference APP.
- Front page exposure of corporate logo on registration brochure, promotional material and trade magazine advertising for the 2016 AIP National Conference.
- 1 x single exhibition stand in the exhibitors area. (3 m x 2.5 metre) (All exhibition stands include walls, fascia, lighting and power. A built-in plinth with lockable storage, a shelf on the back wall, and one bar stool are included in the package.)
- Small company logo to be included on the 2016 AIP National Conference sponsors pull up banners.
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 3 x complimentary tickets to attend the 2016 AIP National Conference as a delegate and/or to man the exhibition stand on Wednesday the 1st and Thursday the 2nd of June. (This includes 3 x tickets to attend the conference dinner on Wednesday the 1st of June)
- 1 x one third page full colour advertisement to be published in the delegates handbook. (Artwork to be supplied by the partner.)
- Company logo and listing displayed in the delegates handbook. Additional exposure on conference APP.
- Sponsorship acknowledged during the two-day 2016 AIP National Conference.
- Right to display conference endorsement on company letterhead, website and media releases.
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

5. BRONZE PARTNER

\$ 4,400 inc GST

- Company logo to be included on the 2016 AIP National Conference date claimer, invitation, save the date, registration brochure and conference handbook.
- Company logo to be included on all social media, website, printed and on-line advertising for the 2016 AIP National Conference. Additional exposure on conference APP.
- 1 x single exhibition stand in the exhibitors area. (3 m x 2.5 metre) (All exhibition stands include walls, fascia, lighting and power. A built-in plinth with lockable storage, a shelf on the back wall, and one bar stool are included in the package.)
- Small company logo to be included on the 2016 AIP National Conference sponsors pull up banners.
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 2 x complimentary tickets to attend the 2016 AIP National Conference as a delegate and/or to man the exhibition stand on Wednesday the 1st and Thursday the 2nd of June. (This includes 2 x tickets to attend the conference dinner on Wednesday the 1st of June).
- Company logo and listing displayed in the delegates handbook. Additional exposure on conference APP.
- 1 x one quarter page advertisement in the conference handbook. (Artwork to be supplied by the partner)
- Sponsorship acknowledged during the two-day 2016 AIP National Conference.
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

EXCLUSIVE PARTNERSHIP OPPORTUNITIES

6. DINNER ENTERTAINMENT PARTNER

\$6,600 inc GST

LIMITED TO ONE COMPANY ONLY.

- Company logo to be included on the 2016 AIP National Conference date claimer, invitation, save the date, registration brochure and conference handbook.
- Company logo to be included on all social media, website, printed and on-line advertising for the 2016 AIP National Conference. Additional exposure on conference APP.
- Exclusive opportunity to sponsor the entertainment provided for the 2016 AIP National Conference dinner on Wednesday the 1st of June.
- Corporate logo to be included on all menus.
- Company overview during dinner by Emcee.
- 1 x one half page horizontal full colour advertisement within the delegates handbook. (Artwork to be supplied by the partner.)
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 1 x complimentary ticket to attend the 2016 AIP National Conference on Wednesday 1st and Thursday 2nd of June; including all-day catering (dinner included.)
- +7 additional complimentary tickets to attend the 2016 AIP National Conference dinner on Wednesday the 1st of June.
- 2 x company banners to be displayed in the dinner room. (To be supplied by the partner.)
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

7. LIFESTYLE SPEAKER PARTNER

\$6,050 inc GST

LIMITED TO ONE COMPANY ONLY.

- Exclusive opportunity to sponsor the Lifestyle speaker for the conference.
- 1 x one half page horizontal full colour advertisement within the delegates handbook. (Artwork to be supplied by the partner.)
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 2 x complimentary tickets to attend the 2016 AIP National Conference as a delegate on Wednesday the 1st and Thursday the 2nd of June. (This includes 2 x tickets to attend the conference dinner on Wednesday the 1st of June)
- Company logo to be included on the registration brochure and all promotional material. Additional exposure on conference APP.
- Company logo and listing displayed in the delegates handbook. Additional exposure on conference APP.
- 2 x company banners to be displayed in the plenary room during the lifestyle speaker session. (To be supplied by the partner.)
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

EXCLUSIVE PARTNERSHIP OPPORTUNITIES

8. CONFERENCE APP PARTNER

\$6,050 inc GST

- **LIMITED TO ONE COMPANY ONLY.**
- Exclusive opportunity to sponsor the Conference APP.
- 1 x half page horizontal full colour advertisement in the delegates handbook. (Artwork to be supplied by the partner).
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 2 x complimentary tickets to attend the 2016 AIP National Conference as a delegate on Wednesday the 1st and Thursday the 2nd of June. (This includes 2 x tickets to attend the conference dinner on Wednesday the 1st of June)
- Company logo to be included on the registration brochure and all promotional material. Additional exposure on conference APP.
- Company logo and listing displayed in the delegates handbook. Additional exposure on conference APP.
- Company logo on front of APP.
- Naming Rights to the Conference APP.
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

9. COCKTAIL EVENING PARTNER

\$4,400 inc GST

- **LIMITED TO ONE COMPANY ONLY.**
- Exclusive opportunity to sponsor the cocktail evening for the speakers and sponsors for the 2016 AIP National Conference on Tuesday the 31st of May.
- Company logo to be included on all social media, website, printed and on-line advertising for the 2016 AIP National Conference.
- 1 x one third horizontal full colour strip advertisement within the delegates handbook. (Artwork to be supplied by the partner.)
- 8 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 1 x complimentary ticket to attend the 2016 AIP National Conference as a delegate on Wednesday the 1st and Thursday the 2nd of June. (This includes 1x ticket to attend the conference dinner on Wednesday the 1st of June)
- Company logo and company listing in delegates handbook. Additional exposure on conference APP.
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

10. LUNCH PARTNERS

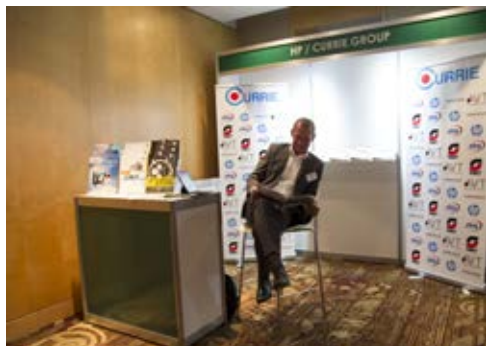
\$3,300 inc GST

- **LIMITED TO ONE COMPANY ONLY PER LUNCH.**
- Exclusive opportunity to sponsor lunch for the 2016 AIP National Conference on either day one or day two.
- Company logo to be included on lunch program.
- Company logo to be included on the 2016 AIP National Conference registration brochure.
- 1 x one third horizontal full colour strip advertisement within the delegates handbook. (Artwork to be supplied by the partner.)
- 2 x complimentary tickets to attend the speakers & partners cocktail evening on Tuesday the 31st of May.
- 1 x complimentary ticket to attend the 2016 AIP National Conference as a delegate on Wednesday the 1st and Thursday the 2nd of June. (This includes 1 x ticket to attend the conference dinner on Wednesday the 1st of June).
- Company logo and company listing in delegates handbook. Additional exposure on conference APP.
- 1 x company banner to be displayed in the exhibition area where the catering will be during lunch. (To be supplied by the partner.)
- All partners are permitted to include Promotional Material - such as giveaways like rulers, pens, note pads, water bottles etc for all delegates bags. (This does not include printed flyers, as we recommend that exhibitors keep marketing material for their stands).

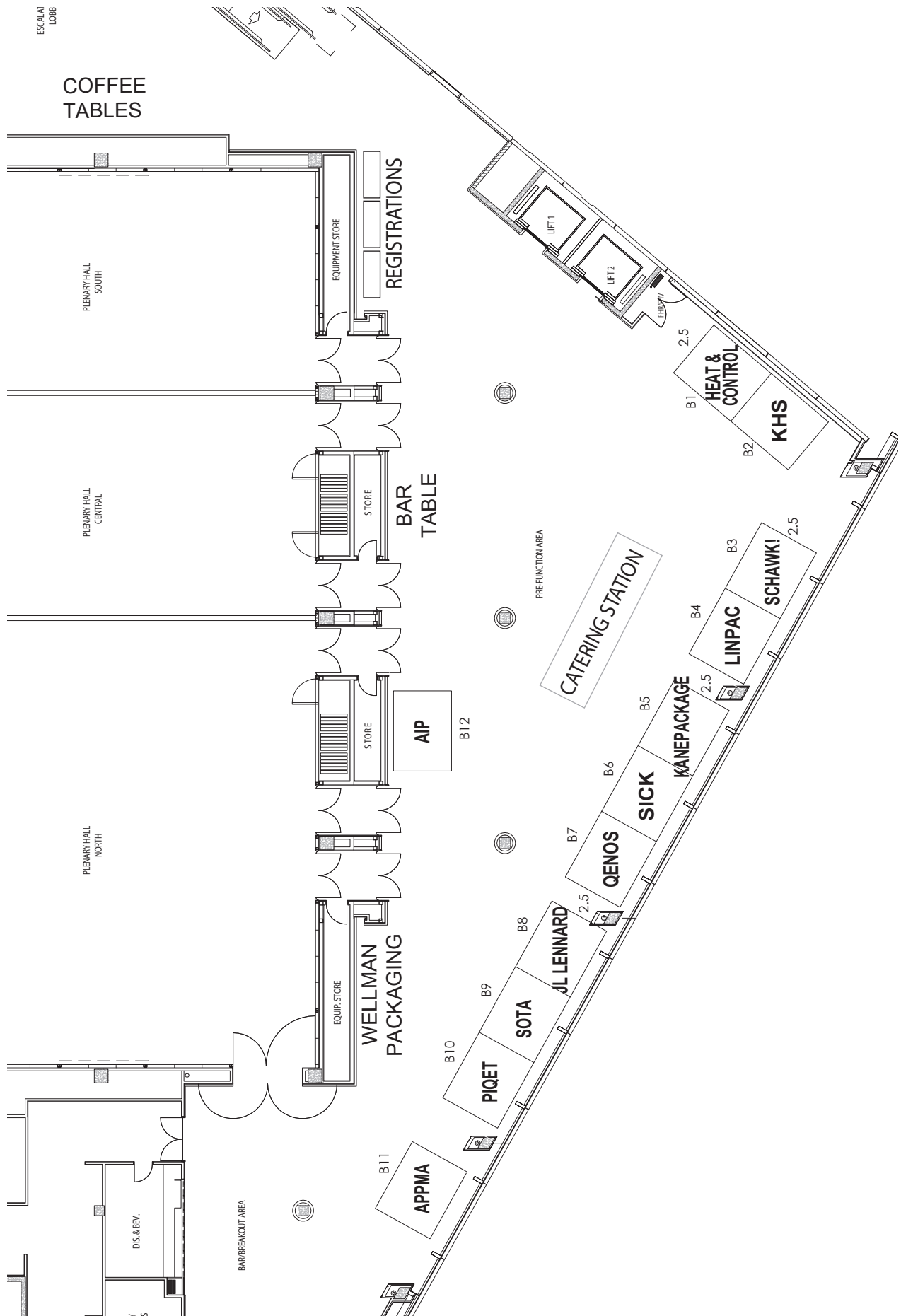
2014 NATIONAL CONFERENCE



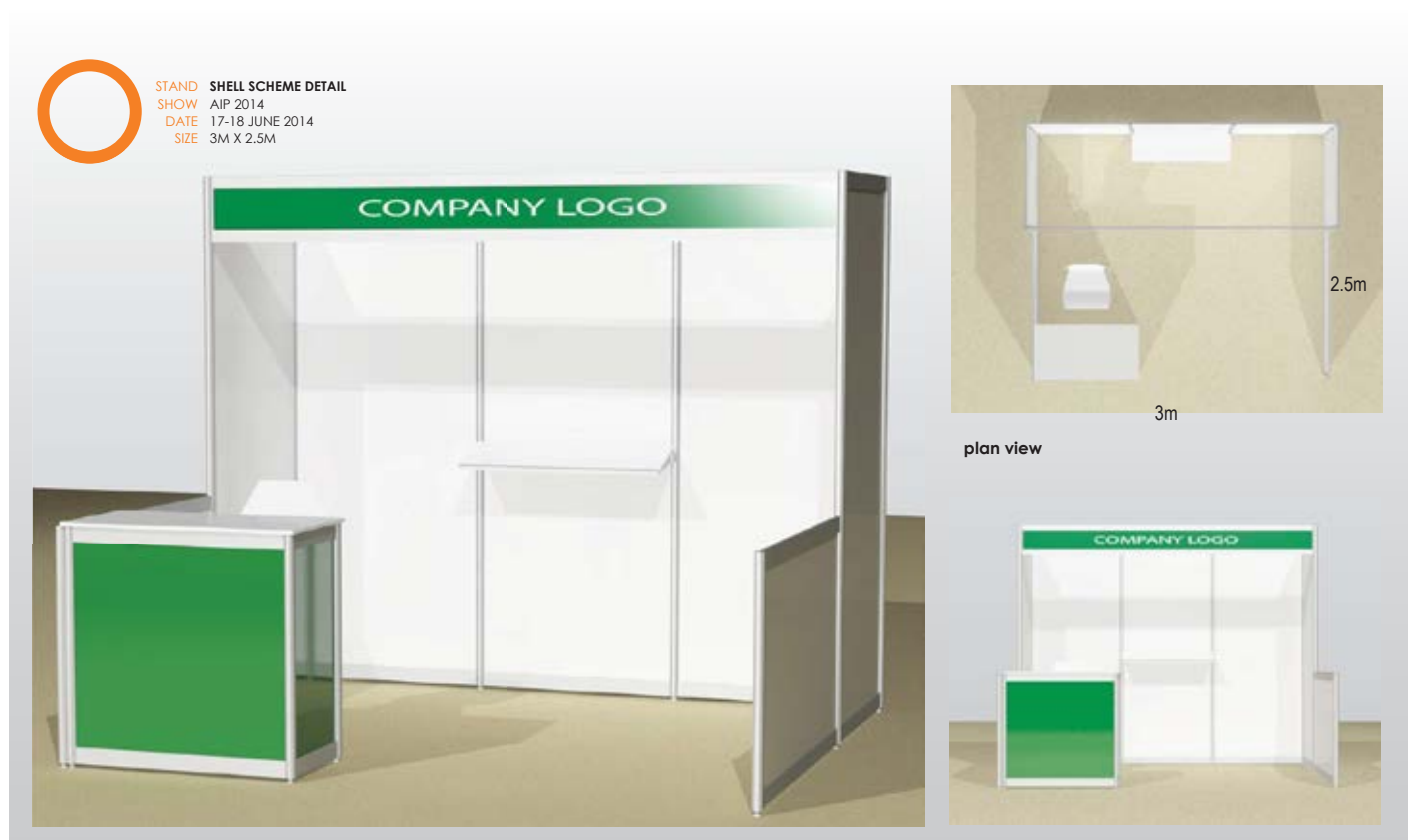
2014 NATIONAL CONFERENCE



EXHIBITION BOOTHS MAP



EXHIBITION BOOTHS



Note: This diagram is for illustrative purposes only. For 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	3m x 2.5m high white melamine walls in an Aluminium Octanorm frame
• Fascia	Aluminium frame with standard purple fascia board.
• Signage	Company names will be installed over each open aisle fascia. Lettering will be computer cut vinyl in white on the fascia board. Each sign will be a maximum of 30 characters including spaces.
• Furniture	One locked plinth, one shelf for back wall and a bar stool will be provided as a part of the package.
• 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 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.

2016 AIP NATIONAL CONFERENCE AVAILABLE PACKAGES

Please Tick:

<input type="checkbox"/>	Platinum Partner	\$ 11,000 inc GST
<input type="checkbox"/>	Gold Partner	\$ 8,250 inc GST
<input type="checkbox"/>	Silver Partner	\$ 6,050 inc GST
<input type="checkbox"/>	Bronze Partner	\$ 4,400 inc GST
<input type="checkbox"/>	Satchel Inclusions	\$1,100 inc GST

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

<input type="checkbox"/>	Cocktail Evening Partner (Tuesday 31st May)	\$4,400 inc GST	SOLD
<input type="checkbox"/>	Dinner Entertainment Partner (Wednesday 1st June)	\$6,600 inc GST	SOLD
<input type="checkbox"/>	Lifestyle Speaker Partner	\$6,050 inc GST	
<input type="checkbox"/>	Conference APP Partner	\$6,050 inc GST	
<input type="checkbox"/>	Lunch Partners	\$3,300 inc GST	

TERMS AND CONDITIONS

The Partner must pay to the AIP the total amount set out in accordance with the agreed payment schedule. If any payment is not made by the Partner in accordance with the agreed payment schedule, the AIP may, in its absolute discretion, terminate this Partners Contract and resell or otherwise use the space allocated to the Exhibitor.

In such circumstances:

A: The Partner shall be liable to reimburse the AIP's costs and expenses arising directly or indirectly as a result of such failure to pay; and

B: The Partner shall not be entitled to a refund of any moneys paid in respect of this Partner Contract, and shall remain liable to pay to the AIP all moneys owing as at the date of termination.

C: If the Partner wishes to cancel its participation at the AIP or reduce the size of its allocated exhibition space, written notice must be given to the AIP. In the event of such cancellation or reduction in size, the Organiser is entitled to a 20% withdrawal fee. This 20% withdrawal fee is a genuine pre-estimate of costs, loss and damage incurred by the AIP as a result of the Partner's withdrawal.

D: The Exhibitors are solely responsible for accessing delegate contact information. The Conference organisers do not provide attendee databases to any exhibitors.

2016 AIP NATIONAL CONFERENCE PARTNER CONTRACT



1. SELECT YOUR STAND NUMBER (As per page 13)

1st Choice	2nd Choice	3rd Choice
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2. SELECT YOUR PACKAGE LEVEL (As per page 13)

Please circle your package: PLATINUM GOLD BRONZE OTHER (Please list) _____

Exhibition package includes:	NB: 3m x 2.5 m Exhibition space, fascia, walls and general lighting. A built-in plinth with lockable storage, a shelf on the back wall and 1 x bar stool.
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3. PAYMENT DETAILS (BASED ON 1st CHOICE)

A Tax Invoice will be provided upon receipt of your signed contract. Payment Schedule: Remainder to be paid no later than Friday the 22nd of April 2016	Cost of Package (from above) \$
	Plus GST \$
	TOTAL COST OF PACKAGE \$

4. INVOICING OPTIONS (Please tick)

<input type="checkbox"/> Please send me an invoice for payment OR	<input type="checkbox"/> Please send me an invoice/receipt for the full amount.
<input type="checkbox"/> Please charge the credit card details below and send me a receipt.	

5. EXHIBITOR CONTACT DETAILS

Company Name:		
Postal Address:		
State:	Postcode:	Phone:
Accounts Contact: (Name & Email)	Stand Coordinator: (Name & Email)	Marketing Contact: (Name & Email)

6. METHODS OF PAYMENT

Payment Option One: Credit Card Please debit my credit card as indicated below <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX Name on Card: _____ Signature: _____ Amount: \$ _____ Expiry Date: _____ Card No: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	TOTAL PAYMENT \$ _____
Payment Option Two Electronic Funds Transfer Bank: ANZ BSB: 012-224 Account Number: 269629055 Account Name: Australian Institute of Packaging REFERENCE: Invoice Number or Name	Payment Option Three Cheque Enclosed Cheques payable to: Australian Institute of Packaging Inc 34 Lawson Street Oxley QLD 4075

7. TERMS AND CONDITIONS (Please tick box and sign as below)

☐ We understand and agree to pay the total costs as indicated by the above payment details. This application contract is binding once accepted for and on behalf of the AIP. We understand that our stand will not be reserved UNTIL this form is signed and returned. **CANCELLATION POLICY:** By signing this agreement we understand and agree that the 20% deposit is non-refundable and that stands will not be held without a deposit. Cancellations may be accepted up to Friday the 22nd of April 2016 BUT will incur a 20% cancellation fee. Booking cancellations after the Friday the 22nd of April 2016 are non-refundable.

Name: _____ Signature: _____ Date: _____

PLEASE FILL OUT THIS FORM AND RETURN TO:

nerida@aipack.com.au **+61 7 3278 4490** **+61 7 3009 9916**



AUSTRALIAN INSTITUTE
OF PACKAGING

1 & 2 JUNE

2016 AIP NATIONAL CONFERENCE

PACKAGING & PROCESSING WEEK
CROWN PROMENADE, SOUTHBANK, VICTORIA

2020

PACKAGING & PROCESSING
VISION

THREE WAYS THAT YOU CAN BE **INVOLVED** IN THE
BIENNIAL **AIP NATIONAL CONFERENCE...**

1

SPEAK

Do you have a unique packaging and processing design or innovation that you would like to talk about?

Submit a paper for consideration no later than the 22nd of January.

2

EXHIBIT

Does your company have packaging or processing materials, designs, products or machinery that would be of interest to Food and Beverage manufacturers? Limited exhibition space and exclusive partnership opportunities are available for the conference.

3

ATTEND

Do you want to learn more about the latest packaging and processing trends and innovations? Do you want to network with like-minded packaging professionals? Then mark the 1st and 2nd of June 2016 in your calendar.