



# TIPS ON VISITING FINE FOOD 2008

This year Fine Food will fill the entire Melbourne Exhibition Centre and with over 1,000 exhibitors covering 30,000 sq metres of floor space, planning ahead will make visiting the show more rewarding.

The organisers of Fine Food have the following tips for visitors:

- Pre-register before 17 September at [www.finefood.com.au](http://www.finefood.com.au) to save \$30 and avoid queues at the entrance. This year every visitor who registers on site will have to pay \$30 admission.
- Visit the show website [www.finefood.com.au](http://www.finefood.com.au) and look for the companies, suppliers, products and seminars of interest and plan your visit using the floorplan.
- Wine & Spirits, Australia's only true international event for the liquor industry, will be in a separate area within Fine Food and is open to all registered visitors.
- To make it easier to find specific areas of interest there are dedicated product feature zones in the exhibition: Dairy World, Drinks World, Confectionery World, Convenience World, Natural Products and Meat & Seafood World.
- There are also a number of national and international pavilions and gourmet food areas.
- In Hotel Australia you will find bakery equipment, bar-ware, bedding, blenders, catering equipment, cleaning, cookware & crockery, display systems, furniture, hotel supplies & guest amenities, information technology, tableware, packaging, refrigeration and much more.
- Remember the show covers a huge area, so time spent before hand is time well spent.
- Fine Food Australia is a strictly 'Trade Only' event. Persons outside the hospitality and food industries including children, will not be admitted. The organisers are very strict on the policy and it is embarrassing if some of your group are denied entry.
- Look around your business and decide what could be improved. Think about the products, services and equipment you might want to replace. Then plan ahead for the companies you wish to see. Visit these companies before you search out new contacts.
- Collect a free Buyer's Guide at the entrance and use this to make notes on the companies you have seen. This is better than making notes on the back of brochures or business cards.
- Time is valuable so spend time with exhibitors who can help your business. Ask questions and share information. Set up an appointment for after the show if you need to see them in your workplace.
- Exhibitions are the perfect time to shop and compare. Use the index in the catalogue to find new suppliers. See how your current supplier compares with others in the market. Ask exhibitors about their competitors. Swap notes with your colleagues.
- Take plenty of business cards. When you collect a card, write a note to remind yourself whom you met. Shows are great networking opportunities.
- Give yourself plenty of time to see the whole show. It is definitely worthwhile for your business. Your name badge works every day so come back if you need to.
- Keep the catalogue and use it as a reference after the show. Unfortunately not all exhibitors follow up their leads after the show so you may need to call them if you require further information.
- Take advantage of the accommodation booking service for the show.
- Contact Lido Travel on 1800 817 339 and secure rooms close to the venue at corporate rates.
- The Melbourne Convention & Exhibition Centre is well serviced by public transport. It may be quicker and easier to catch a tram, train or taxi to the exhibition rather than driving.

→ **What:**

Fine Food Australia, Hotel Australia

→ **When:**

4 Days - Monday 22nd September to Thursday 25th September 2008

→ **Hours:**

Monday, Wednesday, Thursday 10am – 5pm; Tuesday 12noon – 9pm (Late night)

→ **Where:**

Melbourne Exhibition & Convention Centre, Southbank

→ **Admission:**

Entry is restricted to persons working in the food and hospitality industries.

Children will not be admitted. Proof of business identification may be required.

Visitors can obtain further details and on-line registration at [www.finefood.com.au](http://www.finefood.com.au)

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