

Invitation to Sponsor

SUB melbourne
CON 2023

19-21 MAY

www.subwayevents.com

The Subway® 2023 Australia & New Zealand Convention is Presented by Subway®,
IPC Asia Pacific, our Business Developers and Our Valued Vendors.



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An Invitation to Sponsor

There has never been a more exciting time in Subway® Australia and New Zealand! Our guests are tasting the changes to our core ingredients and our fresh menu options and experiencing our vibrant next-generation restaurants. These exciting changes are all part of the Subway® brand evolution that's occurred over the past two years.

In May 2023, the Subway® business will come together to celebrate our brand transformation and explore our roadmap for the year ahead, at the Subway® 2022 Australia & New Zealand Convention. This will be a time for our Franchisees and wider Supplier network to collaborate, learn and engage with one another.

While our biennial conventions are always exciting opportunities to celebrate innovation, quality and the success of our Subway® family, SUBCON 2023 will also represent significant progress for us toward our restaurant and menu revitalisation and this success is cause for additional celebration. Since our last event, our brand repositioning across Australia and New Zealand has continued to take place. We've also launched third-party delivery, the Subway® Australia app and Subcard® loyalty program. Multiple stages of our menu evolution have been completed and we're setting a new standard for our guest experience with our next-generation restaurants.

While fast-paced changes have been made in the Subway® business, there is more exciting progress still to be made, which is why we are inviting you to partner with us for SUBCON 2023. Our Franchisees are eager to connect with our Suppliers to learn more about their products, equipment and services. Many of our Franchisees are considering the changes and investment for their business. Now is

the ideal opportunity to connect directly with our community to increase knowledge of products and understand our guests' feedback.

We are inviting you to the SUBCON 2023 in Melbourne, to join the key stakeholders of the Subway® brand, both as a participant, but also as a Sponsor and Exhibitor. We are asking valued Suppliers from financing, technology, equipment, food and marketing to join us for this event, as Sponsors, Exhibitors and part of our Subway® family. As a Sponsor and Exhibitor, you will have the opportunity to showcase your products and services to our Delegates: Business Developers and their teams, Franchisees and their teams, IPC Asia Pacific and its team as well as Subway® and its leadership team.

Subway® remains the largest quick service restaurant chain in both Australia and New Zealand and is also growing rapidly across Asia Pacific. With the IPC servicing the Asia Pacific, this is an opportunity to grow with Subway®.

As a valued Supplier of Subway® I invite you to join us for SUBCON 2023. Thank you for your ongoing support, I look forward to connecting with you in Melbourne.

Sincerely

Shane Bracken
Subway® Australia and New Zealand
Country Director

I'm excited we'll soon come together face-to-face as one community; to learn, share, and celebrate at the Subway® 2023 Australia & New Zealand Convention. The COVID-19 pandemic has meant we've had to adapt in many ways. We're incredibly grateful for all our Vendors work to support the Subway® brand and franchisees over this time.



I'm looking forward to safely joining you at SUBCON 2023.

IPC Asia Pacific has always been very proud of our role in enabling this unique event to happen; and for the support and involvement that you, our Vendors, undertake. Therefore, it's essential to have this time together to fully engage in the many, fast-paced changes directed by the brand and implemented by IPC Asia Pacific and you, our Vendors. Even more so now, as we haven't had the chance to connect face to face for some time.

At our last Convention in 2018, this event also became the vehicle for enabling change. After the event, many transformative elements worked on over previous years started appearing in regional restaurants. Since then, we have continued supporting this extraordinary brand's transformation from the many food items to the evolving packaging portfolio, equipment, and restaurant design items. As a result, many franchisees have upgraded their restaurants as the dynamic development plans rolled out quickly. In addition, the new and improved services now available through technology in the retail space are of increasing interest and importance, which will be showcased this year.

At the last Convention, we introduced a larger Technology Zone, allowing vendors to showcase a range of required

and optional products to franchisees. Following the success of the Technology Zone, Vendors saw increased sales and better engagement. In 2023, we intend to increase the size and scope of this area and run several workshops and support sessions on how to engage with a growing range of technology products and services better and more fully.

The vast array of food, packaging, equipment, décor, distribution, technology, support, and service sector vendors required to enable Subway® restaurants to open and operate daily cannot be underestimated. This event is a truly rare opportunity for franchisees to interact directly with your business; to understand what's on offer; to taste, touch and discuss those items.

By demonstrating these products, franchisees make informed choices about what to choose and what to push in their restaurants. Therefore, I formally invite you to join us as a sponsor, exhibitor and, most importantly, as part of the Subway® community in Melbourne at SUBCON 2023. We look forward to working with you to embrace this opportunity to connect with your customers.

Duane Barber
President and CEO, IPC Asia Pacific

History of Subway®



1965

Our story begins with Pete's Super Submarines in Connecticut

1988

Subway® launches in Australia with a restaurant in Perth

1995

Subway® launches in New Zealand with a restaurant in Parnell, Auckland

2019

Subway® has around 1600 restaurants in Australia and New Zealand

1974

Franchising begins

1990

Subway® achieves milestone of 5,000 restaurants worldwide

2018

Subway® celebrates 30 years in Australia

2022

Subway® celebrates 57 years

Subway® Snapshot 2019 – 2022

It all started 57 years ago with a handshake. There were no lawyers, no dotted line, just two people who trusted each other. Today, there are over 1,400 restaurants across Australia and New Zealand and over 40,000 globally. In 2017, we started rolling out the Fresh Forward update. The updates include our logo on the outside of the restaurant, bright and playful décor and wall art and much more. Since the rollout in 2017, we have completed over 35% of restaurants across Australia and New Zealand. Which is more updates than some competitors have in total restaurants.

The last couple of years has been tough for many people across Australia and New Zealand. But, we have continued Our Why; to fuel potential. We have continued Our How; fast food, but better. And, we have continued Our What; better value, better experience, better food, better stores and better digital. Through this we have continued to build a better Subway® and stand by our values; Bold, Empowered, Accountable and Fun.

We are helping Franchisees, Sandwich Artists™ and Team Members **Be Bold** by taking risks, failing fast and being tireless in their pursuit for better.

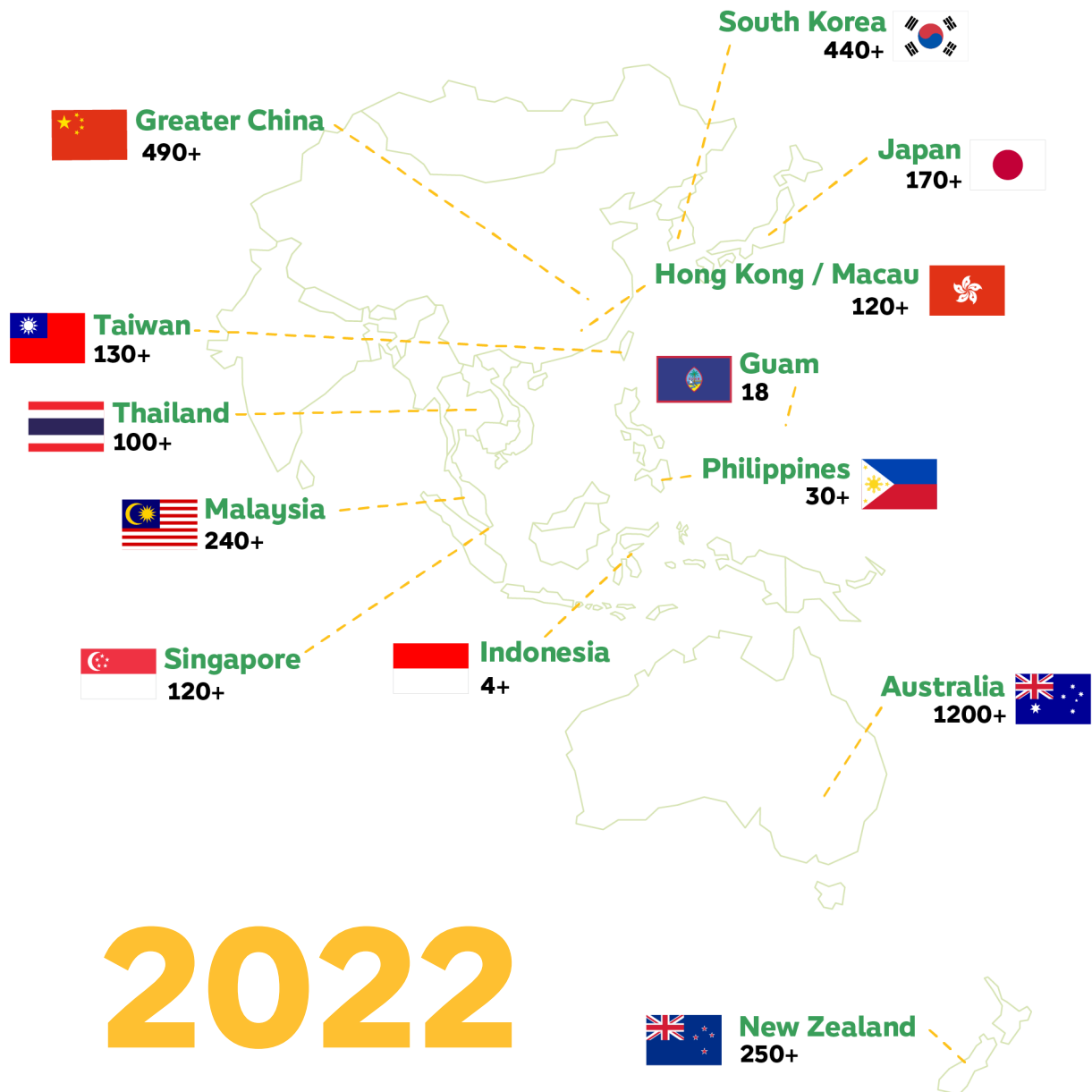
We are helping Franchisees, Sandwich Artists™ and Team Members **Be Empowered** by thinking that a good idea can come from anyone. Which really means everyone. Which means you.

We are helping Franchisees, Sandwich Artists™ and Team Members **Be Accountable** by knowing we are responsible for tens of thousands of people. For us, results matter.

And, we are helping Franchisees, Sandwich Artists™ and Team Members **Be Fun** by loving what we do and having fun in the process.



Subway® Restaurant Growth Projections



2022

Total 3,312



2023 Exhibitor Program

**Thursday
18 May**

Trade Exhibition Setup (Bump In)
Melbourne Convention & Exhibition Centre

**Friday
19 May**

Trade Exhibition Setup (Bump In)
Trade Exhibition Welcome Reception
Trade Exhibition Pack Down (Bump Out)
Melbourne Convention & Exhibition Centre

**Saturday
20 May**

Convention Sessions
Subway® & IPC Asia Pacific Vendor Awards
IPC Asia Pacific Vendor Cocktail Reception
Gala Awards Dinner
Melbourne Convention & Exhibition Centre

**Sunday
21 May**

Convention Sessions
IPC Asia Pacific Vendor Briefing
Melbourne Convention & Exhibition Centre
Sunday Session
South Wharf Melbourne

Sponsorship Overview

Sponsorship & Trade Enquiries – Category Manager Details

All enquiries about Sponsorship & Trade Exhibition Booths should be directed to your Category Manager at IPC Asia Pacific on AU 1800 782 765 or NZ 0800 782 765.



Australia - IPC Asia Pacific

Duane Barber

President and CEO - duaneb@ipcasiapacific.com

Alta Cronje

Director of Procurement - altac@ipcasiapacific.com

John Krone

Regional Equipment, Services & Technology Manager - johnk@ipcasiapacific.com

Mark Stanley

Senior Supply Chain Manager ANZ - marks@ipcasiapacific.com

Daniel Nilsson

Senior Category Manager - danieln@ipcasiapacific.com

Jackie Mitchell

Franchisee Financials Specialist - jackiem@ipcasiapacific.com

Australia / New Zealand - Subway Systems Australia

Rodica Titeica

Head of Marketing - titeica_r@subway.com

New Zealand - IPC Asia Pacific

Gary Cullingworth

Senior Category Manager - garyc@ipcasiapacific.com

Kristy Thompson

Head of Communications APAC - kristyt@ipcasiapacific.com



Sponsorship Opportunities

Sponsors will automatically fall into a category based on the total value of their sponsorship: Platinum Sponsor, Gold Sponsor, Silver Sponsor, Sponsor Partner and Convention Supporting Partner. Please discuss the opportunities with your IPC Asia Pacific Category Manager to tailor a package for you.

Sponsors will receive acknowledgements, benefits and entitlements according to their level of sponsorship contribution. There are five levels of involvement as well as the opportunity to be a Trade Exhibitor.

Trade Exhibition Booths are not included with any Sponsorship Package and should be booked prior to finalising Sponsorship to secure a booth position.

Please note: More than one Sponsor may be assigned to each Convention Program component, as determined by the Convention Committee. Costs have not been listed for sponsorship, your Category Manager will tailor a proposal directly with you.

Sponsorship Packages

Platinum Sponsor

Platinum Sponsors can maximise involvement and exposure by targeting a primary audience at one of the most relevant industry events of the year. Platinum Sponsorship offers reputable promise and recognition as well as primary involvement.

Gold Sponsor

Gold Sponsors will attract prominent recognition as part of their extensive participation, offering sponsors the opportunity to demonstrate commitment, enthusiasm and passion whilst achieving a well-balanced mix of promotional and presence opportunities.

Silver Sponsor

Silver Sponsors will be an integral part of the Convention promoting flexibility and participation. This Sponsor Package will suit organisations wishing to confirm their commitment to building relations and aiming to increase accessibility to a primary target audience.

Sponsor Partner

As a Sponsor Partner, you will plunge into an array of opportunities offering the chance to be recognised as a dedicated supporter of the Convention.

Convention Supporting Partner

As a Convention Supporting Partner, there are an array of gateway opportunities to support the Convention and increase awareness of your brand to Subway® Franchisee.

Sponsorship Opportunities Overview

Sponsorship	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Sponsor Partner	Convention Supporting Partner
Company Name (text) - Emailed Collateral	✓	✓			
Verbal Acknowledgement - Convention	✓	✓	✓		
Logo - Event Signage	✓	✓	✓		
Logo - AV Screen	✓	✓	✓	✓	
Printed Satchel Insert and / or Merchandise (Sponsor Provided)*	✓	✓	✓		
Company name (text) in Daily Program (Website & App)	✓	✓	✓	✓	
Logo - Website & App	✓	✓	✓	✓	✓

* Satchel Insert - approval required

All Sponsors Will Receive the Following Brand Exposure Opportunities:

- Logo - Website & App
- Company Name (text) acknowledgement in Program Listing (where applicable) - Website & App
- Logo - Audio-Visual Screen & Digital Signage (where applicable)



Other Opportunities

Other Event Specific Opportunities (Subject to Approval)

- Service Staff wearing Polo / t-shirt provided by Sponsor & emblazoned with their logo
- Event Banner Placement (Sponsor to provide banner - approval required)

Opportunities Include:

- Convention Bag Sponsor
- Convention Bag Insert Sponsor
- Lanyard Sponsor
- Convention Shirt Sponsor
- Test Kitchen Sponsor
- Next-generation Restaurants Sponsor
- Technology Zone Sponsor
- Sub Jammers Competition Sponsor (Heats, Semi Finals & Finals)
- Convention App Sponsor
- Digital Signage / Program Sponsor
- Registration Booth Sponsor
- Keynote Guest Speaker/s Sponsor
- Breakout Session/s Sponsor
- Tutorials / Education Sessions Sponsor (Friday)
- Trade Exhibition Welcome Reception Sponsor (Friday)
- Platinum & Diamond Club Reception Sponsor (Gala Dinner - Saturday)
- Gala Awards Dinner - Pre-Dinner Drinks Sponsor (Saturday)
- Gala Awards Dinner Sponsor (Saturday)
- Sunday Session Sponsor (Sunday)
- Arrival Tea & Coffee Sponsor (Saturday & Sunday)
- Morning Tea / Afternoon Tea Sponsor (Saturday & Sunday)
- Lunch Sponsor (Saturday & Sunday)



Exhibition Opportunities - Vendors

All prices are in Australian Dollars (AUD) and exclude GST. GST will be added to all Tax Invoices.

Other Event Specific Opportunities (Subject to Approval)

Trade Exhibition Booths are not included with any sponsorship package and should be booked prior to finalising Sponsorship to secure a booth position.

The Trade Exhibition is a perfect opportunity for Australian and New Zealand Subway® Vendors to showcase products and/or services to Subway® Franchisees, their Restaurant Managers and employees.

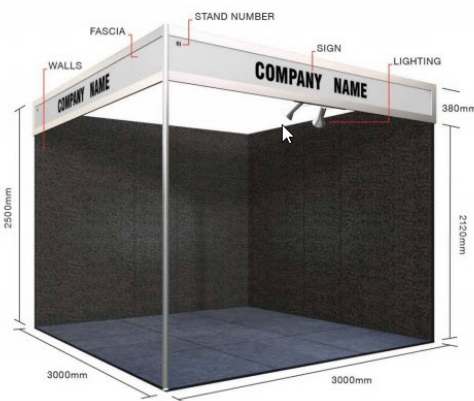
This will be the biggest Subway® Trade Exhibition ever with up to 110 booths available, so book early to secure your preferred booth location.

Cost: AUD \$6,000.00 per booth (ex GST)

Booth Size: 3.0m wide x 3.0m deep

Booth Inclusions:

- 2 x Exhibitor Delegate Registrations
Additional Exhibitor Delegates cost AUD \$350.00 per delegate (ex GST).
(Friday Evening Trade Exhibition Welcome Reception / Saturday & Sunday Convention Sessions / Saturday & Sunday Morning Tea, Lunch & Afternoon Tea (as detailed in the program) / Saturday Gala Awards Dinner / Sunday Wrap Party / IPC Asia Pacific Vendor Briefing Session / Subway® & IPC Asia Pacific Vendor Awards / Convention Pack)
- 1 x clothed trestle table and chair
- Back & side walls (velcro compatible)
- Fascia on all exposed sides
- 1 x white corflute sign with black lettering (Company name in text)
- 1 x 4 amp power supply (subject to available power on site)
- 2 x 150 watt adjustable spotlights installed to the back of the fascia
- 1 complimentary waste basket



Space will only be confirmed after your payment and signed Booth Booking Form are received by the Convention Managers. Space is assigned first to Sponsors, then Exhibitors in order of receipt of payment and as assigned by IPC Asia Pacific.

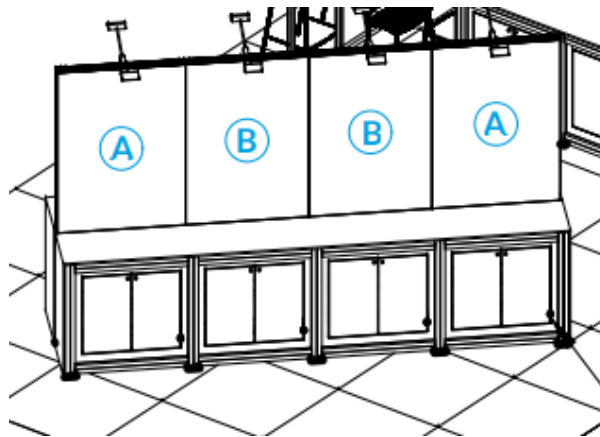
The exhibition floor plan, bump-in, bump-out and exhibition hours as listed in the Draft Program section may alter slightly and will be confirmed in the Exhibitor's Manual, available January 2023.

Exhibition Opportunities - Technology Zone Vendors

All prices are in Australian Dollars (AUD) and exclude GST. GST will be added to all Tax Invoices.

Sponsorship for the TechZone

Join our TechZone exhibition space to showcase how your solutions can support franchisees in their profitable growth and competitive edge. The TechZone is designed to boost interactions with trade show attendees, fitted with comfortable seating and lounge areas, catering to both back and front of house restaurant solutions.



Cost:

AUD \$6,000.00 per space within the TechZone (ex GST)

Space Inclusions:

- 2 x Exhibitor Delegate Registrations
- Additional Exhibitor Delegates cost AUD \$350.00 per delegate (ex GST).
- (Friday Evening Trade Exhibition Welcome Reception / Saturday & Sunday Convention Sessions / Saturday & Sunday Morning Tea, Lunch & Afternoon Tea (as detailed in the program) / Saturday Gala Awards Dinner / Sunday Wrap Party / IPC Asia Pacific Vendor Briefing Session / Subway® & IPC Asia Pacific Vendor Awards / Convention Pack)

Add inclusions:

- 1 x Plinth - cupboard and top
- Display panel
- 1 x white corflute sign for branding
- 1 x 4 amp power supply (subject to available power on site)
- 1 x 150 watt adjustable spotlight installed to the back of the fascia

Space will only be confirmed after your payment and signed Booth Booking Form are received by the Convention Managers.

The exhibition floor plan, bump-in, bump-out and exhibition hours as listed in the Draft Program section may alter slightly and will be confirmed in the Exhibitor's Manual, available January 2023.

Exhibition Options

The Subway® 2023 Australia & New Zealand Convention Trade Exhibition will feature approximately 110 booths, along with the Test Kitchen, Next-generation Restaurants, Technology Zone and Vendor Service Booths*.

To ensure higher visibility within the Trade Exhibition Welcome Reception, Exhibitors have the option of booking two (2) or more booths for a larger site.

Exhibitors have the opportunity to choose from three options for their booth:

Option 1 Food Sampling

This is the preferred option for Food and Beverage Vendors that supply to Australia and for those that supply to New Zealand that can offer food samples.

Option 2 Interactive

This is the preferred option for Food Vendors that are not able to provide food sampling.

Option 3 Information, Merchandise and/or Giveaways

Packaging and Service providers would offer this option. Vendors can choose from one or more of the listed options.

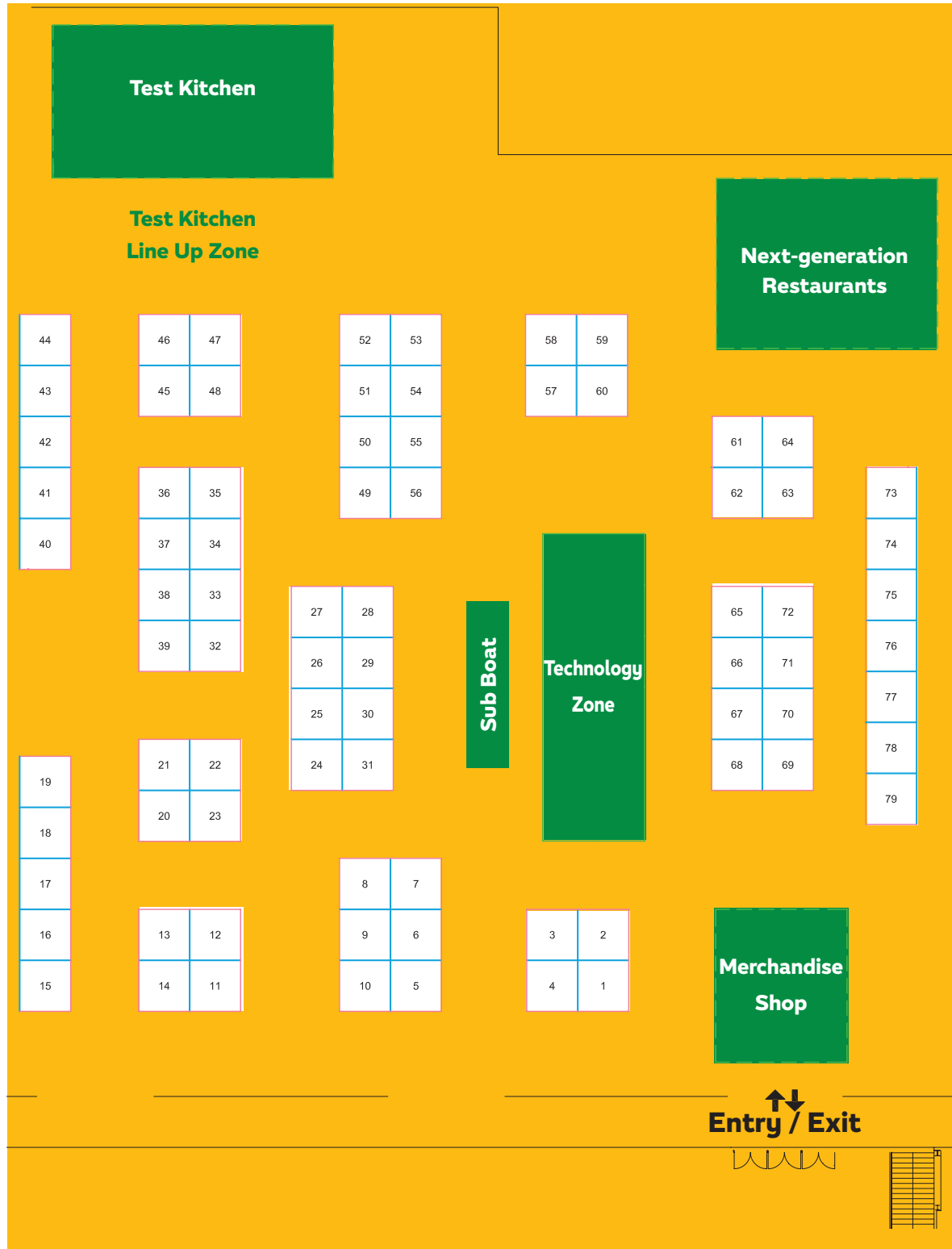
* Vendor Service Booths (invitation only due to limited availability) will be open for the Trade Show Welcome Reception and remain setup for Saturday 20 May and Sunday 21 May 2023.



Trade Exhibition Welcome Reception Exhibition Floorplan

Melbourne Convention & Exhibition Centre

Friday 19 May 2023



* Floor plan may alter or change without notice

Test Kitchen, Next-generation Restaurants, Technology Zone & Vendor Service Booths Trade Exhibition Floorplan

Melbourne Convention & Exhibition Centre
Saturday 20 May and Sunday 21 May 2023

An additional opportunity for our Vendors of products and services to exhibit is located within the Test Kitchen, Next-generation Restaurants, Technology Zone & Vendor Service Booths precinct for Saturday and Sunday (limited opportunities exist – by invitation only). These Vendors exhibit on Friday and remain for Saturday and Sunday. All other Exhibitors pack down on Friday evening following completion of the Trade Exhibition Welcome Reception.



* Floor plan may alter or change without notice

Convention Information

Join us in Melbourne for a chance to update, get motivated, share experiences, set goals and learn about the future direction for Subway®.



Host City

The Subway® 2023 Australia & New Zealand Convention is being held at the Melbourne Convention & Exhibition Centre (MCEC) from Friday 19 May to Sunday 21 May 2023.



Venue

The Melbourne Convention & Exhibition Centre (MCEC) is set on the banks of the iconic Yarra River and is a short stroll to the city where you can explore cafes, eclectic restaurants, parklands, fashion and inspiring galleries and museums. Melbourne is the capital city of Victoria and is home to many of the Australia's best-known cultural institutions and is the global centre for street art, live music and theatre.

The main airport serving the city is Melbourne Airport (also referred to as Tullamarine Airport) and is a 25 - 40 minute drive (depending on the time of day) to MCEC via taxi, UBER or SkyBus.



Host Hotel

There are many accommodation types that are near the Convention Centre, including apartments and hotels.

Accommodation options will be offered at the time of registration and information will be made available on the Convention website.

CRE8IT
EVENTS

Convention Managers

The Convention is being managed by Kate and Martin Bishop from Cre8it Events.

For more information, please email Cre8itEvents@subway.com.au - subway@cre8itevents.com.au or phone +61 7 3348 7380.

Vendor Testimonials

Subway® 2018 Australia & New Zealand Convention



Vendor

Russell Guckert, General Manager, Yarrows the Bakers (2011) Group

What was the highlight of the Subway® 2018 Australia & New Zealand Convention?

Being nominated for the Supplier of the Year Award and winning this award!

What did you find to be the biggest benefit for your company in being involved in the Convention?

Being part of the Trade Show which offers the opportunity to network with Franchisees, IPC Asia Pacific and Subway® staff and other Subway® Suppliers.



Vendor

Alan Hilton, Corporate Accounts Manager, Suprima Bakeries

What was the highlight of the Subway® 2018 Australia & New Zealand Convention?

I would suggest the Gala Dinner is always a highlight. I would also compliment how each session flows and the timing.

What did you find to be the biggest benefit for your company in being involved in the Convention?

As a Supplier, we believe the Trade Show is a great tool to meet with all Franchisees, Managers and Staff. The opportunity to meet with all Suppliers within the Subway® Supply Chain is valuable. There is also the opportunity to meet with Subway® and IPC Asia Pacific Senior Managers.



Vendor

Albert Gibellini, Sharpline Stainless Steel

What was the highlight of the Subway® 2018 Australia & New Zealand Convention?

Introduction of Fresh Forward Fitouts.

What did you find to be the biggest benefit for your company being involved in the Convention?

It's a great opportunity to meet face to face with the people we deal with on a regular basis. It is a great opportunity to display our equipment, demonstrate features and listen to Franchisees input to better improve equipment. We often get trapped in our jobs so it is a great opportunity to have our company staff spend some time away from the office to enjoy the excitement of a convention. I personally love the IPC Asia Pacific Suppliers meetings where we have an opportunity to chat to other Suppliers, enjoy the speakers and get a snap shot of how the brand is tracking along.

feel  good

