

# Invitation to Sponsor

20  
SUBWAY  
20

AUSTRALIA &  
NEW ZEALAND  
CONVENTION

19-21 JUNE • MELBOURNE

[www.subwayevents.com](http://www.subwayevents.com)

The Subway® 2020 Australia & New Zealand Convention is Presented by Subway®,  
IPC Asia Pacific, our Business Development Agents and Our Valued Supplier Partners.



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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 June 2020, the Subway® business will come together to celebrate our brand transformation and explore our roadmap for the year ahead, at the Australia & New Zealand Subway® Convention. This will be a time for our franchise owner community 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, Convention 2020 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 rebranding across Australia and New Zealand has taken 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 Convention. Our Franchise Owner network is eager to connect with our supplier partners to learn more about their products, equipment and services. Many of our Franchise Owners 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 Subway® 2020 Australia & New Zealand Convention 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 Supplier Partners 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 Development Agents and their teams, Franchise Owners 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 South East Asia. With the IPC servicing the Asia Pacific, this is an opportunity to grow with Subway®.

As a valued Supplier Partner of Subway® I invite you to join us for the Subway® 2020 Australia & New Zealand Convention. Thank you for your ongoing support, I look forward to connecting with you in Melbourne.

**Chris Churchmichael**  
Subway® Australia  
and New Zealand  
Country Director





Every two years, Australia and New Zealand Franchise Owners have a rare opportunity to come together as one community; to learn; to share; and to celebrate. This is the essence and purpose of the Australia & New Zealand Subway® Convention.

IPC Asia Pacific has always been very proud of the role that we play in enabling this unique event to happen; and for the support and involvement that you, our Supplier Partners, undertake.

For me, it has become especially important to have this time together to fully engage in the many, fast-paced changes being directed by the brand and implemented by IPC Asia Pacific together with you, our Supplier Partners.

The 2018 Convention was the first time that this event also became the vehicle for enabling change, as the many transformative elements that had been worked on over the previous two years started to appear in restaurants right across the region. 2020 will see more clear demonstrations of change as we continue to support this extraordinary brand's transformation. From the 23+ food items that have already changed this year; through to the evolving packaging portfolio, equipment and restaurant design items, Franchise Owners are making decisions now about when to upgrade their restaurants and what choices they should and can make and it is our intention to help showcase this for them.

Of increasing interest and importance is the new and improved services now available through the use of technology in the retail space. In 2018 we introduced a larger Technology Zone in which we gave Supplier Partners the chance to showcase

a range of required and optional products to Franchise Owners. Because of this, our Supplier Partners saw increased sales and better engagement.

In 2020, we intend to increase the size and scope of this area yet again, as well as running several workshops and surgeries on how to better and more fully engage with a growing range of technology products and services.

The vast array of food, packaging, equipment, décor, distribution, technology, support and service sector Supplier Partners required to enable Subway® restaurants to open and operate every day cannot be underestimated.

This event is a truly rare opportunity for Franchise Owners to interact directly with your business; to understand what's on offer; to taste, touch and discuss those items. It is through the demonstration of these products that our Franchise Owners make informed choices about what to choose and what to push in their restaurants.

I formally invite you to join us as sponsor, exhibitor and, most importantly, as part of the Subway® community in Melbourne at the Subway® 2020 Australia & New Zealand Convention. We look forward to working with you to embrace this opportunity to connect with your customers.

**Duane Barber**  
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

**2020**

Subway® celebrates 55 years

## Subway® Snapshot 2019 – 2020

Subway® is the largest quick service restaurant brand in both Australia and New Zealand and is also rapidly growing across Asia. In January 2019, Subway® realigned its focus across the Asia Pacific, creating a new region for Australia, New Zealand and South East Asia and a separate region for North Asia. The regional realignment was designed to provide a greater focus on developing the business across Asia and recognised the significant progress that the brand has made in Australia and New Zealand.

Because of this realignment and the growth across Asia, many opportunities exist for Australian and New Zealand Supplier Partners to also supply products for Subway® in both South East Asia and North Asia. IPC continues to operate across the Asia Pacific, encompassing Australia, New Zealand, South East Asia and North Asia.

As part of this regional realignment, Geoff Cockerill is now the Regional Director for Subway® Australia, New Zealand and South East Asia and Chris Churchmichael has taken the reigns as Country Director for Australia and New Zealand.

In an increasingly competitive market, Subway® has invested in changes that set us apart from our competitors. Our food is freshly made for our guests and customised to their preferences. Our core

menu has been revitalised, with new and improved breads, meats, falafel, cheeses, salads, sauces and seasoning options, to inject a new level of flavour and choice. We've expanded our menu with grilled wraps and paninis, as well as limited-time products providing more craveable menu tastes to meet the evolving needs of our guests. Guests can now have their favourite Subway® meal delivered through third-party partners and our online ordering and app allows guests to skip the queue, for greater convenience.

In Australia and New Zealand, Subway® is focused on five key areas for growth: restaurant management, menu innovation, restaurant experience, convenience and digital innovation, and affordability.



# Subway® Restaurant Growth Projections



**2020**

**Total 4,196**



## 2020 Exhibitor Program

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**Thursday  
18 June**

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

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**Friday  
19 June**

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

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**Saturday  
20 June**

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

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**Sunday  
21 June**

**Convention Sessions**  
**IPC Asia Pacific Supplier Partner Briefing**  
Melbourne Convention & Exhibition Centre  
**Subway® Sunday Session - Wrap Party**  
South Wharf Melbourne

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# 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 +61 2 8908 7900 (Australia) or +64 9 367 4400 (New Zealand).

### Australia - IPC Asia Pacific

**Duane Barber**

CEO - duaneb@ipca.biz

**Alta Cronje**

Director of Procurement - altac@ipca.biz

**John Krone**

Regional Equipment and Services Manager - johnk@ipca.biz

**Phillip Steele**

Supply and Distribution Manager AUS - phillips@ipca.biz

**Mark Stanley**

Supply Chain Manager ANZ - marks@ipca.biz

**Daniel Nilsson**

Category Manager - danieln@ipca.biz

**Lee Lee**

Technology Category Manager - leel@ipca.biz

**Sheree Ou**

Assistant Category Manager - sheree@ipca.biz

**Maria Esguerra**

Assistant Category Manager AUS - maria@ipca.biz

**Adel Farhat**

Head of Information Technology - adelf@ipca.biz

**Jackie Mitchell**

Franchise Owner Financials Specialist - jackiem@ipca.biz

### Australia / New Zealand - Subway Systems Australia

**Marissa Brennan**

Brand Marketing Manager - brennan\_m@subway.com

### New Zealand - IPC Asia Pacific

**Jules Hayman**

Director of Marketing and Technology - julesh@ipca.biz

**Gary Cullingworth**

Category Manager - garyc@ipca.biz

**Adrian Gallagher**

Communications Manager - adriang@ipca.biz



# 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.

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**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.

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**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.

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**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.

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**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® Franchise Owners.

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# 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
- T-shirt / Polo Sponsor
- Culinary Innovation Hub (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)
- Wrap Party Sponsor (Sunday)
- Arrival Tea & Coffee Sponsor (Saturday & Sunday)
- Morning Tea / Afternoon Tea Sponsor (Saturday & Sunday)
- Lunch Sponsor (Saturday & Sunday)



# Exhibition Opportunities

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® Supplier Partners to showcase products and/or services to Subway® Franchise Owners, 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:

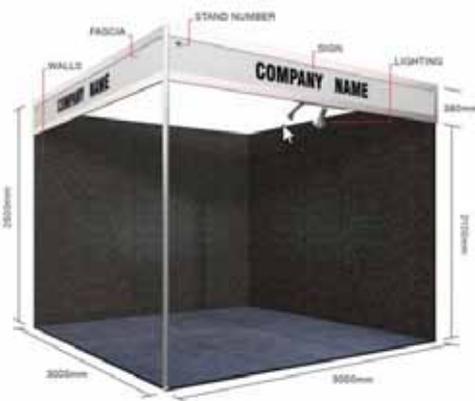
AUD \$6,000.00 per booth (ex GST)

### 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 Specified Convention Sessions/Saturday & Sunday Morning & Afternoon Tea/ Saturday Gala Awards Dinner/Saturday & Sunday Lunch/Sunday Wrap Party/IPC Asia Pacific Briefing Session & Supplier 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 February 2020.

# Exhibition Options

The Subway® 2020 Australia & New Zealand Convention Trade Exhibition will feature approximately 110 booths, along with the Culinary Innovation Hub (Test Kitchen), Next Generation Restaurants, Technology Zone and Supplier Partner 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 Supplier Partners 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 Supplier Partners that are not able to provide food sampling.

## Option 3 Information, Merchandise and/or Giveaways

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

\* Supplier Partner Service Booths (invitation only due to limited availability) will be open for the Trade Show Welcome Reception and remain setup for Saturday 20 June and Sunday 21 June 2020.





# Culinary Innovation Hub (Test Kitchen), Next Generation Restaurants, Technology Zone & Supplier Partner Service Booths Trade Exhibition Floorplan

## Melbourne Convention & Exhibition Centre

### Saturday 20 June & Sunday 21 June 2020

An additional opportunity for our Supplier Partners of products and services to exhibit is located within the Culinary Innovation Hub (Test Kitchen), Next Generation Restaurants, Technology Zone & Supplier Partner Service Booths precinct for Saturday and Sunday (limited opportunities exist - by invitation only). These Supplier Partners 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® 2020 Australia & New Zealand Convention is being held at the Melbourne Convention & Exhibition Centre (MCEC) from Friday 19 June to Sunday 21 June 2020.



## 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 Cre8it Events - [subway@cre8itevents.com.au](mailto:subway@cre8itevents.com.au) or phone +61 7 3348 7380.

[www.subwayevents.com](http://www.subwayevents.com)





# Supplier Partner Testimonials

## Subway® 2018 Australia & New Zealand Convention



### Supplier Partner

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 Partner 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 Franchise Owners, IPC Asia Pacific and Subway® staff and other Subway® Supplier Partners.



### Supplier Partner

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



### Supplier Partner

Malcolm Clack, General Manager Sales, Tegel Foods Ltd

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

Spending time with the Franchise Owners and "getting real" at the Trade Show.

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

Understanding clearly Subway's direction, focus and aspirations. Talking to the Subway®, IPC Asia Pacific and Franchise Owner teams to rekindle the passion.

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