

Australian NATIONAL CONFERENCE

SPONSORSHIP & EXHIBITOR PROSPECTUS

Melbourne Convention and Exhibition Centre (MCEC)

10 & 11 March 2027

ABOUT MEAT BUSINESS WOMEN

Meat Business Women (MBW) is a global professional network committed to connecting, inspiring, and advancing women across the meat industry. With a mission to address gender disparity across the supply chain, MBW supports women's personal and professional growth by providing access to development opportunities, industry insights and a strong network of peers and mentors. Our work drives positive change and strengthens capability across the sector.

In Australia, MBW hosts an annual National Conference alongside a year-round program of workshops, mentoring oportunities and virtual masterclasses. Our audience typically includes emerging leaders, middle management and senior executives, as well as business owners and technical specialists. Delegates are highly engaged, career-focused and values-driven, with strong representation from women and allies from metropolitan and regional areas. Our National Conference attracts professionals who influence purchasing decisions, lead teams and shape workplace culture within their organisations.

Since its inception, MBW has gained international recognition, including acknowledgement from the United Nations for progress in gender inclusion. Feedback from recent conferences highlights the value of structured networking, practical skill-building and authentic storytelling from industry leaders. These insights continue to inform our programming and ensure our events remain relevant, inclusive and commercially aligned with the evolving needs of the sector.

Sponsoring the Conference offers brands the opportunity to engage with a professional, purpose-led audience who value quality, wellbeing and confidence in both their careers and personal lives. Our sponsors become part of a growing movement that champions opportunity, capability and connection for women across the meat industry.

To learn more about our conference, visit our event page.

Stacey McKenna
Australian Chair



AUDIENCE & MARKETING INSIGHTS

26,531
global reach

17,000
social media following

2,300+
active members globally

2026 Conference snapshot

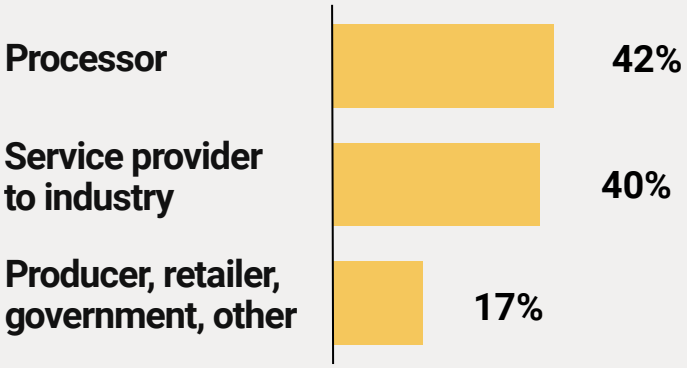
280+
Total Audience

89%
noticed sponsor branding and/or engaged with sponsors

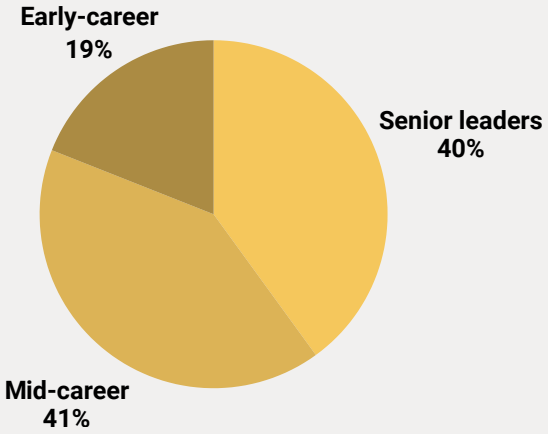
73%
rated sponsor involvement very or extremely valuable

98%
would attend a future conference

Demographic



Career Stage



97
organisations in attendance

Conference App Engagement

89%
adoption rate

25,461
sponsor impressions

271
messages sent

975
profile views

VALUE OF SPONSORING

Sponsoring the MBW National Conference provides your brand with unique, high-impact exposure and meaningful engagement in a network of industry leaders and professionals committed to diversity, equity, and gender inclusion in the meat industry. Your sponsorship is an investment that enhances your brand's visibility, influence, and alignment with an influential movement for positive change.

As a sponsor you will have the opportunity to:

1. Position your brand in front of 300+ senior professionals and decision-makers, showcasing your commitment to gender diversity in the meat industry.
2. Connect directly with industry leaders and potential recruits through structured networking events, enhancing recruitment and collaboration opportunities.
3. Showcase your latest products or services to a receptive audience, establishing your brand as a thought leader and innovator in the sector.
4. Enjoy targeted visibility through MBW's multi-channel promotions, including social media, newsletters, and event materials, maximising brand reach.
5. Align your brand with MBW's mission, demonstrating your commitment to gender equity and a more inclusive meat industry.

SPONSORSHIP INCLUSIONS AT A GLANCE

	PLATINUM	EMPOWER HER ACCESS	GOLD WITH TRADE BOOTH POD	GOLD WITHOUT TRADE BOOTH POD	NETWORKING FUNCTION	HEADSHOT PHOTOGRAPHY	CONFERENCE PHOTOGRAPHY	LUNCH	LANYARD	COFFEE CART	TRADE BOOTH POD 2000 × 680 × 2500 MM
INVESTMENT	$20,000	20,000	$12,500	$10,000	$10,000	$9,900	$9,900	$8,800	$8,800	$5,500	$4,000
OPPORTUNITIES AVAILABLE	2	1	4	2	1	1	1	1	1	2	8
NETWORKING TICKETS	4	2	2	1	1	1	1	1	1	1	1
TOUR TICKETS	2	2	2	1	1	1	1	1	1	1	1
CONFERENCE TICKETS	4	2	2	1	1	1	1	1	1	1	1
TRADE BOOTH POD 2000 × 680 × 2500 MM	✓	✓	✓	-	-	-	-	-	-	-	✓
PRE-CONFERENCE PROMOTION											
LINKEDIN POST	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
NEWS BLOG ARTICLE	✓	✓	✓	✓	✓	-	-	-	-	-	-
NEWSLETTER LOGO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WEBSITE LOGO & 100 WORD BIO	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CONFERENCE DAY PROMOTION											
EVENT BRANDING	-	✓	-	-	✓	-	-	✓	-	-	-
PROGRAM ADVERT	Full page	Full page	Half page	Quarter page	Quarter page	Quarter page	Quarter page	Quarter page	Quarter page	Logo	Logo
SATCHEL INSERT	✓	✓	✓	✓	✓	-	-	-	-	-	-
CONFERENCE APP	Dedicated page	Dedicated page	Banner	Banner	Banner	-	-	-	-	-	-
POST CONFERENCE PROMOTION											
VIDEOGRAPHY WRAP-UP	✓	✓	-	-	-	-	-	-	-	-	-



PLATINUM SPONSOR

Investment: $20,000 | Two opportunities available

Register your interest here

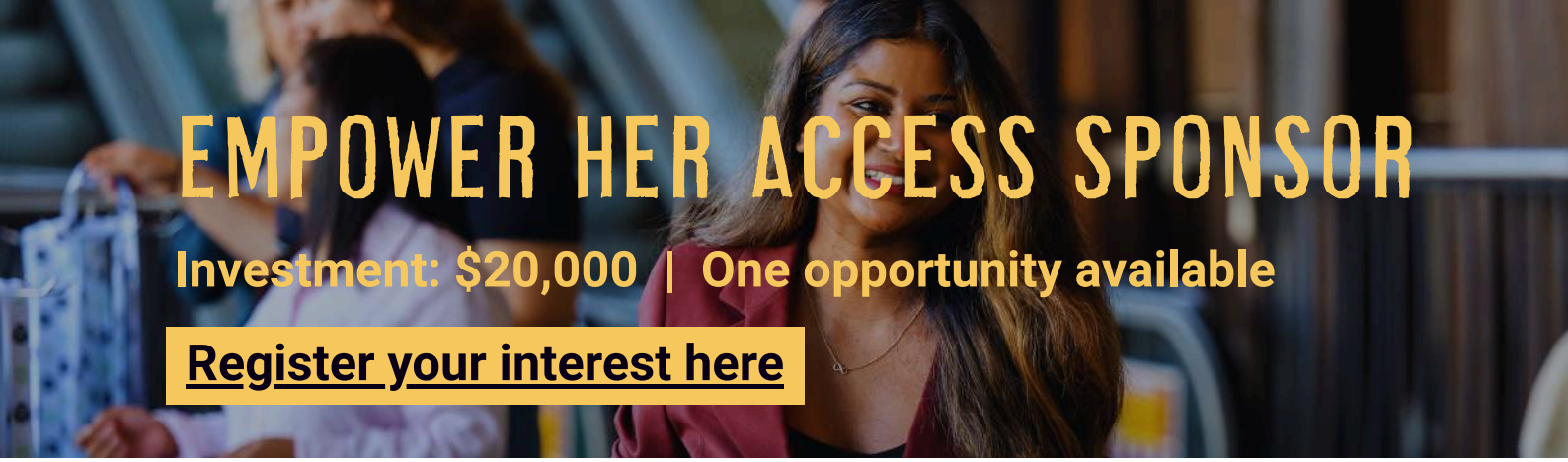
BUILD YOUR PRESENCE ACROSS THE CONFERENCE EXPERIENCE

Give your organisation a strong presence before, during and after the MBW National Conference. With a trade booth pod, full-page programme advertisement and dedicated conference app page, this package offers several ways to introduce your business and start conversations. Tickets across the conference, networking function and tour give your team opportunities to connect with the MBW community.

INCLUDED IN THE PACKAGE

- **Four conference registrations** for your team to participate in the programme and connect with industry colleagues.
- **Four networking function tickets** to strengthen existing relationships and make new connections.
- **Two tour tickets** to join an industry experience alongside fellow participants.
- **Trade booth pod measuring 2,000 × 680 × 2,500 mm**, providing a dedicated space to showcase your offering and meet delegates.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Pre-conference news blog article** featuring your organisation and its involvement in the conference.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Full-page programme advertisement,** providing space to showcase your business and communicate your message.*
- **Satchel insert opportunity**, putting your promotional message directly into delegates' hands.
- **Dedicated conference app page**, giving delegates a place to discover your organisation as they navigate the event.
- **Inclusion in the post-conference video wrap-up**, extending recognition of your support into follow-up communications.
- **First right of refusal** offered for Platinum sponsorship 2028.

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



EMPOWER HER ACCESS SPONSOR

Investment: $20,000 | One opportunity available

Register your interest here

OPEN DOORS FOR WOMEN ACROSS THE MEAT INDUSTRY

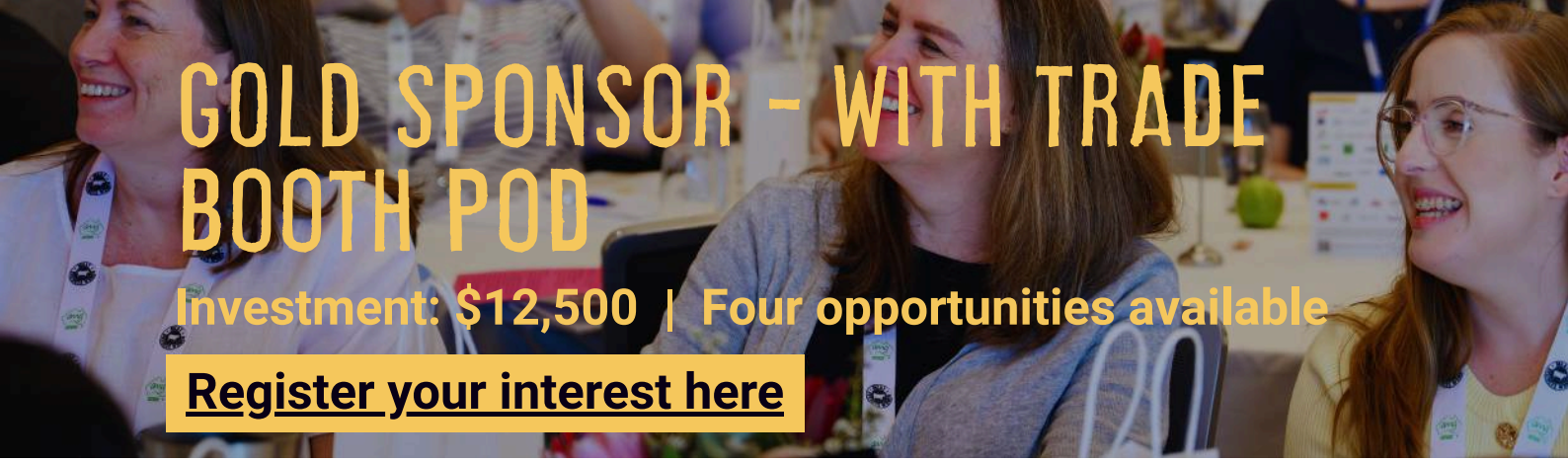
Help women access the connections, learning and opportunities of the MBW National Conference. The Empower Her Access initiative funds conference registration, flights, accommodation and group transfers for up to four women who may otherwise be unable to attend, supporting participation from regional areas, early-career roles, small businesses and diverse backgrounds.

As the exclusive sponsor, your organisation demonstrates a practical commitment to equity and leadership development across the meat industry. Event branding, a trade booth pod and promotion before, during and after the conference give your business opportunities to share its story while helping more women take their next step.

INCLUDED IN THE PACKAGE

- **Two conference registrations** to participate in the programme and connect with industry colleagues.
- **Two networking function tickets** to build relationships with the MBW community.
- **Two tour tickets** to join an industry experience alongside fellow participants.
- **Trade booth pod measuring 2,000 × 680 × 2,500 mm**, providing a dedicated space to showcase your offering and meet delegates.
- **Pre-conference LinkedIn post** recognising your sponsorship and contribution to breaking down barriers for women.
- **Pre-conference news blog article** featuring your organisation and its involvement in the conference.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Event branding** when advertising the Empower Her Access initiative, reinforcing your organisation's involvement and support.
- **Full-page programme advertisement,** providing space to showcase your business and communicate your message.*
- **Satchel insert opportunity**, putting your promotional message directly into delegates' hands.
- **Dedicated conference app page**, giving delegates a place to discover your organisation as they navigate the event.
- **Inclusion in the post-conference video wrap-up**, extending recognition of your support into follow-up communications.
- **First right of refusal** offered for Empower Her Access sponsorship 2028.

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



GOLD SPONSOR - WITH TRADE BOOTH POD

Investment: $12,500 | Four opportunities available

Register your interest here

POSITION YOUR BUSINESS AS A COMMITTED INDUSTRY SUPPORTER

Establish your organisation as a Gold Sponsor of the MBW National Conference and demonstrate your commitment to the women shaping the meat industry. Align your brand with MBW's focus on connection, professional growth and opportunity, while building relationships within an engaged industry community.

INCLUDED IN THE PACKAGE

- **Two conference registrations** for your team to participate in the programme and connect with industry colleagues.
- **Two networking function tickets** to strengthen existing relationships and make new connections.
- **Two tour tickets** to join an industry experience alongside fellow participants.
- **Trade booth pod measuring 2,000 × 680 × 2,500 mm**, providing a dedicated space to showcase your offering and meet delegates.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Pre-conference news blog article** featuring your organisation and its involvement in the conference.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Half-page programme advertisement,** providing space to showcase your business and communicate your message.*
- **Satchel insert opportunity**, putting your promotional message directly into delegates' hands.
- **Conference app banner**, creating an additional point of brand visibility as delegates access event information.
- **First right of refusal** offered for Gold Sponsor 2028.

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



GOLD SPONSOR - WITHOUT TRADE BOOTH POD

Investment: $10,000 | Two opportunities available

Register your interest here

KEEP YOUR BUSINESS VISIBLE AND YOUR TEAM CONNECTED

Elevate your organisation's profile as a Gold Sponsor and show your support for women's progression across the meat industry. This sponsorship opportunity connects your brand with MBW's purpose and positions your business alongside a community committed to developing talent and advancing the industry.

INCLUDED IN THE PACKAGE

- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Pre-conference news blog article** featuring your organisation and its involvement in the conference.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Quarter-page programme advertisement,** providing space to showcase your business and communicate your message.*
- **Satchel insert opportunity**, putting your promotional message directly into delegates' hands.
- **Conference app banner**, giving delegates a place to discover your organisation as they navigate the event.
- **First right of refusal** offered for Gold sponsorship 2028.

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



NETWORKING FUNCTION SPONSOR

Investment: $10,000 | One opportunity available

Register your interest here

ASSOCIATE YOUR BRAND WITH VALUABLE INDUSTRY CONNECTIONS

Become the exclusive sponsor of an occasion centred on connection and community. Taking place the evening prior to the conference, connecting your brand with MBW's role in bringing people together, and champion the relationships that encourage collaboration, broaden perspectives and support women's careers across the meat industry.

INCLUDED IN THE PACKAGE

- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Pre-conference news blog article** featuring your organisation and its involvement in the conference.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Event branding**, reinforcing your organisation's involvement and support.
- **Quarter-page programme advertisement,** providing space to showcase your business and communicate your message.*
- **Satchel insert opportunity**, putting your promotional message directly into delegates' hands.
- **Conference app banner**, giving delegates a place to discover your organisation as they navigate the event.
- **First right of refusal** offered for Gold sponsorship 2028.

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



HEADSHOT PHOTOGRAPHY SPONSOR

Investment: $9,900 | One opportunity available

Register your interest here

SUPPORT DELEGATES' PROFESSIONAL PRESENCE

Position your organisation as a supporter of women's professional confidence and career progression. This exclusive sponsorship aligns your brand with MBW's commitment to empowering women to raise their profiles, recognise their potential and pursue opportunities across the meat industry.

INCLUDED IN THE PACKAGE

- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Quarter-page programme advertisement,** providing space to showcase your business and communicate your message.*
- **Exclusive branding in headshot delivery emails**, connecting your organisation with a lasting professional resource as delegates receive their headshot files.

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



CONFERENCE PHOTOGRAPHY SPONSOR

Investment: $9,900 | One opportunity available

Register your interest here

SUPPORT DELEGATES' PROFESSIONAL PRESENCE

Align your brand with the people and shared achievements at the heart of the MBW community. As the exclusive conference photography sponsor, your organisation champions the visibility of women across the meat industry and helps celebrate their contribution.

INCLUDED IN THE PACKAGE

- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Quarter-page programme advertisement,** providing space to showcase your business and communicate your message.*

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



LUNCH SPONSOR

Investment: $8,800 | One opportunity available

Register your interest here

SUPPORT THE CONVERSATIONS THAT BUILD COMMUNITY

Sponsoring a conference lunch is a prime opportunity to put your brand front and center as attendees gather, relax, and recharge. It's a setting that promotes interaction, making your brand a focal point during the break.

INCLUDED IN THE PACKAGE

- **Naming rights** to the sponsored lunch.
- **Provision of providing protein for lunch** (at sponsors own cost) subject to venue requirements.
- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Quarter-page programme advertisement,** providing space to showcase your business and communicate your message.*

*Sponsors are responsible for designing their programme advertisement and supplying the print-ready artwork to MBW in accordance with the specifications and deadline provided.



LANYARD SPONSOR

Investment: $8,800 | One opportunity available

Register your interest here

YOUR BRAND, WORN BY EVERY ATTENDEE THROUGHOUT THE EVENT.

Ensure continuous visibility by sponsoring the conference lanyards. As a lanyard sponsor, your logo will be seen by all participants, from arrival to departure, ensuring high brand exposure at every moment.

INCLUDED IN THE PACKAGE

- **Company logo on 300+** delegate lanyards, subject to MBW approval.
- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Programme logo inclusion**, recognising your support within a key delegate resource.



FUEL CONVERSATIONS AND CONNECTIONS WITH EVERY CUP

Sponsor the coffee cart and have your brand present as attendees enjoy a coffee break. With custom branding options, this sponsorship provides consistent, high-traffic exposure.

INCLUDED IN THE PACKAGE

- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Programme logo inclusion**, recognising your support within a key delegate resource.
- **Opportunity to brand** the coffee cart and cups (at sponsor's expense).



TRADE BOOTH POD

Investment: $4,000 | Eight opportunities available

Register your interest here

MEET DELEGATES AND INTRODUCE YOUR BUSINESS IN PERSON

Give your organisation a dedicated place to start conversations at the MBW National Conference. A trade booth pod lets delegates meet your representative and learn about your business, with pre-conference promotion helping introduce your organisation ahead of the event.

INCLUDED IN THE PACKAGE

- **Trade booth pod measuring 2,000 × 680 × 2,500 mm**, providing a dedicated space to showcase your offering and speak with delegates.
- **One conference registration** to participate in the programme and connect with industry colleagues.
- **One networking function ticket** to strengthen existing relationships and make new connections.
- **One tour ticket** to join an industry experience alongside fellow participants.
- **Pre-conference LinkedIn post** recognising your sponsorship and introducing your organisation to MBW's professional network.
- **Newsletter logo inclusion** to build brand recognition ahead of the event.
- **Website logo and 100-word company biography** on our event page, introducing your organisation and its offering to prospective delegates.
- **Programme logo inclusion**, recognising your support within a key delegate resource.



TRADE BOOTH POD

Details

Create a professional presence at the MBW Australian National Conference, with a dedicated space to showcase your business, meet delegates and build industry connections.

STANDARD INCLUSIONS

- Contemporary exhibition pod with charcoal frame and white backdrop
- Overhead company identification sign
- Trestle table with charcoal tablecloth
- Two chairs

OPTIONAL UPGRADES

Personalise your pod with custom wall graphics, additional branded signage or upgraded furniture, including a high table and stools. Upgrades can be arranged at an additional cost, subject to availability and artwork deadlines.



Image indicative only. Final configuration and inclusions subject to confirmation.

APPLICATION AND SPONSORSHIP INFORMATION

Event organiser
The MBW National Conference is organised by SBA Events Pty Ltd trading as Meat Business Women (ABN 68 673 338 577), referred to as "MBW".

Application and Acceptance
Applications must be submitted through the designated Microsoft Forms application form. All opportunities are subject to availability and MBW approval. Submitting an application does not create a binding sponsorship agreement or guarantee allocation of a package. Successful applicants will receive a separate sponsorship agreement. Sponsorship is confirmed when that agreement has been signed by both parties.

Package inclusions
Sponsorship benefits are limited to those recorded in the signed sponsorship agreement. Any additional arrangements must be agreed with MBW in writing. Where a package is described as exclusive, that exclusivity applies to the named sponsorship opportunity unless otherwise agreed.

Fees and payment
All prices in this prospectus are in Australian dollars and exclude GST. GST will be added to the sponsorship fee and shown on the tax invoice. Payment terms will be specified in the sponsorship agreement and invoice. Cancellation, postponement, refund and package-change arrangements will be set out in the agreement for review before signing.

Artwork and promotional materials
Sponsors must supply logos, company information and promotional materials by the deadlines and in the formats specified by MBW. Sponsors are responsible for designing their programme advertisement and supplying print-ready artwork. Sponsors must hold the necessary rights and permissions for all content supplied. Materials are subject to MBW approval.

Where a satchel insert is included, the sponsor is responsible for its production and delivery in accordance with MBW's instructions, unless otherwise agreed. MBW will provide applicable specifications, quantities and deadlines.

Registrations
Sponsor representatives must complete event registration. Complimentary conference, networking function and tour tickets are limited to the quantities included in the agreed package. Additional tickets are subject to availability and applicable pricing.

Privacy
Sponsorship does not include access to delegate contact details. Sponsors collecting personal information directly from delegates are responsible for providing appropriate notices and obtaining any permissions required for its collection and use.

MEAT BUSINESS WOMEN

INSPIRE · NETWORK · GROW

Help us champion women in the meat industry.

CONNECT WITH US TO EXPLORE SPONSORSHIP OPPORTUNITIES.

Contact: **Micaela Davis, Communications & Event Manager**
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