



Headline speaker in '07, Adam Farmerie of AvroKO

The premier conference for the business of bars

SYDNEY BarShow[®] Conference

ROYAL HALL OF INDUSTRIES | TUES 16 SEPT 08 | BARSHOW.COM.AU

The *Sydney BarShow Conference*, now in its third year, is an important initiative staged during *Sydney BarShow*. The *Sydney BarShow Conference* gives leading bar industry professionals a dedicated day of seminars tailored to suit their business needs. The *Conference* has close to 100 of Australia's leading bar owners, operators and managers attend to listen to an amazing selection of international and national speakers. Previous *Conference* speakers have included;

- **John Franks, former Group General Manager, Merivale Group**
- **Jonathan Downey, Owner, Match Bar Group, UK**
- **David Kenney, Partner, Hall Chadwick**
- **Richard Sauerman, Owner, Brand Alchemy**
- **Adam Farmerie, Principal, AvroKO (one of New York's most influential designers and bar owners)**

Sydney BarShow Conference 08 will host a new selection of inspirational speakers to pass on their knowledge and ideas to top industry delegates. During the day there are some amazing sponsorship opportunities to target this captive audience of decision makers. This is a truly unique opportunity to gain recognition amongst the nation's leading bar industry identities on a day when they are open to new ideas and inspiration.

Alcoholic Drinks Sponsor

At the end of the *Conference* there will be an opportunity for delegates to relax with a beer or glass of wine. The post-*Conference* drinks event gives delegates a chance to catch up with friends and discuss the day's events. During this time you can serve drinks and gain exposure through branding.

Total cost \$5,000 (per brand)

Conference Sponsorship

Official Sponsor

As an official sponsor you will be guaranteed fantastic exposure to the delegates and the opportunity to get your message/brand across throughout the day. A tailored approach can be taken to ensure the sponsorship achieves the results your company desires;

- Flyers on each delegate table setting during *Conference*
- Branding within *Conference*
- 2 Tickets for sponsor's delegates to *Conference* (value \$1,309)
- Sponsor logo and a mention within post-*Conference* write up in *Bartender & Industry* magazines
- Brand/Company logo on all pre-event information
- Logo and details on *Sydney BarShow* e-newsletters; sent to over 7,000 active email addresses leading up to the *Conference*
- Product on each delegate setting on arrival (non-alcoholic drink only)

Headline sponsor receives all of above plus:

- Logo on all *Conference* name badges
- Headline branding on screens
- Sponsor to make welcome address (5 mins)
- Branded stationery used by delegates (to be supplied by sponsor)
- 6 Delegate seats at *Conference*; 2 for company representatives and 4 for key accounts (value \$3,922)

Cost Official Sponsor\$3,000 (pre-GST)
Cost Headline Sponsor\$10,000 (pre-GST)



All-star Bar of the Future panel discussion



John Franks talks management techniques

Testimonials

'I used to think I knew everything, but I learned more about the business of bars in six hours at the Sydney BarShow Conference than I've learned in the last six years as an operator!'

Jonathan Downey, Owner, Match Bar Group, UK

'The Sydney BarShow Conference raised the bar yet again for standards and innovation in the industry. Until now it wouldn't have been possible to hear the management philosophies behind the likes of corporate success stories like Virgin Blue or indeed the keys to global bar domination from one of Europe's leading bar entrepreneurs, Jonathan Downey. Very impressive.'

Nigel Lacy, Owner, Bayswater Brasserie

'Every year the BarShow and events around it grow. The Conference this year was a great addition. Well done.'

John Franks, former Group General Manager, Merivale Group & CEO, Thomas Hotels

'It is not very often that you have the opportunity to meet, listen to and ask questions of world leaders in the industry of both service and hospitality. The cost of flying to different countries to meet them is virtually prohibitive, let alone being actually able to meet them. Having them all in one room and hearing how they deal with the same problems we encounter day after day is both inspirational and enlightening.'

Phil Bayly, Owner, Café Pacifico, Sydney & 2005 Single Bar Operator of the Year

'The Conference was for me the highlight of Sydney BarShow. I learnt more in one day than in all the management books I have read put together.'

Tony Friel, Glass @ Hilton, Sydney

'I learnt more that day than I have throughout my career behind the bar. It had everything from new laws through to how to find the right staff members. Seeing and meeting Dale DeGroff and Jonathan Downey was an absolute thrill that I have not stopped bragging about since I returned home.'

Craig Watson, Hotel Manager, Macleay Hotel, New South Wales

