

NEW EXPO FEATURE 2024/25

# ARTISAN FARMERS MARKET

Showcase your artisanal creations in the spotlight at our 'Farmer's Market'-inspired Artisan's Alley!



## SYDNEY

17 – 18 August 2024

## BRISBANE

15-16 March 2025

## MELBOURNE

5 – 6 October 2024

## PERTH

3-4 May 2025

[glutenfreeexpo.com.au](https://glutenfreeexpo.com.au)

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# AUSTRALIA'S BIGGEST AND BEST GLUTEN-FREE EVENTS

Don't miss your opportunity to showcase your artisanal creations in the spotlight at our 'Farmer's Market'-inspired Artisan's Alley.



<p><b>SYDNEY</b></p> <p>17 – 18 August 2024</p> <p>Royal Randwick Racecourse</p> <p>Sat: 9.00am - 5.00pm</p> <p>Sun: 9.00am - 4.00pm</p>	<p><b>MELBOURNE</b></p> <p>5 – 6 October 2024</p> <p>Melbourne Convention &amp; Exhibition Centre</p> <p>Sat: 9.00am - 5.00pm</p> <p>Sun: 9.00am - 4.00pm</p>	<p><b>BRISBANE</b></p> <p>15-16 March 2025</p> <p>Brisbane Convention &amp; Exhibition Centre</p> <p>Sat: 9.00am - 5.00pm</p> <p>Sun: 9.00am - 4.00pm</p>	<p><b>PERTH</b></p> <p>3-4 May 2025</p> <p>Claremont Showground</p> <p>Sat: 9.00am - 5.00pm</p> <p>Sun: 9.00am - 4.00pm</p>
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The Coeliac Australia Gluten-Free Expos are the perfect platform to showcase your gluten-free products to targeted, qualified gluten-free consumers - sample, sell and build your customer base. If you are serious about building your brand, promoting new products or generating sales in the gluten-free or health category, there is no better way to introduce your gluten-free products to this highly engaged audience.

Situated within a themed dedicated market area, the 'NEW Artisan Farmers' Market' offers a unique opportunity to reach a large audience.

We are on the lookout for healthy products, delightful treats and beautifully packaged goods.

Over the years, CA's Gluten Free Expos have provided life-changing opportunities for budding businesses and offered a profound sense of relief to those recently diagnosed with coeliac disease. There simply is no better event to highlight your gluten-free products to this receptive target audience.

# INTRODUCE YOUR GLUTEN-FREE PRODUCTS TO A HIGHLY ENGAGED TARGET MARKET

A staggering

# 90%



of our attendees serve as the primary grocery buyers in their households, making our expos a crucial destination for brands aiming to capture this influential audience

The Coeliac Australia  
Gluten-Free Expo is the

# LARGEST

dedicated gluten-free event in Australia

The Expo gives visitors a chance to



DISCOVER  
NEW PRODUCTS



TASTE THE BEST  
GLUTEN-FREE FOOD



SHOP FOR A BARGAIN

All without the worry of asking  
“IS THIS GLUTEN FREE?”

The majority of our attendees either

- Have coeliac disease and medically require a gluten-free diet
- Are responsible for the dietary needs of someone who does
- Opt for gluten-free eating by choice

You could directly engage with over

# 20,000 NEW CUSTOMERS

at the Coeliac Australia  
Gluten-Free Expos

# THERE IS NO BETTER EVENT TO SHOWCASE YOUR GLUTEN-FREE PRODUCTS TO A VERY HIGHLY ENGAGED TARGET MARKET



SELL, SAMPLE & PROMOTE YOUR PRODUCTS



INTERACT DIRECTLY WITH CUSTOMERS



NETWORK TO ESTABLISH TRADE & INDUSTRY CONTACTS



INCREASE YOUR BRAND AWARENESS THROUGH COELIAC AUSTRALIA CHANNELS



EXECUTE EXPO PROMOTIONS TO INCREASE SALES AND BUILD A DATABASE


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If you are serious about building your brand, promoting new products or generating sales in the gluten-free or health category, there is no better way to showcase your gluten-free products to this highly engaged audience.



# BECOME PART OF OUR NEW ARTISANAL FARMERS MARKET AND GAIN EXPOSURE FOR YOUR BRAND!

When you exhibit at the Gluten-Free Expo not only will you benefit from free onsite storage, free onsite materials handling, back of house wash and prep areas and a coordinated door to door freight movement system and You will also receive marketing support through a website listing, social media and email marketing inclusions!



### Website Listing


As soon as you book your stand and send us your logo you will be promoted via [www.glutenfreeexpo.com.au](http://www.glutenfreeexpo.com.au)



### Social Media

Increase your reach via social posts on Coeliac Australia's platforms

-  Facebook – 70k
-  Instagram – 23.1k




### Email Marketing

Inclusion in direct email to Coeliac Australia database

Database size – 43k

Average open rate – 60.3%



### New Customers

We bring you the audience of over

# 20,000

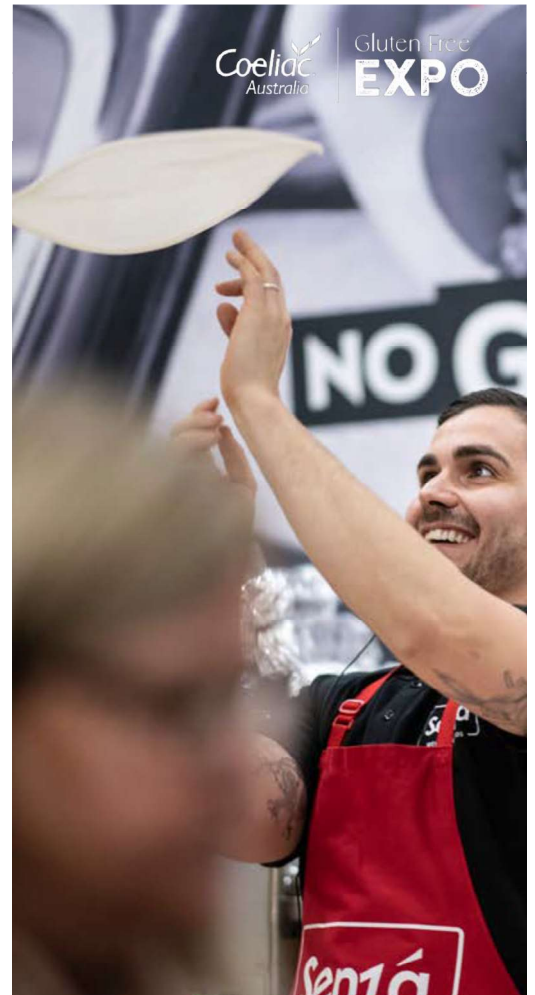
At the expos of highly-engaged gluten-free customers who are actively looking for your gluten-free products

Coeliac Australia also runs a number of programs that can assist to grow your business including an Endorsement Program and the Gluten-Free Accreditation Program. For more information visit the Coeliac Australia website at [www.coeliac.org.au](http://www.coeliac.org.au)

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The girls said to me 'thanks dad so much for bringing us, there is so much that we can have here!'

*George, father of 7yo and 11yo girls*



“

You can eat without worrying. We love the bags, they have things I wouldn't normally go for, but good to try."

*Diana, Sydney expo 2023 visitor*

“

We drove 3 hours to come here. I find it really hard and there is not much variety where I live. So here I can come and see what's out there."

*Christine,  
Melbourne expo 2023 visitor*





## ARTISANAL FARMERS MARKET - EXHIBITING INCLUSIONS

Exposure to dedicated gluten-free audience!

For only \$950 +GST per event you receive:

- A 3m x 3m carpeted space in the dedicated Farmers' Market area
- Dry and cold storage
- The chance to sell and sample your products to attendees
- Increase your database through capturing data from your customer interactions
- At event promotions to increase engagement
- 10 x free tickets to the expo
- A website listing, social media and email marketing inclusions
- Access to professional online exhibitor portal platform

\*You will need to provide your own setup as you would at a Farmers' Market.

\*Power and lighting is an additional cost.

## GUARANTEED PRODUCT TRIAL!

If you are unable to exhibit at the expo, consider the opportunity to get your samples into our customers' hands instead.

### Costs:

- Sydney & Melbourne – 4,000
- Brisbane – 3,000
- Perth – 2,000

### Costs:

- Exhibitors – \$1250 excl. GST per expo
- Non-exhibitors – \$2250 excl. GST per expo

Contact us to tailor a package that's right for you!

# WHAT WE REQUIRE FROM YOU TO EXHIBIT AT THE GLUTEN-FREE EXPO

- All exhibited products must adhere to FSANZ definition of gluten free.
- No products with 'May Contain' statements are permitted to be exhibited.
- No natural therapies or cosmetics are permitted at the Expo.
- We can guide you through the selection process for the event.
- The requirement for a Temporary Food Handling permit varies from state to state. Please refer to the Expo Exhibitor Manual for the requirements in the relevant state.
- Sample portions must not exceed 50 grams or 50mls. Please contact the Organiser if you wish to sell whole foods for consumption onsite, as they will incur a fee imposed by the Venue.
- If you are exhibiting alcohol you will be permitted to sample and sell packaged goods for take home consumption at the Melbourne, Brisbane and Perth Expos. In Sydney, exhibitors are permitted to sample and take orders only. The relevant Exhibitor Manual for each Expo will provide further details on any additional licences and other compliance requirements.
- All exhibitors are required to hold a Public Liability Cover of at least \$20M AUD. A current certificate of currency relating to the Gluten Free Expo must be provided to the Organiser prior to the Expo.
- Coeliac Australia reserves the right to accept or reject applicants at all times.
- Space can only be 'held' for 48 hours.



*Please refer to the Terms and Conditions for detailed guidelines.*





 | **Gluten-Free EXPO**

# THANK YOU

AND SEE YOU AT  
THE NEW ARTISANAL  
FARMER'S MARKET!

Contact us for more information  
or to book your spot

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