



Event Snapshot

DATE

27 August 2026

LOCATION

Sheraton Melbourne, 27 Little Collins st, Melbourne VIC

POSITIONING

Brings the food and grocery value chain together for connection, collaboration, and future-focused insight

FOCUS

Supply, sales, marketing, and sustainability with a blend of shared learning and targeted deep-dive sessions

What is APEX?

APEX 2026 is a one-day program that brings together the food and grocery value chain in a shared space for connection, collaboration, and future-focused insight. Designed for senior leaders and subject-matter experts, the summit provides practical, real-world perspectives for those shaping the industry's future.

Blending high-impact plenary sessions with focused deep dives, APEX 2026 enables every attendee to engage with the topics most relevant to their role and organisation. The program is designed to elevate thinking across key areas of the business, from supply and sales to marketing and sustainability.

Designed for subject-matter experts and senior leaders across the food and grocery sector, this program brings together those shaping the industry's future.

The program will cover key session focus areas, including: plenary sessions, sales and marketing, sustainability, supply chain, health, trade and industry affairs.

About the AFGC

The Australian Food and Grocery Council (AFGC) represents Australia's \$172.7 billion food, drink and grocery manufacturing sector and is a valued service provider to its members. We provide our members with opportunities to proactively influence issues that impact the industry by taking collective action to offer industry-led solutions to key stakeholders.

AFGC membership comprises more than 200 companies, subsidiaries, associates and affiliates. Our members shape our conversations with stakeholders, drive development of our event and education programs and support our efforts to ensure the industry remains strong, sustainable and profitable.

The AFGC's goal is to bring Australia's FMCG industry together to champion growth.

Why sponsor?



Create **visibility** with a broad cross-section of the value chain



Connect with leaders through practical insight, not sales pitches



Align your brand to capability-building and future-facing industry associates

A different kind of sponsorship

At APEX, sponsors are positioned as trusted partners contributing to capability building and industry advancement.

This is not about sales-led promotion.

It's about:

- Contributing to the conversation
- Supporting industry development
- Enabling high-value, practical engagement

Contact:

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Stream Major Sponsor

Align your brand with one of APEX's core streams:

- Health, Trade & Industry Affairs
- Supply Chain **(SOLD)**
- Sales & Marketing
- Sustainability

Inclusions:

- Naming: Stream naming rights
- Program: Logo on stream slides and program listings
- Content: Opportunity to nominate a speaker or panellist (AFGC approval)
- Activation: Standard activation table within or near stream
- Marketing: Mention in event eDMs and sponsor acknowledgement
- Registrations: 2 x registrations

Networking Sponsor

Own the moments where connections happen

Inclusions:

- Naming rights for welcome reception or key networking function
- Branding at catering area
- Logo on event holding slides during breaks
- Option to create a signature drink or activation (subject to approval)
- Opportunity for a dedicated demo space
- Acknowledgement in event communications
- 2 x complimentary registrations

Exhibition Sponsor

Drive conversations and practical engagement

Inclusions:

- Exhibition or activation presence
- Visibility as an “Exhibition Supporter” on landing page and program
- Optional giveaway aligned to event guidelines and sustainability expectations
- 1 x complimentary registration

Optional add-ons

Enhance your presence with flexible options:

- Lanyards or name badges (co-branded)
- Digital sponsor
- App or Wi-Fi naming rights

Let's build a package that works for you!

We're happy to tailor sponsorship options to meet your objectives and priorities.

Get in touch with membership@afgc.org.au to explore how we can partner.