C27

PROSPECTUS

CONNECT 27

AACS

Connect 27 is the biggest event for Convenience Retailing in Australia

Connect 27 | Crown Melbourne | Thursday 18 March 2027

The Connect 27 Summit brings together more than 600 delegates from across the convenience industry to hear from visionary industry leaders from Australia and around the world. Delegates get the latest industry updates, including the release of the 2026 State of the Industry Report, along with insights on leadership, emerging retail trends and the transformations shaping convenience at home and overseas.

The Summit is followed by the AACS Awards Gala Dinner, where more than 750 guests come together to celebrate the industry's best retailers and supplier partners.

Sponsoring Connect 27 puts your brand in front of the industry's key decision-makers. It's a chance to showcase new lines, reinforce your brand message, sample new products and show your support for Australian convenience retail.



Timeline

Confirmation of sponsorship. Submit any additional ideas or questions relating to your sponsorship package.	**ASAP**
Submit logo (vector file), design assets, brand guidelines	**ASAP**
Advise if you intend to supply any product	**01 Feb**
Creative concept / design proofs will be sent to you for feedback	**04 Feb**
Submit your product delivery manifest	**22 Feb**
Approval deadline for all creative concepts and design	**22 Feb**
All print & signage items sent to print	**26 Feb**
Complete F&B release of liability form and return to EWM	**01 Mar**
Supply content to 35 Degrees North (based on your sponsorship).	**08 Mar**

SPONSOR PACKAGES

Retailer, Platinum & Diamond Supplier Engagement Session

(invitation only)

GOLD SPONSORSHIP

Session

SPONSOR PACKAGE $10,000

Package inclusions

Non-exclusive sponsorship of AACS Engagement Session

Thought Leadership Opportunity:

- 15 minute welcome remarks / high-level market insight at opening of the Wednesday session

Opportunity to supply a gift for delegates (at sponsor's expense)

Logo included on:

- The Engagement Session presentation slides
- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product / gift for attendees if nominated

*Conditions

Limited to 2 companies only.

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BRONZE SPONSORSHIP

Break Package

All National & Major state based retailers in attendance to trial new products – the perfect target audience.

SPONSOR PACKAGE $4,000

Package inclusions

Presence during 1 break (Lunch or Afternoon Tea)

- Food available at catering stations for delegates to sample
- Venue staff to replenish during the break

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product

*Conditions

Limited to 3 companies per break, non-competing, first come basis.

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SPONSOR PACKAGES

Vodcast Series

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AACS Vodcast

Debuting at Connect 27, AACS is launching an exclusive vodcast series exploring the sector's most pressing topics, market trends, and pivotal industry shifts. Hosted alongside prominent industry leaders and guest commentators, the series will roll out from April 2027.

Full Video Episodes: Hosted on the AACS website and Member Portal.

Audio Streaming: Full episodes available via Spotify and member podcast feeds.

Bite-Sized Reach: High-impact teasers distributed across LinkedIn and AACS digital channels to drive wide industry engagement.

Convenience. Reimagined.







* Images for reference only

GOLD SPONSORSHIP

Exclusive Episode

SPONSOR PACKAGE $13,000

Package:

- 30 minute episode with 1-2 company representatives participating
- Physical product featured throughout show
- Pre-roll (15-30s) & Mid-roll (60s) - either TVC or host-read

Logo included on:

- AACS Summit booklet
- Summit presentation slides
- Permanent logo watermark
- Logo placement on end credits

*Conditions

Limited availability, first come basis

Disclaimer: Episode direction, content, and topics discussed must align with AACS editorial guidelines and event objectives.

Exclusions

Sponsor to supply:

- TVC or key points for script development

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SILVER SPONSORSHIP

Presenting Partner

SPONSOR PACKAGE $6,500

Package:

- Choice between a dedicated panel seat for one company representative on an episode or a quick, targeted live interview answering 1–2 questions during the Summit
- Physical product featured throughout show
- Pre-roll (15-30s) & Mid-roll (60s) - either TVC or host-read

Logo included on:

- AACS Summit booklet
- Summit presentation slides
- Logo watermark feature during segment
- Logo placement on end credits

*Conditions

Limited availability, first come basis

Disclaimer: Episode direction, content, and topics discussed must align with AACS editorial guidelines and event objectives. Non-exclusive, competitor brands may feature on same episode.

Exclusions

Sponsor to supply:

- TVC or key points for script development

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BRONZE SPONSORSHIP

Spot Sponsor

SPONSOR PACKAGE $3,000

Package:

- Mid-roll or end-roll (15-30s) - either TVC or host-read

Logo included on:

- AACS Summit booklet
- Summit presentation slides
- Logo placement on end credits

Exclusions

Sponsor to supply:

- 30 second TVC or key points for script development

*Conditions

Limited availability, first come basis

Disclaimer: Episode direction, content, and topics discussed must align with AACS editorial guidelines and event objectives. Non-exclusive, competitor brands may feature on same episode.

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SPONSOR PACKAGES

Summit

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PLATINUM SPONSORSHIP

Summit

SPONSOR PACKAGE $60,000

Package inclusions

Exclusive sponsorship of AACS State of Industry Report.

Product zone in pre-function area during the Summit:

- Feature branding
- Product available to delegates – grab & go style
- Opportunity to supply a gift for delegates (at sponsor's expense)

Logo included on:

- Name badge
- AACS Summit booklet
- Feature branding within the Summit conference space (second to AACS)
- The Summit presentation slides

Package exclusions

Sponsor to supply:

- Product
- Gift for attendees









* Images for reference only

GOLD SPONSORSHIP

Registration

SPONSOR PACKAGE $10,000

Package inclusions

Registration kiosks with your logo:

- High-visibility branding across all on-demand badge printing kiosks
- Co-branded kiosk base wrapping with your logo alongside ‘Sponsored by’ or ‘Powered by’ (subject to AACS approval)
- Prominent logo placement on the kiosk touch screens / digital display

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

- Logo on name badge







* Images for reference only

GOLD SPONSORSHIP

Telco

SPONSOR PACKAGE $9,000

Package inclusions

Branded charging zone in pre-function space during Summit:

- Two charging tables
- Branded cushions

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

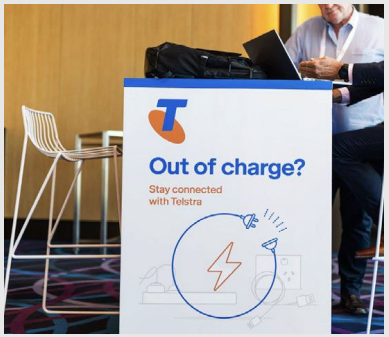
Package exclusions

Sponsor to supply:

- Option to supply charging devices + cables
- Product display









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Convenience. Reimagined.

We are transforming our food and snacking footprint for 2027 by driving clear purpose into every activation, tying directly back to our overarching event theme while maximising delegate engagement.

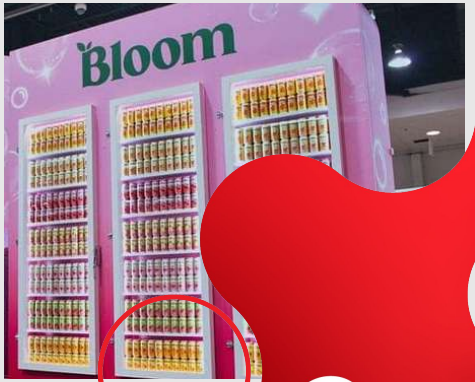
At the heart of the Palladium Ballroom sits AACS Go, a complete reinvention of traditional product giveaways. Moving away from pre-packaged bags, AACS Go transforms guest gifting into a curated, retail-inspired micro-market where delegates can shop shelves for products at their convenience.

Surrounding AACS Go, our expanded Sponsor Activation Zone offers tailored, high-impact touchpoints featuring all-day host spaces alongside dedicated half-day and break-only sponsor opportunities. Here, brand activations evolve as the day unfolds, connecting sponsors with delegates at high-energy moments, from arrival coffees and breakfast bars to energising mid-morning bites and afternoon sweet treats.









* Images for reference only


Pop Up Grocer
PUFFS
PUG


CAFE
CAFE

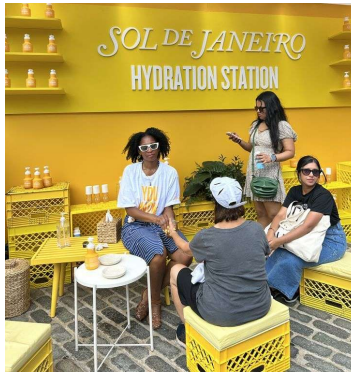

Bloom
Ready, set, Bloom!


Canva Suite Shop


Community Market
Explore the conversations

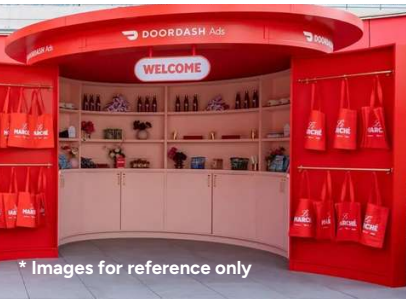

RUDE HEALTH


Market Mall
MALL


SOL DE JANEIRO
HYDRATION STATION




lululemon


DOORDASH Ads
WELCOME
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Adobe
EXPRESS-O
STICKERS

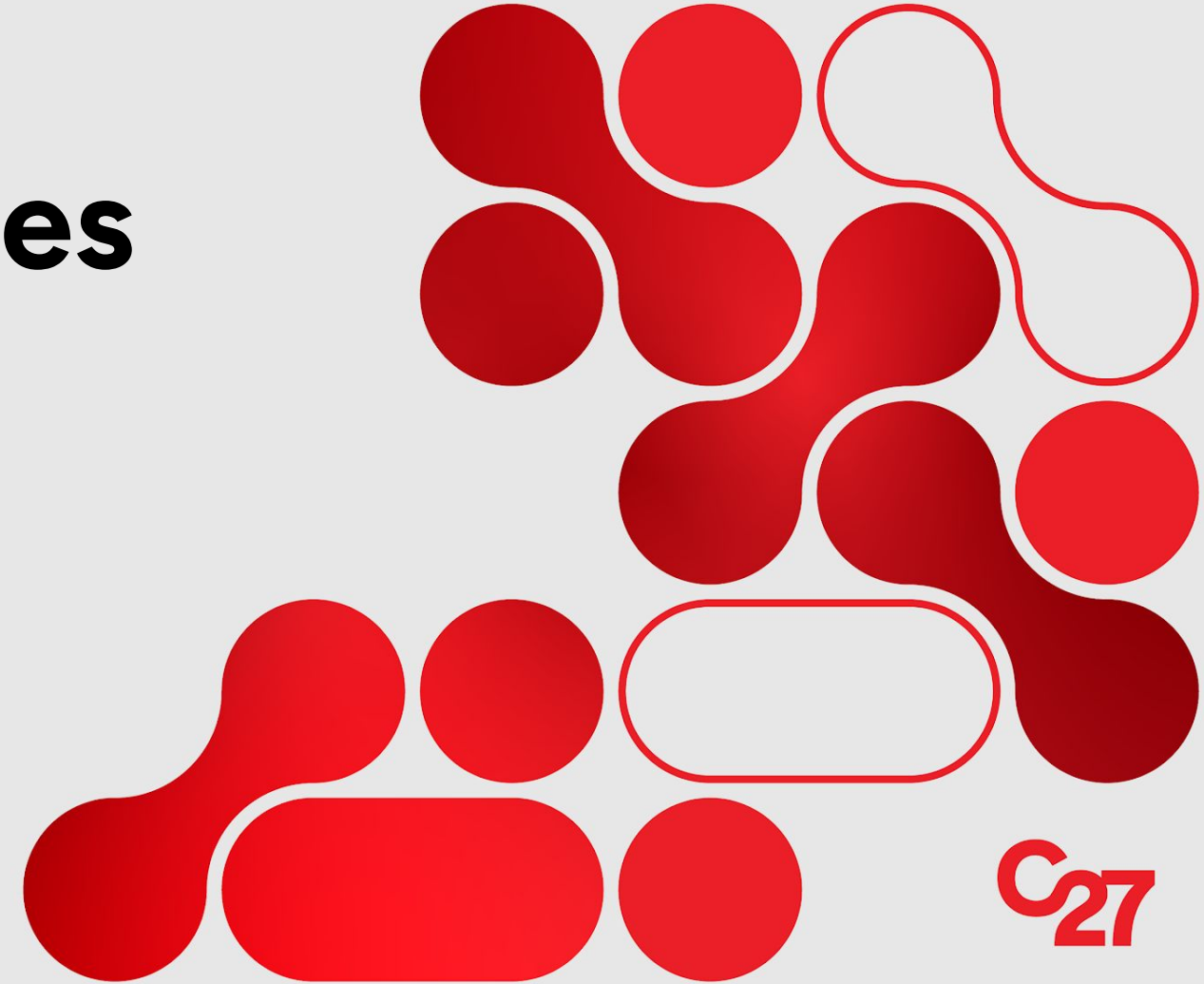

Bloom


TAKE AWAY
boulangerie
EAT MY SOCKS


OATLY'S
COFFEE
SMOOTHIES

Beverages

Coffee, Service & Juice options



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GOLD SPONSORSHIP

Barista Cafe

SPONSOR PACKAGE $9,000

Package inclusions

Barista cafe during the Summit:

- Exclusive café footprint branding
  (front-of-counter branding and barista apparel/aprons)
- Continuous all-day barista service throughout the Summit
- Milk, sugar, and standard beverage consumables (venue dependent)

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Coffee beans
- Cups and lids
- Dedicated espresso equipment (optional)
- Ready-to-drink or iced coffee range (optional)



* Images for reference only

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GOLD SPONSORSHIP

Convenience Plus

SPONSOR PACKAGE $12,500

Package inclusions

Coffee ordering system with:

- 2 x interactive self-service ordering touchscreen kiosks at the central café hub
- Table-to-cup digital ordering via tabletop QR codes with direct delivery throughout the Summit
- Live order status tracking displays with attendee name alerts

Logo included on:

- Digital interfaces - touch screens, status display, ordering platform
- Printed tabletop QR code sign
- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- To be discussed







* Images for reference only

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Convenience Plus

THE DETAILS

Power the Morning Rush:
Exclusive Coffee Technology Partner

Connect your brand to every delegate with zero wait times and seamless digital ordering at AACS Connect 27.

Debuting at AACS Connect 27, our smart coffee ordering system eliminates bottlenecks and keeps delegates connected. Attendees can skip the queue entirely by scanning a tabletop QR code for direct table delivery during the Summit, or order on-the-go via interactive self-service kiosks.

- **Custom-Branded Interface**: Tailored ordering portal featuring your logo and a curated hot-beverage menu.
- **Dual Self-Service Kiosks**: Two touchscreen displays situated at the central cafe hub.
- **Cup-to-Table Service**: Instant QR code ordering direct from delegate tables during Summit sessions.
- **Live Order Tracking**: Real-time queue progress and on-screen name notifications when drinks are ready for collection.

Sponsorship Value & Brand Exposure:

- **100% Digital Reach**: Every order passes through your branded interface, from tabletop QR scans to kiosk screens and order confirmation pages.
- **All-Day Tabletop Visibility**: Prominently branded ordering stands placed across every table, keeping your business top-of-mind for 550–600 industry delegates all day.
- **Elevated Experience**: Associate your brand with high-efficiency, friction-free service that attendees will actively talk about and appreciate.

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SILVER SPONSORSHIP

Juice Bar

SPONSOR PACKAGE $7,000

Package inclusions

Juice Bar during the Summit:

- Exclusive Juice Bar footprint branding (front-of-counter branding and staff apparel/aprons)
- Sampling rights: Your product served and highlighted during all official delegate breaks

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product
- Equipment (eg. Juicer, fridge display etc.) (optional)
- Promotional Staff (optional)







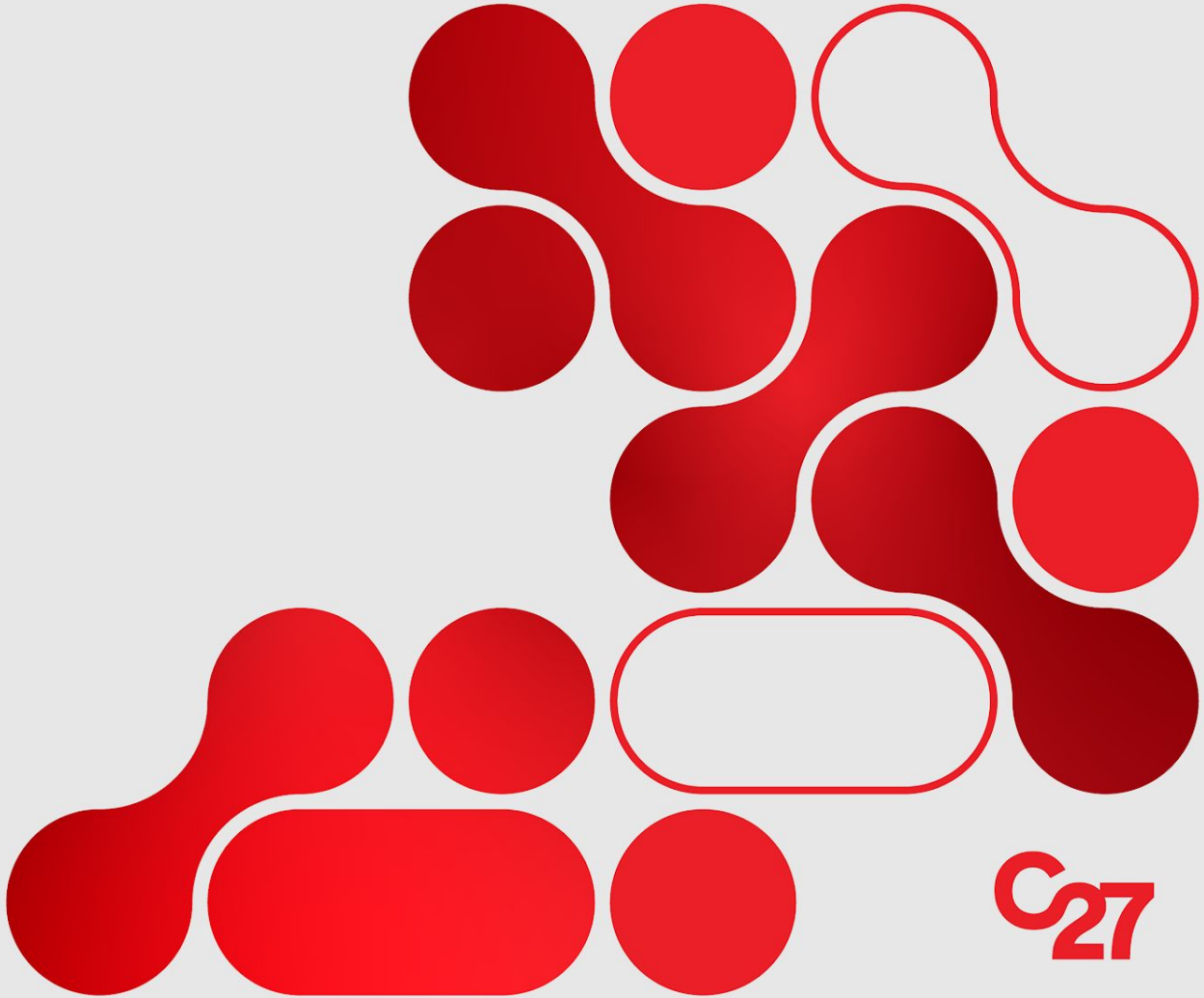
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Food

Full Day, Half Day & Break Options



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GOLD SPONSORSHIP

Full Day Package

SPONSOR PACKAGE $9,000



1 SOLD





* Images for reference only

Package inclusions

Self-serve food station:

- Food counter with feature branding
  (including 4mW branded backdrop & flooring)
  - Standard venue platters and serving equipment
  - Access to venue kitchen (dependent on requirements)

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product
- Warming equipment (eg. Pie oven, pie warmer, chafing dishes, fridge etc.)
- Promotional Staff (optional)

*** Limited to 2 companies only*

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SILVER SPONSORSHIP

Half Day Package

SPONSOR PACKAGE $7,000

Package inclusions

Presence at 2 consecutive breaks (Arrivals, Morning Tea, Lunch, Afternoon Tea)

Food station during the Summit:

- Branded food counter (dependent on supplied product) & 3m wide backdrop
- Venue staff to replenish throughout the day

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product
- Option to provide own display unit / cart
- Promotional Staff (optional)

*** Limited to 4 companies only*







* Images for reference only

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BRONZE SPONSORSHIP

Break Package

SPONSOR PACKAGE $4,000

Package inclusions

Presence during 1 break (Arrivals, Morning Tea, Lunch, Afternoon Tea)

- Branded food counter (dependent on supplied product)
- Venue staff to replenish during the break

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product
- Option to supply POS display unit/s

***Limited to 8 break spots only*







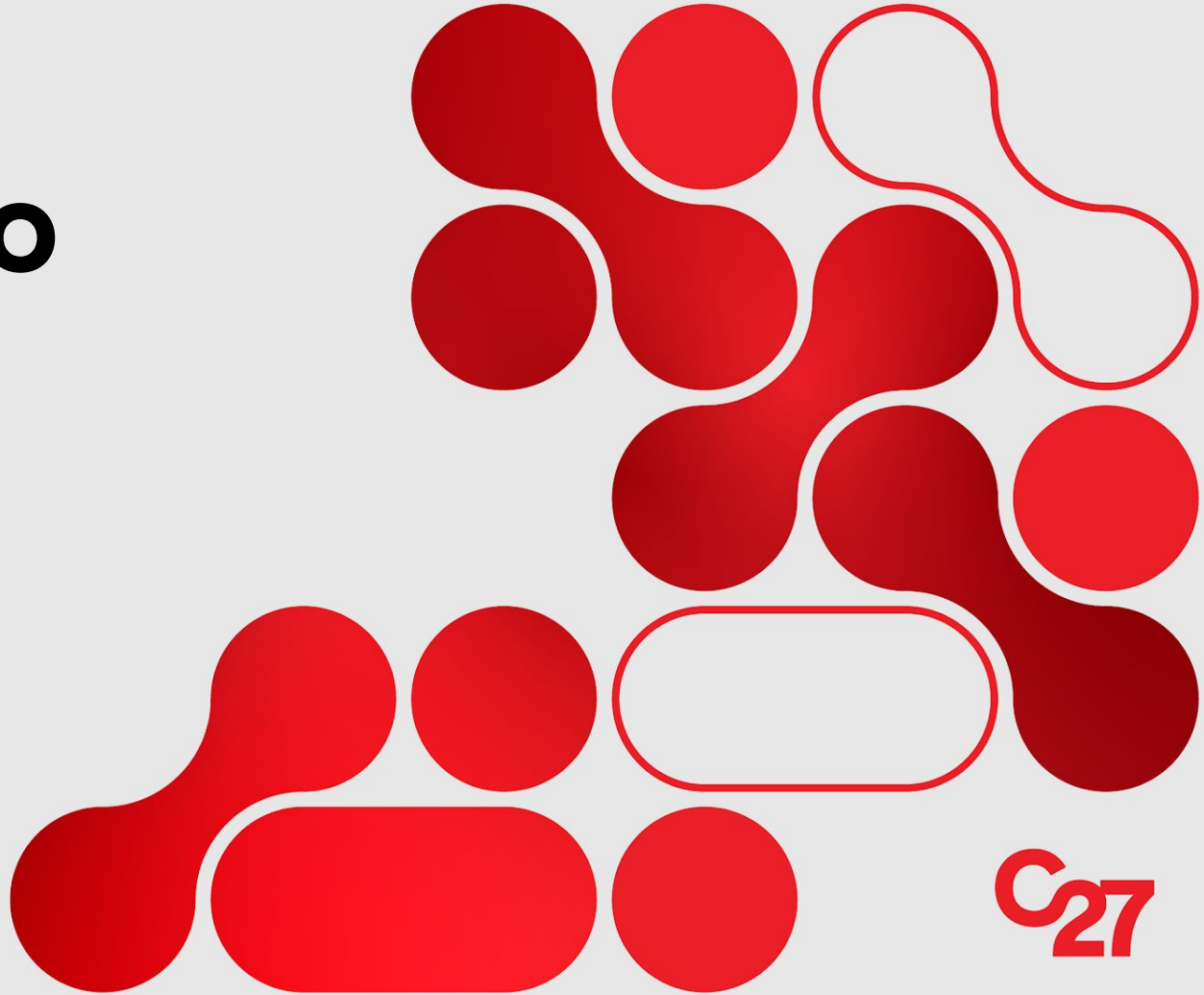
* Images for reference only

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AACS Go

Delegate Bag
& Product Giveaway



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GOLD SPONSORSHIP

Delegate Bag

SPONSOR PACKAGE $10,000

Package inclusions

- Exclusive co-branded delegate tote bag (100% recyclable/reusable materials)
  - Available on display racks from Afternoon Tea to after conference
- Your product placed on display stands at Afternoon Tea for attendees to create their own 'curated retail sample haul'

Logo included on:

- The Summit presentation slides
- AACS Summit booklet

Package exclusions

Sponsor to supply:

- Product to fill bags









* Images for reference only

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BRONZE SPONSORSHIP

AACS Go

PRODUCT SPONSOR PACKAGE $2,000

Package inclusions

- Product placed on display stands at Afternoon Tea for attendees to create their own 'curated retail sample haul' (No branding opportunity)
- Product to be refreshed by venue

Logo included on:

- The Summit presentation slides

Package exclusions

Sponsor to supply:

- Product









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SPONSOR PACKAGES

Awards Dinner

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PLATINUM SPONSORSHIP

Dinner

SPONSOR PACKAGE $55,000

Package inclusions

Exclusive sponsorship of the 2027 AACS Gala Awards Dinner:

- VIP access to the ballroom 15 minutes ahead of event opening for your team
- Professional team photo at media wall during early access

Logo included on:

- Awards Dinner advertising
- Awards Dinner menu
- Awards Dinner presentation slides

Package exclusions

Sponsor to supply:

- To be confirmed, depending on the sponsor and how this is brought to life





* Images for reference only

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GOLD SPONSORSHIP

Beverage

SPONSOR PACKAGE $15,000

Package inclusions

Service bar including:

- Feature branding at bar
- Waitstaff, glassware

Logo included on:

- Awards Dinner menu
- Awards Dinner presentation slides

Package exclusions

Sponsor to supply:

- Product - depending on sponsor and venue







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GOLD SPONSORSHIP

Dessert

SPONSOR PACKAGE $15,000

Package inclusions

Chef to create custom dessert inspired by specific confectionery.

Logo included on:

- Awards Dinner menu
- Awards Dinner presentation slides

Package exclusions

Sponsor to supply:

- Product - depending on requirements of dessert







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SILVER SPONSORSHIP

Photo Booth

SPONSOR PACKAGE $8,500

Package inclusions

Digital photo opportunity:

- Photography system with unlimited digital photos
- Allowance for branding / styling

Logo included on:

- Awards Dinner menu
- Awards Dinner presentation slides

Package exclusions

Sponsor to supply:

- To be confirmed, depending on how this is brought to life







* Images for reference only

SPONSOR PACKAGES

After Party

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GOLD SPONSORSHIP

After Party

SPONSOR PACKAGE $20,000

Package inclusions

Exclusive sponsorship of the 2027 AACS Connect After Party:

- Feature branding at venue
- VIP Booths for you and your guests:
  - 2 x VIP booths
  - Complimentary bottle of sparkling wine per booth
  - Dedicated table service throughout the night
- Activation: Either roving entertainment or short feature piece

Logo included on:

- After Party advertising
- Awards Dinner menu
- Awards Dinner presentation slides

Package exclusions

Sponsor to supply:

- T-shirts / merchandise for bar staff to wear
- Product - depending on sponsor and venue



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SILVER SPONSORSHIP

Cocktail

SPONSOR PACKAGE $10,000

Package inclusions

Custom Cocktail:

- Served during the first 30 minutes at the After Party

Logo included on:

- Awards Dinner menu
- Awards Dinner presentation slides

Package exclusions

Sponsor to supply:

- Product - depending on sponsor and venue







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BRONZE SPONSORSHIP

VIP Booth Experience

SPONSOR PACKAGE $2,000

Package inclusions

VIP Booth for you and your guests:

- Dedicated booth at the After Party, seating up to 15 people
- Complimentary bottle of sparkling wine, water and snacks.
- Dedicated table service throughout the night

*Conditions

Limited availability, first come basis



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Secure your sponsorship package now

Have an idea for sponsorship? Talk to us

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