



2012 Melbourne Summer Boat Show



**Invitation to Exhibit**

MELBOURNE SUMMER  
**BOAT SHOW**  
DOCKLANDS 3-5 FEB

Melbourne Docklands (New Quay & Waterfront City)

Friday 3<sup>rd</sup> – Sunday 5<sup>th</sup> February 2012

[www.biavic.com.au](http://www.biavic.com.au)

## > Become an exhibitor

- BIAV offers so much more than a boat show - it's a public awareness campaign; it promotes boating in the summer season; it's free (other than entry to the marina) for the public and is held beside the water at Docklands.

### > The philosophy:

- The show is staged by the industry, for the industry. It is a BIAV not for profit event.
- It has been created to entice the public to explore the possibilities that boating offers.

### > Key facts about the Show:

- Melbourne's only on-water boat show
- Starring boats from Victorian manufacturing and dealers showrooms
- Accessories and associated products of the marine industry
- Providing a marine environment to display boats, yachts and other craft
- Including live fishing lure demonstrations
- Power and sail boats will be jointly displayed
- New boats – from kayaks to yachts will be invited
- On-water demonstrations such as water skiing can be seen from the promenade
- Children's activities and face painting
- Visit the Alma Doepel restoration site
- See the Dragon boats race

## > Key drivers to the Show attendance and success

- Free Admission (charge to marina only)
- Ample Onsite parking
- Fun for all the family
- Bars, restaurants, cafe's and food outlets
- Waterfront shopping and Harbour shopping town
- On-water activities – Skiing & personal water craft demonstration
- Westpac rescue helicopter demonstration
- Australian Volunteer Coast Guard new boat on display
- Marina display of boats
- Promenade display of boats
- Colourful exhibitor displays
- Chance to win a boat through Trailer Boat (Actual boat on display)

## >Why you should be there

- Promote your business and your products & services
- Support BIA's Summer boating campaign
- Get your brand in front of 40,000 people over 3-days
- Both Marina and Promenade exhibitor displays
- Inexpensive sites = Value for money
- Festival feel for patrons – fun for families
- Creating awareness of boating lifestyle
- Promoting the various facets of boating
- Key season timing
  - The show will provide an ideal opportunity for your business to showcase its stock and new products and vessels.
- Turn your sail into a sale
- *Life's better with a boat! .....*

Melbourne Summer Boat Show

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## >Who should be there

- Large sail & power boats
- Small boats
- Trailerable boats
- Ski & Wakeboard boat displays & accessories
- PWC's
- Chandlery & marine accessories
- Scuba diving gear
- Fishing gear
- Tourism & destinations
- Clubs & Associations
- Clothing & swimwear
- Marine electronics
- Marine engines
- Safety gear
- Lifestyle products





## >How will the show be promoted?

### New Look – New Name – New flags – New advertising

The new format of the ads will promote the event as the Summer Boat Show as we know it with the words clearly noting a boat show, its fresh, clean look will present well on ads and flags.

#### **Press**

The Local newspaper – Herald Sun will run the press campaign along with regional papers carrying the ad for their respective areas

#### **Radio**

3AW who partner the BIAV with its shows will again promote the show. Other radio stations, Triple M, FOX, MIX, SEN, will run our ads at news bulletins.

#### **Billboards**

The Major freeways (2) heading into the city will display the ad for the luna month cycle leading up to the show.

#### **Online**

Foxtix, BIAV website, Herald Sun online will feature banner ads leading up to the event.

#### **Magazines & Editorials, Press Releases**

Club Marine is running an advertisement as is Tradeboat and Trader Tag,3008 and other City of Melbourne publications will be running the show ads and editorials. Press releases will be posted through AAP and selected media outlets and publications.

## >Other Exhibitor Information

### Confirmation of Space

Exhibitors will be informed after **November 11<sup>th</sup>, 2011** of their allocation of space. Detailed exhibitor information kits will be available online for confirmed exhibitors.

### Terms & Conditions

Interested parties wishing to apply for exhibition space at the 2012 Melbourne Summer Boat Show must first read and agree to abide by the Show's Terms and Conditions. Refer to the **Application to Exhibit** form for a full copy of the Terms and Conditions, or visit our website [www.miblf.com.au](http://www.miblf.com.au).

### If you need help with Insurance:

Public liability insurance for the 2012 Melbourne Summer Boat Show can be obtained through BIA Victoria for \$350 (inc GST). Please tick the appropriate box on the **Application to Exhibit** form and additional information will be forwarded.

### Public Liability

Exhibitors are required to hold public liability insurance cover, endorsed to the value of ten million dollars (\$10,000,000). The BIA must receive a copy of the exhibitor's public liability insurance at the time the **Application to Exhibit** form is submitted. Exhibitors who fail to provide the BIA with a copy of their public liability insurance document will be deemed not to have fully completed the **Application to Exhibit** form, will not receive priority space allocation, and will not be permitted to exhibit. Please ensure that your public liability insurance is current for the duration of the Show. Exhibitors must advise their underwriter of the dates and location of the Show, and receive an endorsement that their present policy covers this event.

### Further Information

If you require further information please contact:

**Ashley Farr**  
Event Coordinator  
Ph: 03 8696 5600  
[ashley@biavic.com.au](mailto:ashley@biavic.com.au)

**Mary Papantoniou**  
Administration Manager (Accounts)  
Ph: 03 8696 5600  
[mary@biavic.com.au](mailto:mary@biavic.com.au)

**Clyde Batty**  
General Manager  
Ph: 03 8696 5600  
[clyde@biavic.com.au](mailto:clyde@biavic.com.au)



# >Exhibitor Pricing - Marina

## Marina Berths

Berth locations will be allocated by BIA Victoria. The marina layout as shown in this document is subject to change. In most cases, boats will be moored 'stern to'. Please indicate on the application form if your vessel requires to be moored 'alongside', and a separate pricing quote will then be supplied.

Each berth will be provisioned with water. Power requirements will incur an additional charge and will be quoted upon application – All vessels requiring power will be charged a usage fee.

The marina cost is calculated per linear metre across the beam of the vessel, and an additional 300 mm is to be included per vessel to allow for fenders. Note: the minimum space charge per exhibitor is 5 linear metres.

## Corporate Pontoons

Exhibitors interested in securing corporate pontoons for hospitality or merchandise displays must contact the BIA ASAP. Pontoons will be allocated in the best interest of the Show. Note: exhibitors will not be permitted to supply their own pontoons.

There are two elements to the charges for corporate pontoons:

1. Cost per pontoon
2. Marina space used

Space used by corporate pontoons will be charged at the linear metre rate taken up by the corporate pontoon.

Additional cost e.g. marquees and power requirements can be provided at time of enquiry. Only the specified BIA Marquee contractors will be allowed to build structures on the marina.

Full Member	2007 member	2008 member	2009 member	Full Price non-member	
\$548*	\$767	\$877	\$987	\$1096	1 – 4 Boats
\$523*	\$732	\$837	\$942	\$1046	5 <sup>th</sup> & 6 <sup>th</sup> Boat
\$513*	\$718	\$821	\$924	\$1026	7 <sup>th</sup> Boat and above

\*Cost per linear metre (prices include GST)

# MELBOURNE SUMMER BOAT SHOW DOCKLANDS 3-5 FEB

## >Exhibitor Pricing – Open Space Exhibits

### Open Space - Promenade

Open display space will span the promenade from NewQuay through to Waterfront City.  
Outdoor space is strictly limited and price is based on a per square metre rate  
Open space will be made up of trailable boats and marine displays  
Refer to map for an indication of available space

Full Member	2007 Member	2008 Member	2009 Member	Full Price Non-Member
\$75*	\$105	\$120	\$135	\$150

\*Cost per square metre (prices include GST)

## >Exhibitor Pricing - Marquees

### Marquee Packages

All marquee packages include:

- Marquee structure
- Shell scheme walls, 2 metre high around perimeter
- Company Sign

Exhibitors are not permitted to supply their own marquee. Marquees are available in 3x3 square metre and 6x3 square metre structures.

Additional sized marquees may be requested through the organiser. The final location of marquee exhibits will be dictated by the level of demand for space.

### Marquee Locations

Marquees will be located along the promenade between Harbour Esplanade and Waterfront City.

Marquee	Full Member	2007 member	2008 member	2009 member	Full Price non-member
3 x 3	\$1,528	\$2,139	\$2,444	\$2,750	\$3056
6 x 3	\$2,163	\$3,028	\$3,461	\$3,893	\$4,326

### Lighting and Power

120w spotlights wall mounted	\$96per unit
4amp power supply	\$96per unit

### Flooring

Raised Floor with Carpet	\$30 per sq metre
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## >>>>>> One page summary

- Summer boating promotion
- Water activities – skiing, wakeboarding, PWC demonstrations..... and more
- Coast Guard and Westpac rescue helicopter
- Lots of boats to see, touch, hop aboard, buy...
- Promenade and marina exhibits
- Demonstrations – stage appearances - education
- Kids entertainment and lots of activities
- Food, wine, cafes, restaurants
- More exhibitors > more interest > bigger show..
- Be there... and support your boat show this summer

# MELBOURNE SUMMER BOAT SHOW

## DOCKLANDS 3-5 FEB

*Make a splash this summer and take your family down to the Docklands, for the Melbourne Summer Boat Show.*

It's got everything for the perfect day out and because it's right on the water, you get to see the big beauties that we couldn't feature in the Winter Show. Then if you like what you see, you can turn that sail into a sale, and buy that bad buoy.

**@ The Melbourne Summer Boat Show. Because life's better with a boat!**

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