

INVITATION TO EXHIBIT



Melbourne Convention & Exhibition Centre
Thursday 5th - Monday 9th July 2012
www.biavic.com.au/melbourneboatshow

Thursday 5th July: 10am - 8pm
Friday 6th July: 10am - 9pm
Saturday 7th July: 10am - 8pm
Sunday 8th July: 10am - 7pm
Monday 9th July: 10am - 7pm


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BIA
Boating Industry Association
of Victoria



BECOME AN EXHIBITOR

In its 52nd year, the 2012 Melbourne Boat Show continues to draw people from all over Victoria and interstate, cementing itself as one of Victoria's most iconic events. Held at Melbourne's premier exhibition venue - Melbourne Convention & Exhibition Centre, many of the biggest names in boating, fishing and watersports exhibit at this show, demonstrating it is the main event where the marine industry can display and sell.

This all indoor show features the latest in recreational boating and accessories with 2012 having a focus on wake and ski tow sports, fishing and sailing, along with a multitude of trailerable boats all together under one roof.

The Boating Industry Association of Victoria encourages all recreational boating industry members and businesses to exhibit. The success of a show depends on many exhibitors gathering together to provide the public with a huge array of displays to entice them into boating and the boating lifestyle.



KEY DRIVERS TO THE SHOWS SUCCESS

- Fishing stage
- Wakeboard and ski stage
- Sailing area
- Children's entertainment
- Fun for the whole family
- Latest in boats
- New equipment
- Boating, fishing and destinations information
- Boat displays
- Internal and external promotion
- Guest speakers
- Education and information



WHY YOU SHOULD BE THERE

- Promote your business and your products & services
- Support the official BIAV boat show
- Get your brand in front of over 30,000 people over 5-days
- Both open space and shell scheme exhibitor displays are available
- Creating awareness of the boating lifestyle
- Fishing stage incorporating guest speakers, education & information
- Wake and ski stage incorporating guest speakers, education & information
- Promoting the benefits and lifestyle of boating
- New Floor Plan
- 100% of the hall
- Display of 100s of boats under the one roof

Life's better with a boat!



WHO SHOULD BE THERE

- Trailerable boats
- Dinghies & sail boats
- Ski & wake boats & accessories
- PWCs
- Chandlery & marine accessories
- Scuba diving gear
- Fishing gear
- Tourism & destinations
- Clubs & associations
- Clothing & swimwear
- Marine electronics
- Marine engines
- Safety gear
- Lifestyle products
- Associated marine products

Melbourne Boat Show

HOW WILL THE SHOW BE PROMOTED?



- TV
- Radio - 3AW & Triple M
- Outdoor
- Press
- Magazines & editorial
- Press releases
- Posters
- Dealers & Members
- Fox Tix (Moshtix)
- Articles
- Competitions
- Online ticketing
- Kids merchandise (inflatable fish)

EXHIBITOR PRICING



Open Space (min. 24m²)

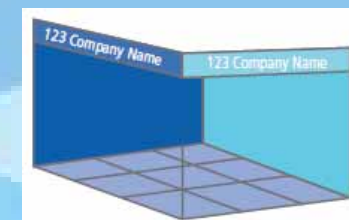
Open space is provided to exhibitors in a range of dimensions and include single colour carpet tiles.

Open Space	OHS Levy	Full Member	3rd Year Member	2nd Year Member	1st Year Member	(Non-Member)
24m ² - 99m ²	\$65	\$150	\$209	\$240	\$269	\$302
100m ² - 199m ²	\$115	\$133	\$186	\$213	\$240	\$275
200m ² +	\$145	\$113	\$158	\$180	\$203	\$215

*Prices are per square metre and are GST inclusive

Shell Scheme Stands

Shell scheme stands are available in 3m X 3m, 3m X 6m and 3m X 9m sizes. The cost of a shell scheme stand includes carpet tiles, 2.4 metre high walls, fascia board company sign (maximum 25 letters), one X 240v power point and two X 150w lights (per 3m X 3m unit).



Shell Scheme	OHS Levy	Corner Site	Full Member	3rd Year Member	2nd Year Member	1st Year Member	(Non-Member)
3 X 3	\$12	+\$120	\$2772	\$3881	\$4435	\$4990	\$5544
3 X 6	\$19	+\$195	\$4540	\$6356	\$7264	\$8171	\$9080
3 X 9	\$25	+\$225	\$6056	\$8478	\$9690	\$10901	\$12112

*Prices are for the cost of floor space and stand (GST inclusive)

NB: A 15% discount applies if all payments are received by the due dates



EXHIBITOR INFORMATION

Applying For Space

Exhibitors must complete in full the **Application To Exhibit Form** and return it to BIA Victoria with a 50% deposit by the **30th March 2012**. All applications for space must be made on the appropriate Application To Exhibit Form. Verbal applications will not be accepted. Space is allocated at the discretion of BIAV and the submission of an application form is not a guarantee of space. Successful applicants will be advised of their allocated space and will be provided with an Exhibitor Manual which will outline details of the show, move in and out process and general exhibitor information.

Stand Sharing

Should any exhibitor be found to be sub-letting or site-sharing the BIAV reserves the right to charge the contracted exhibitor the difference between the paid license fee and the full list price for the licensed premises. Should the exhibitor already have paid the full list price for the stand, the BIAV reserves the right to charge a premium as it deems appropriate.

Terms & Conditions

All companies wishing to apply for exhibition space at the 2012 Melbourne Boat Show must first read and agree to abide by the Show's Terms & Conditions. Refer to Terms & Conditions on the BIAV website (www.biavic.com.au).

Payment Schedule

50% instalment due 30th March 2012

30% instalment due 27th April 2012

20% final payment due 28th May 2012

If final payment is not received by the 28th May 2012, the 15% discount will not apply.

Exhibitor Discount

Exhibitors who pay *all* instalments on or before the due dates listed are eligible for a 15% discount off the total cost of their stand. The 15% will be deducted from the final settlement which must be received by the 28th May 2012.

NB: A 2% charge will apply to all payments made by credit card