



May 5 & 6 2012

Broome Recreation & Aquatic Centre

Exhibitor Information Kit

Australia's North West Expo 2012

May 5 & 6, 2012

Broome Recreation & Aquatic Centre
Cable Beach Road, Broome.

Exhibitor Information Kit

CONTACT DETAILS:

For information contact the Coordinators

Email: info@northwestexpo.com.au
Website: www.northwestexpo.com.au
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PO Box 1802, BROOME WA 6725

*North West Expo Incorporated - a non profit organisation
ABN: 68 213 060 462*

Introduction to this Kit

It is our great pleasure to welcome you as an exhibitor to Australia's North West Expo 2012.

This booklet will maximise the results and returns of your exhibition space at North West Expo.

Follow the steps and read through the booklet, returning the required information to the Coordinators within the deadlines specified to ensure the most effective use of your registration.

Follow the steps in this booklet to ensure you have fulfilled all the requirements and made the most of your investment.

Visit our website to keep updated about North West Expo 2012 – www.northwestexpo.com.au

Critical dates

The following are deadlines for particular activities, but earlier action will maximise your registration. Register prior to the deadlines below to avoid disappointment.

Fri 17 February 2012	Closing date for Site Registration forms and 25% deposit – IF SITES NOT SOLD PRIOR
Fri 2 March 2012	Site allocations confirmed by coordinators Balance of Site Fees due and payable
Fri 2 March 2012	Submit Site Requirements Order Form (see page 8)
Fri 2 March 2012	Official Program Advertising Booking Deadline.
Fri 9 March 2012	Copy & Artwork Deadline for Program Advertisements
Fri 16 March 2012	All sites not paid in full will be forfeited and re-allocated to waiting list
Thu 3 May 2012	9am-5pm. Venue available for set-up of larger outdoor exhibitors with prior arrangements with coordinators.
Fri 4 May 2012	Set-up for all exhibitors 3pm – all exhibitors must be set-up 5.30pm NW Expo Cocktail Party
Sat 5 & Sun 6 May 2012	EXPO OPEN Saturday – 9am-5pm; Sunday – 9am-4pm
Mon 7 May 2012	12 noon. Pack down of your site must be complete, all materials, rubbish removed.

Your Site

Submitting your Site Registration Form is the **FIRST STEP** in promoting your business at NW Expo. Make sure your site is attractive and ensure that the needs of your staff are taken care of to improve their effectiveness and comfort.

- **An Attractive Display**

Refer to your completed Site Registration Form for the dimensions and inclusions in your site. Make a plan of your site and how you will set up your display material when you set up at NW Expo.

Graphics, banners, posters and display accessories can be ordered from the following:

Barrett Displays
Ph 08 9244 2431

Kimberley Signs
Ph 08 9192 1637

Printing Ideas
Ph 08 9193 5583

Copy Cats
Ph 08 9192 3993

- **Signage - Indoor**

Each indoor stadium site includes a Fascia sign across the top of your booth with space for up to 20 letters. Please refer to the Exhibitor Requirements Order Form on Page 8 of this Exhibitor Information Kit and complete section 3.

- **Signage - Outdoor**

Outdoor sites do not include a sign, unless you book a Marquee Package. To arrange your signage see the above business contacts. Ensure it is prominent and safely erected.

- **Furniture Package**

Refer to the inclusions of your Booth & Furniture Package and the Additional Items ordered on your Site Registration Form. If you wish to order extra items, please complete section 4 on the Exhibitor Requirements Order Form on Page 8 of this Exhibitor Information Kit. Do not DUPLICATE items already ordered.

YOU MUST PRE ORDER & PAY FOR FURNITURE & ACCESSORIES FOR YOUR SITE. You will NOT be able to organise this on Registration day – Friday 4 May.

- **Outdoor Sites**

Most outdoor sites are open sites – ie space only.

We do offer marquee packages, or some shaded sites (shade-cloth cover).

If you order an outdoor open site – YOU WILL NEED SHADE. Either organise your own pop-up, ensuring that it is no larger than the dimensions of your site, OR hire a marquee from:

Broome Party Hire – 0419 577 091

AKA Events – 9351 8499

- **Exhibitor Parking Permit**

An Exhibitor Parking Permit will ensure that you can park closest to the entry gate during the weekend. The permit costs \$25. If you did not order one on your Site Registration Form, you can still order one by going to section 7 of the Exhibitor Requirements Order Form on Page 8 of this Exhibitor Information Kit.

- **Electricity / Power**

Indoor sites have one (1) 10 amp power point included in their booth.

Power is available to outdoor sites at an additional \$70. Outdoor exhibitors must complete section 5 on the Exhibitor Requirements Form on Page 8 of this Exhibitor Information Kit, if they have not already ordered power on the Site Registration form.

If you are running more than one appliance provide your own power board / double adapter.

Ensure all electrical equipment is tagged and in certification. If you are running equipment which draws a high current, or requires 3 Phase power PLEASE ADVISE US. Refer to Terms & Conditions Point #20.

- **Business Centre**

NW Expo provides exhibitors the use of a "Business Centre". You will be able to check emails, print or photocopy, conduct a meeting with a prospective client away from your booth and take a short break. Tea and coffee making facilities will be provided for your convenience. The NW Expo Business Centre is supported by **Leading Edge Computers Broome**. It is located to the south of the indoor stadium booths in the Admin area.

- **Meals**

Meals are available on site from food vendors and the BRAC kiosk. We encourage food vendors to offer healthy choices.

- **Internet Access**

Wireless internet access is available from most sites at NW Expo. You will need a computer with wireless connection. The facility is supported by **Telstra Store Broome**.

- **Additional Exhibitor Passes**

Three (3) Exhibitor Passes are included in your Site Registration. You may have ordered additional passes at a cost of \$10 each on your Site Registration Form. Check that you have sufficient for all the personnel who will be attending your site at NW Expo. If you require more go to the Exhibitor Requirements Form on Page 8 of this Exhibitor Information Kit and complete section 6.

- **Freight**

Sadleirs - Nexus Logistics is our preferred freight provider. Competitive rates can be arranged direct with them. They will deliver direct to the venue from Thursday 3 May 2012. Consignment orders and payment must be made direct with Sadleirs - Nexus Logistics. NW Expo personnel cannot be held responsible for the receipt of freight if you are not at the venue to receive your freight consignment. Freight cannot be delivered to the NW Expo venue before Thursday 3 May, however, if you use Sadleirs - Nexus they will hold it at their Broome depot, located at 234 Port Drive, Broome and deliver to your site on Thursday. Ensure you carefully mark all items with your SITE NUMBER—and of course, company name! Nexus will advise how to prepare any freight you may need to return from Broome.

CONTACT TREVOR BURKE on 6310 2444 or sales@sadleirs-nexus.com.au

Please note that in Perth, Sadleirs – Nexus have relocated to 452 Belmont Avenue, Kewdale

- **Book your Travel / Accommodation**

May is the start of the tourist season in Broome. Be sure to make your flight and hotel bookings as soon as possible.

Preferred Airline (from Perth, Kununurra, Darwin):

SKYWEST AIRLINES – www.skywest.com.au

Preferred accommodation:

BROOME TIME LODGE – www.broometimelodge.com.au

OAKS BROOME – www.oakshotelsresorts.com/oaks-broome

- **Registration Desk**

You must register on site at the venue on **FRIDAY 4 May between 9am – 3pm** to receive your Exhibitor Pack with your passes and permits and other important exhibitor information.

The registration desk will be located within the indoor Stadium.

If you cannot attend during these hours, please contact the Coordinators to make other arrangements.

- **Vehicles as Part of your Display**

Exhibitors whose vehicles are to be used for demonstrations or as an essential part of their display must apply to the Expo Coordinators outlining the activity.

UNDER NO CIRCUMSTANCES ARE VEHICLES TO BE DRIVEN WITHIN THE VENUE DURING THE OPENING HOURS OF THE EVENT.

Exhibitor General Information

The 2012 North West Expo is to be held on **Saturday 5 May** and **Sunday 6 May 2012** at the **Broome Recreation and Aquatic Centre (BRAC), Cable Beach Road, Broome.**

Exhibition Hours:

Saturday 5 May 9am – 5pm - Public Day
Sunday 6 May 9am – 4pm - Public Day

Advertising:

Please contact the coordinators for details of advertising opportunities in the program, banners, radio coverage, TV advertising and public address announcements.

Catering:

A variety of food outlets will be available along with shaded rest areas, tables and seating. A licensed bar will be operating from 12 noon during the weekend.

Climate:

NW Expo is held during the 'dry season' and blue skies are almost a fixture. The average daily minimum overnight & maximum day time temperature, in May are 18 and 31 degrees Celsius.

Damage to Sites:

Exhibitors shall be responsible for any damage to their allotted site(s), water pipes, and electrical cables. Take note to avoid the water and power chalk markings on outdoor site. A bond may be applicable to some areas.

Demonstrations:

Demonstrations can be carried out at any time within the exhibitor's site. Safety of visitors must be considered at all times.

Exhibits - Setup and Removal:

All exhibits must be in place by **3pm Friday 4 May, and must not be removed before 4.00pm Sunday 6 May.** Access to the venue will be available to exhibitors from **9.00am Friday 4 May.** Please note that late arrivals of exhibitors (that is after 3.00pm) will only be allowed by prior arrangement with the Expo Coordinators. Particularly large exhibits need to be set up in consultation with site managers to ensure easy access to the site, and may need to be set up on Thursday 3 May.

Electricity:

Exhibitors are requested not to operate excessive appliances from their one power outlet and to consider that by overloading the system they may cause great inconvenience to other exhibitors. Exhibitors are requested to provide their own extension cords etc. All electrical equipment brought onto site must be tagged and in certification.

Exhibitors Passes:

Exhibitors are issued with **three entry passes per registration.** Additional passes are available upon request at a cost of \$10 each. They are transferable between exhibitor personnel, AND MUST BE PURCHASED PRIOR TO EXHIBITION OPENING.

Freight

Freight must not be delivered to the venue prior to Thursday 3 May. Please note that staff at the venue cannot receive freight on your behalf. If you cannot be present to receive your own freight, please contact the coordinators.

Information Booth:

Conveniently located to assist with general enquiries throughout the Expo. Refer to the Site Map for location.

Insurance:

All exhibitors are covered for public liability under the insurance policy of the North West Expo. Exhibitors selling goods (including food), however, must have **product liability insurance** which covers them in the event of injury or death resulting from faulty, damaged or spoiled goods sold at the NW Expo.

An exhibitor who chooses not to comply will not be allocated a site. For queries please contact your own insurance company.

Internet:

Wireless internet access is available from most sites. This facility is supported by Telstra Store Broome.

Livestock on Grounds:

Livestock are permitted on the site with prior approval of the Coordinators.

Parking:

Please refer to site map for parking areas. Exhibitors may purchase a **parking permit** enabling them to park in the Exhibitor Priority Parking Area at a cost of **\$25.** Disabled parking and access is available.

Printed Matter:

Exhibitors are not permitted to hand out printed matter at the gates or in the car parks, nor away from their designated site.

Public Address Advertising

Advertising on the public address system is available upon request. Please contact the Expo Coordinators.

Public Services Available:

- First Aid - refer to site map.
- Disabled Parking - refer to site map.
- Lost children - Information booth.
- Food and beverages available - refer to site map.

Registration Desk:

All exhibitors must register on site to receive their registration kit and passes on FRIDAY 4 May between 9am – 3pm. The Registration Desk will be located in the Indoor Stadium.

Security:

Security guards will be on site after hours from Wednesday 2 May until Monday 7 May 2012. During Expo open hours, security staff will patrol the venue, however, exhibitors are responsible for the security of their own site.

Sharing Sites:

Exhibitors can only share their sites with organisations who have not previously exhibited at NW Expo, or with volunteer based community groups. Sharing of sites will be at the discretion of NW Expo committee. A \$150 sharing fee will be charged: This is to:

- a) ensure each exhibitor of the shared exhibits is covered by the Terms and Conditions;
- b) ensure the location of every exhibitor present is known. This helps considerably with enquiries during the Expo and allows all businesses maximum publicity;
- c) ensure all exhibitors business names are in the official program.

Storage:

Limited storage facilities for packing materials and boxes may be available. The need for this service must be advised to the Expo Coordinators well in advance of the set up days.

Vehicles:

Exhibitors whose vehicles are to be used for demonstrations or as an essential part of their display must apply to the Expo Coordinators outlining the activity. **UNDER NO CIRCUMSTANCES ARE VEHICLES TO BE DRIVEN INTO THE VENUE DURING THE PUBLIC OPEN HOURS OF THE EVENT.**

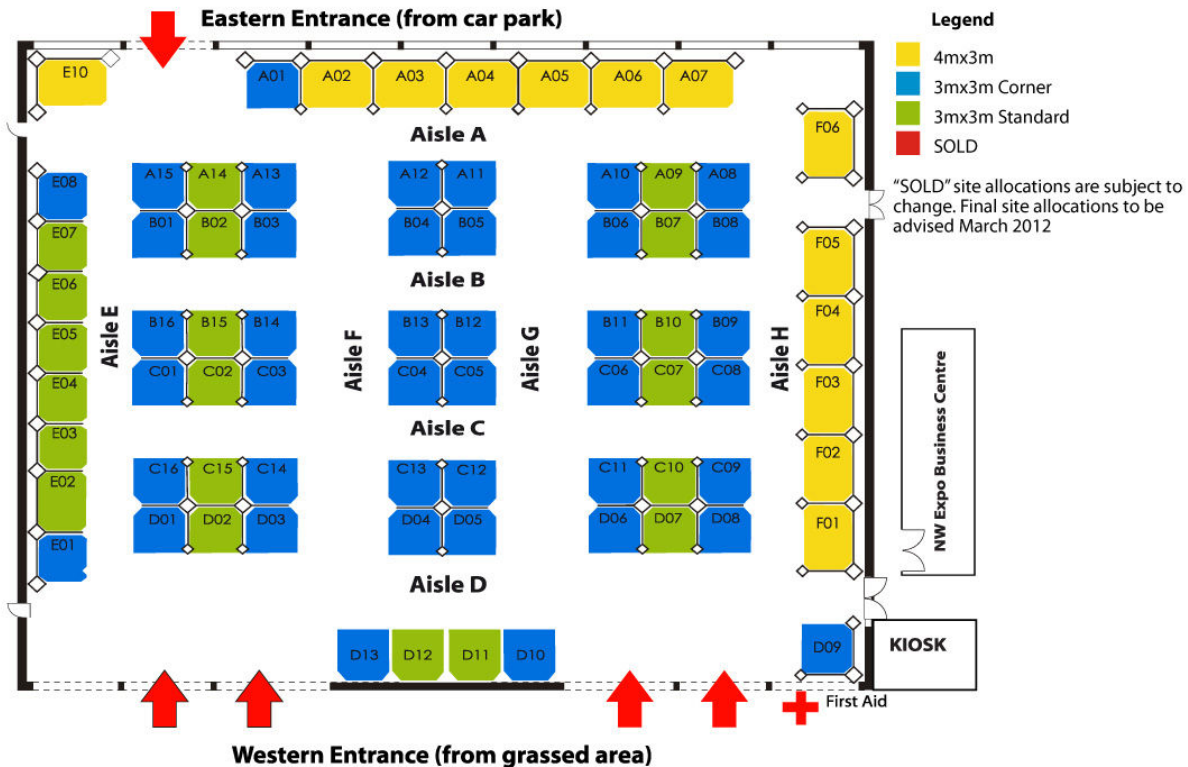
Please help to present a professional and safe site.

Site Plan – Outdoor Sites



Broome Recreation and Aquatic Centre
Cable Beach Road, Broome

Indoor Stadium



Terms & Conditions:

Exhibitors need to ensure all persons on their sites are aware of the Terms and Conditions listed below.

1. Applications for Site Registration cannot be accepted unless the fully completed **Site Registration form and the non-refundable 25% deposit** are received by the Expo Coordinators, no later than **Friday 17 February, 2012**.
2. Site allocation will be finalised and all applicants will be notified of their allotted site number **by Friday 2 March 2012**. The balance of all application monies will then be due and payable. If the balance of the Site Registration is not paid **by Friday 16 March**, the site will be forfeited and re-allocated.
3. All entries for exhibits must be set up and in place on the site by **3pm Friday 4 May 2012**. Access to the sites will be available to exhibitors from **09:00am**. In the public interest, exhibits must not be removed before **4.00pm on Sunday 6 May**. Special time concessions must be negotiated with the NW Expo Coordinators.
4. The Committee or its employees or contractors will not be held liable for loss or damage to the exhibitor's property whilst on the site. Insurance is the responsibility of the Exhibitor.
5. All exhibitors are covered for public liability under the insurance policy of the North West Expo. Exhibitors selling goods (including food), however, may require **product liability insurance** which covers them in the event of injury or death resulting from faulty, damaged or spoiled goods sold at the NW Expo. An exhibitor who chooses not to comply will not be allocated a site. Any queries should be directed to your insurance company.
6. Exhibitors who deal in Motor Vehicles must have necessary permits to display vehicles away from usual licensed yard, as per Motor Vehicle Dealers Board.
7. No public address systems are to be used apart from the official ones.
8. Exhibitors are responsible for the removal of any litter from their sites. The surrounds and walkways must be kept clear and tidy at all times. All sites must be left in a reasonable condition prior to departure and all exhibitors are expected to co-operate in an effort to keep the display area in a clean condition.
9. No vehicles, caravans, or trailers will be allowed onto the NW Expo site without prior approval from the NW Expo Coordinators. If vehicles, caravan or trailers form part of the exhibit this must be indicated on the Site Registration Form. **Display vehicles must remain stationary at all times during the NW Expo open hours.**
10. Exhibitors wishing to serve or sell food or drinks, including samples, from their sites must have approval from the relevant authority(s) – ie Shire Health Department. A copy of relevant approval(s) must accompany the Site Registration form.
11. Exhibitors must not actively tout for patronage outside their defined site without the prior approval of the Expo Coordinators.
12. Noise from any audio equipment will be strictly controlled and at the discretion of the Expo Coordinators.
13. Exhibitors can only share their sites with organisations who have not previously exhibited at the NW Expo, or who are a volunteer organisation. Sharing of sites will be at the discretion of the NW Expo Committee and a sharing fee will be charged.
14. Final site allocations will be made by the Expo Coordinators taking into account appropriate grouping of exhibits into theme areas, size of exhibit, power and telecommunication requirements. The Committee reserves the right to scrutinise, accept or reject applications and/or exhibits. The Committee's decision will be final.
15. Failure by an exhibitor to appear at the 2012 North West Expo will be considered in breach of their contract and no refund monies will be paid.
16. Cancellation Policy:

Retained	Time Period before the Event
Deposit of 25%	Payable on application.
75% of total site cost	60 days (5 March 2012)
Total site cost	30 days (5 April, 2012)
17. If the Committee should find it necessary to cancel or postpone the 2012 North West Expo, contracts shall cease to operate upon notice to that effect, and the Committee shall not be liable for any compensation or refunds to exhibitors.
18. Exhibitors not complying with any of these conditions, nor cooperating with the NW Expo Coordinators, nor obeying reasonable requests may be removed from the site at the discretion of the NW Expo Coordinators.
19. Arrangements entered into directly with 2012 North West Expo suppliers or contractors are not covered by these Conditions and no responsibility or liability will be accepted by North West Expo Inc.
20. All electrical equipment brought onto site must be tagged and in certification.
21. The hanging or display of banners, signage or other company livery is to be confined to your specified site. The display of banners, signage or other livery of companies (other than exhibitors) will be reserved for sponsors and supporters of the event and will only be allowed with the written approval of the Coordinators.
22. The Broome Recreation and Aquatic Centre is a designated non-smoking area.
23. Neither NW Expo nor Broome Recreation & Aquatic Centre will accept responsibility for the safety or well being of any display or product item delivered to the venue. Exhibitors should have the goods insured from the day that they are dispatched to the exhibition, through until the goods are returned to their usual address.
24. Exhibitor contact details may be distributed to major partners of NW Expo strictly for the purposes of the further promotion of the Exhibitor, or to assist in timely exhibition display logistics.

The NW Expo Committee & Coordinators wish you a productive and enjoyable time at North West Expo 2012 !!