

## NW EXPO 2010 - CAREERS DAY / NW EXPO WEEKEND

**If your organisation promotes careers and training, North West Expo 2010 offers choices to better target your specific market.**

NW Expo is open to the public on Saturday 1 & Sunday 2 May. Careers Day is held on Friday 30 April.

This year, NW Expo provides the option of exhibiting at EITHER the Careers Day ONLY, the NW Expo weekend ONLY – or BOTH !

If you exhibit at BOTH the NW Expo weekend and Careers Day – there is no additional cost for exhibiting at the Careers Day.

### **CAREERS DAY - Friday 30 April, 2010 9am – 2pm (Students & parents); 2pm – 4pm (Mature Age)**

The aim of NW Expo Careers Day is to assist young people with career and training choices through career counselling, try-a-trade and interactive exhibitors. The Careers Day is a fun and interactive event.

Try a Trade activities include building & construction, horticulture, hairdressing, hospitality where students received hands-on experience in various trades.

Also there are exhibits in the Careers Marquee from organisations promoting careers and training in banking, the defence forces, media, nursing & health, teaching, resources & mining and tourism – we invite your organisation to be one of those exhibitors.

Schools throughout the North West will be invited to bring groups of their students to this day and also invite their parents to attend with the students.

200 secondary students from St Mary's College, Broome Senior High School, One Arm Point School, Lombadina School, Sacred Heart and Derby District High School attended the 2009 Career's Day.

Following the student session, Careers Day will be open to Mature Age people who may be seeking a job, a new career or to extend their qualifications.

These attendees will be invited through job employment agencies and advertising to the public.

### **NW EXPO Weekend – Saturday 1 May 9am – 5pm & Sunday 2 May 9am – 4pm. Open to the Public.**

6,000 attendances over the weekend from Broome and other regional towns. Your organisation will be listed in 30,000 copies of the Program distributed to all Kimberley and Pilbara towns.

This is your chance to target both secondary and tertiary students, adults seeking new careers & training options, and to also speak with parents who are assisting their children with careers and training options.

**Attend all three days for the same cost as attending the NW Expo weekend only.**

**OPTION 1 – ATTEND Careers Day only Friday 30 April - \$1,000**

**OPTION 2 – ATTEND NW Expo Weekend only – Saturday 1 & Sunday 2 May – from \$1,850**

**OPTION 3 – ATTEND BOTH Careers Day AND NW Expo Weekend – from \$1,850**

## OPTIONS FOR EXHIBITING AT NW EXPO 2010

<p><b>OPTION 1 – Careers Day ONLY</b>  <i>Target over 200 secondary students from schools throughout Broome and the Kimberley region, including remote community schools with parents and mature age people seeking employment and training also invited to attend.</i></p>	
<b>SITE LOCATION</b>	Careers Marquee adjacent to Try a Trade activities (As per 2009 Careers Marquee)
<b>SITE SPECIFICATIONS</b>	3m x 3m booth, Velcro compatible panelling, trestle table, 2 chairs. (See below for detail of specifications).
<b>ATTENDANCE DATES</b>	Friday 30 April, 9am – 4pm
<b>COST</b>	<b>\$1,000</b>
<b>OTHER</b>	Invitation to attend the Opening Cocktail networking function at a cost of \$35* per person (TBC)
<p><b>OPTION 2 – NW Expo Weekend ONLY</b>  <i>Target the general public including mature age people seeking new career options; parents of children planning their tertiary choices, and students visiting NW Expo over the weekend.</i></p>	
<b>SITE LOCATION</b>	Indoor Stadium
<b>SITE SPECIFICATIONS</b>	Choice of 3 styles of Shell scheme booth, Velcro compatible panelling. (See below for detail of specifications).
<b>ATTENDANCE DATE</b>	Saturday 1 May 9am – 5pm Sunday 2 May 9am – 4pm
<b>COST</b>	<b>\$1,850</b> – 3m x 3m; <b>\$1,950</b> – 3m x 3m corner booth and <b>\$2,260</b> for 4m x 3m booth.
<b>OTHER</b>	1 x Complimentary ticket to the Cocktail networking function. Additional tickets at a cost of \$35* per person (TBC)
<p><b>OPTION 3 – Careers Day + NW Expo Weekend</b>  <i>Capture BOTH the target groups from above Options 1 &amp; 2.</i></p>	
<b>SITE LOCATION</b>	Refer Option 1 – for Friday 30 April Refer Option 2 – for Saturday 1 & 2 May
<b>SITE SPECIFICATIONS</b>	<u>Careers Day</u> - Refer site specifications below <u>NW Expo Weekend</u> – Refer Indoor Stadium site specifications below
<b>ATTENDANCE DATE</b>	Friday 30 April, 9am – 4pm Saturday 1 May 9am – 5pm Sunday 2 May 9am – 4pm
<b>COST</b>	<b>\$1,850</b> – 3m x 3m; <b>\$1,950</b> – 3m x 3m corner booth and <b>\$2,260</b> for 4m x 3m booth. (no extra cost for attending Careers Day if you register for NW Expo weekend)
<b>OTHER</b>	1 x Complimentary ticket to the Cocktail networking function. Additional tickets at a cost of \$35* per person (TBC)

## SITE SPECIFICATIONS

All prices are inclusive of GST

<p><b>SITE SPECIFICATIONS:</b></p> <p><b>Careers Day Marquee</b></p> <ul style="list-style-type: none"> <li>• 3m x 3m Booths of Velcro compatible panelling</li> <li>• 1 x 10amp GPO</li> <li>• 600 x 400 Corflute company fascia sign</li> <li>• Carpeted throughout</li> <li>• Individual electric fan per booth</li> <li>• Unclothed trestle table + 2 plastic chairs supplied</li> <li>• Water Cooler available</li> <li>• Targeted audience of Year 10 – 12 Kimberley students</li> </ul> <p style="text-align: right;"><b>Only 10 sites available @ \$1,000</b></p> <p><b>NW Expo Weekend – Indoor Stadium booth:</b></p> <ul style="list-style-type: none"> <li>• Indoor Stadium Small Shell Scheme</li> <li>• 3m x 3m Booths of Velcro compatible panelling</li> <li>• 1 x 10amp GPO</li> <li>• 600 x 400 Corflute company fascia sign</li> <li>• Carpeted throughout</li> <li>• Individual electric fan per booth</li> <li>• 3 Exhibitor Passes to NW Expo (Sat &amp; Sun gate entry)</li> </ul> <p style="text-align: right;"> <b>3m x 3m (middle booths) @ \$1,850 \$1,850</b>  <b>3m x 3m CORNER booths @\$1,950</b>  <b>4m x 3m booths @ \$2,260</b> </p> <p>***Please note that furniture &amp; display accessories are additional for all types of INDOOR STADIUM Sites - <b>Contact Barrett Displays on 9244 2431.</b></p>	<p><b>SET UP &amp; PACKDOWN:</b></p> <p><b>Careers Marquee</b>  <b>Set up</b> to be completed in the Careers Marquee by 5pm Thursday 29 April.</p> <p><b>Pack Down</b> to be completed by 5pm Friday 30 April.</p> <p><b>NW Expo Weekend – Indoor Stadium</b>  <b>Set up</b> to be completed in the Indoor Stadium by 5pm Friday 30 April.</p> <p><b>Pack Down</b> to be completed by 12noon Monday 3 May, and NOT PRIOR to 4pm Sunday 2 May.</p> <p><b>Transferring displays from Careers Marquee to Indoor Stadium –</b>                  If exhibiting at the Careers Day AND the NW Expo weekend, we encourage you to have 2 lots of display and handout materials. This will allow you to complete your set up within the required times.</p>
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### SITE COSTS PAYMENT CALCULATOR

A)	Site registration fee – see above (including GST).....	\$.....	
B)	Add \$25 for Reserved Parking Bay in Exhibitor Parking Area	+\$.....	ONLY for Option 2 or 3
C)	Add \$10 for each additional Exhibitor Pass required (3 included in (A))	+\$.....	ONLY for Option 2 or 3
D)	<b>TOTAL SITE COST INCLUDING GST</b> .....	<b>\$</b> .....	
E)	25% Deposit required to confirm this booking .....	\$.....	(Deposit required to confirm booking)

Your organisation's name: .....

**PLEASE FAX THIS SITE COST CALCULATION WITH YOUR REGISTRATION FORM TO 08 9193 7190**

**SITE REGISTRATION FORM – CAREERS DAY / NW EXPO WEEKEND**

**1. EXHIBITOR DETAILS**

Company Name  ABN   
 Trading Name   
 Address details:  
 Email:   
 Postal:   
 Phone:   
 Fax:   
 Contact:   
 Position:

**2. WHICH CAREERS OPTION ARE YOU CHOOSING?**

Option 1   
 Option 2   
 Option 3  *Tick ONLY ONE Option.*

**3. SITE REQUIREMENTS AND INFORMATION**

Are vehicles of any type part of your display? Y  N  Do you intend to sell food and/or drinks? Y  N   
 Do you intend to include livestock as part of your display? Y  N  Do you intend to give away food and/or drinks? Y  N

PREFERRED SITE: Area (ie. Indoor Stadium): ..... Site Number: .....

Do you intend sharing your site? Y  N

**Please note:** All exhibitors who are sharing MUST each complete a registration form. An administration fee of \$150 will be charged. Full site fee will be charged to one exhibitor only.

**4. PRODUCT LIABILITY INSURANCE**

Are you intending to sell food at NW Expo? Yes  No

**IF YES, a valid certificate of currency for product liability insurance will be required.**

**5. DO YOU HAVE ANY SPECIAL REQUIREMENTS NOT LISTED?** Yes  No

If "Yes", please give details

**6. AGREEMENT**

I,  of (company)  I have read the Terms and conditions and agree to abide by them.  
 Signature:  Date

**Please refer to Cancellation Policy and Terms & Conditions before signing.**

**7. PAYMENT**

**A 25% non-refundable deposit is required to be paid with Site Registration to confirm your booking.** A tax invoice will be issued on receipt of registration. Cheques payable to North West Expo Inc., PO Box 1802, Broome WA 6725.

TOTAL SITE FEES PAYABLE \$  25% DEPOSIT AMOUNT AUTHORISED \$

CREDIT CARD DETAILS Expiry Date

Visa  Mastercard  Card No.  -  -  -

Cardholder Name  Cardholder Signature

**DIRECT DEPOSIT DETAILS:** Account Name: North West Expo Inc. Bank: Commonwealth Bank BSB: 066-505 Account: 1023 7133  
**PLEASE FAX A PROOF OF DEPOSIT SLIP TO 08 9193 7190** North West Expo Inc ABN: 68 213 060 462

**SITE REQUIREMENTS ORDER FORM**

PLEASE COMPLETE THE FOLLOWING AND FAX **BY FRIDAY 5th MARCH 2010**, SO WE CAN ENSURE YOU RECEIVE THE FACILITIES YOU EXPECT.

**REGISTRATION**

Registration documentation and passes **will be issued from the Registration Desk at NW Expo on Friday 30 April 2010**. The registration will be located within the Indoor Stadium. YOU MUST COLLECT YOUR PASSES & REGISTRATION KIT prior to gaining entry to the NW EXPO on Saturday 1<sup>st</sup> and Sunday 2<sup>nd</sup>.

**SET UP**

All Careers Marquee Booths must be set up by 5pm Thursday 29 April.  
All Indoor Stadium exhibits must be set up by 5pm on Friday 30 April.

PACKDOWN of Careers Marquee booth – completed by 5pm Friday 30 April  
PACKDOWN of Indoor Stadium booth – by 12 noon Monday 3 May

**POWER**

A single 10amp GPO is provided for all exhibitors in the Indoor Stadium and Careers Marquee.

**ALL EXHIBITORS – please list the type of electrical equipment you will operate from your site.**

**ADDITIONAL ENTRY PASSES – Required for NW Expo Weekend attendees only**

Three (3) Entry passes into the NW Expo are provided with your registration, and will be included in your Registration Kit when you check in at the Registration Desk on Friday 30 April. If you require additional entry passes they are \$10 each inc. GST. They are transferable. Otherwise ‘once only’ entry can be paid at the gate at \$5 each entry.

Indicate in the box how many additional entry passes @ \$10 each.

We will invoice you and have your passes ready for collection at registration check-in on Friday 30 April. Each exhibitor will need to show an entry pass to gain access to the NW Expo venue over the weekend. If you are not wearing your pass, you will have to pay an entry fee at the gate to gain entry each day. **ENSURE ALL YOUR EXHIBITOR PERSONNEL have a pass to save embarrassment and confusion at the entry gate.** An Entry Pass is not required on Careers Day.

**SIGNAGE – INDOOR STADIUM BOOTHS & CAREERS MARQUEE BOOTHS**

A fascia sign is provided for all exhibitors in the **Indoor Stadium or Careers Marquee**.

Please write in the boxes below exactly how you would like your sign printed.

*One letter per box*


**PROGRAM BUSINESS LISTING – NW Expo Weekend attendees only - Options 2 or 3)**

As an exhibitor your business name and site location will be **listed in the Official Program if you return this form by the above deadline**. Please provide up to 20 words describing your business and this **may be added** alongside your Program listing, depending on space constraints. We reserve the right to edit text.

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Business Name: ..... Phone: .....

**FAX THIS FORM BY 5th MARCH 2010 TO 08 9193 7190 –**

**Any queries call the Expo Coordinators on 9193 7008**

## 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** is received by the Expo Coordinators, **no later than Friday 19th February, 2010**.
2. Site allocation will be finalised and all applicants will be notified of their allotted site number **by Friday 5th March 2010**. The balance of all application monies will then be due and payable. If the balance of the Site Registration is not paid **by Friday 19th March, 2010**, the site will be forfeited and re-allocated.
3. All exhibits must be set up and in place on the site by **5pm Thursday 29 April (Careers Marquee)** or by **5pm Friday 30 April, 2010 (Indoor Stadium booths)**. Access to the sites will be available to exhibitors from **08:00am**. In the public interest, exhibits must not be removed before **4.00pm on Sunday 2nd May 2010**. 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.
6. No public address systems are to be used apart from the official ones.
7. 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.
8. 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.
9. Exhibitors wishing to serve or sell food or drinks, including samples, from their sites must have approval from the Broome Shire health department. The request to serve or sell food and drinks must be noted on the Site Registration form.
10. Exhibitors must not actively tout for patronage outside their defined site without the prior approval of the Expo Coordinators.
11. Noise from any audio equipment will be strictly controlled and at the discretion of the Expo coordinators.
12. All exhibitors who are sharing sites must each complete a Site Registration form indicating who they wish to share with. An administration fee of \$150 will be charged. Full site fee will be charged to one exhibitor only.
13. 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.
14. Failure by an exhibitor to appear at the 2010 North West Expo will be considered in breach of their contract and no refund monies will be paid.
15. Cancellation Policy:
 

<b>Retained</b>	<b>Time Period before the Event</b>
Deposit of 25%	Payable on application.
75% of total site cost	60 days (2nd March 2010)
Total site cost	30 days (1st April, 2010)
16. If the Committee should find it necessary to cancel or postpone the 2010 North West Expo, or the Careers Day, contracts shall cease to operate upon notice to that effect, and the Committee shall not be liable for any compensation or refunds to exhibitors.
17. 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.
18. Arrangements entered into directly with 2010 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.
19. All electrical equipment brought onto site must be tagged and in certification.
20. 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.
21. The Broome Recreation and Aquatic Centre is a designated non-smoking area.
22. 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.
23. 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.

## Information

The 2010 North West Expo is to be held on **Saturday 1<sup>st</sup> May** and **Sunday 2<sup>nd</sup> May 2010** at the **Broome Recreation and Aquatic Centre (BRAC), Cable Beach Road, Broome**.

**Careers Day is held on Friday 30 April** in the Careers Marquee at the same venue.

### Exhibition Hours:

**Friday 30 April** 8am – 3pm – Careers Day (Students only)  
**Saturday 1<sup>st</sup> May** 9am – 5pm - Public Day  
**Sunday 2<sup>nd</sup> 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.

### Climate:

NW Expo is held during the 'dry season' and blue skies are almost a fixture. Average daily temperatures in May range from 18 to 31 degrees Celsius.

### Communications:

Wireless internet access is available to exhibitors.

### Damage to Sites:

Exhibitors shall be responsible for any damage to their allotted site(s), water pipes, and electrical cables. 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 set up and in place on the site by **5pm Thursday 29 April (Careers Marquee)** or by **5pm Friday 30 April, 2010 (Indoor Stadium booths)**. Access to the sites will be available to exhibitors from **08:00am**. In the public interest, exhibits must not be removed before **4.00pm** on **Sunday 2nd May 2010**. Special time concessions must be negotiated with the NW Expo Coordinators.

### 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. Passes are only required for entry to the Expo over the weekend – not on Careers Day.

### Freight

Freight must not be delivered to the venue prior to Thursday 29th April 2010. Please note that staff at the venue cannot receive freight on your behalf. If you are unable to receive your freight contact the coordinators.

### Information Bay:

Conveniently located to assist with general enquiries throughout the Expo.

### 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.

### 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 **reserved parking** bay in the Exhibitor Priority Parking Area at **\$25** per bay. 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.

### 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:

**All exhibitors must register on site to receive their registration kit and weekend passes on FRIDAY 30 April between 9am – 3pm.**

### Security:

Security guards will be on site after hours from Wednesday 28<sup>th</sup> April until Monday 3rd May 2010. During Expo open hours, security staff will patrol the venue, however, exhibitors are responsible for the security of their own site.

### Sharing Sites:

Exhibitors are able to share their sites but are requested to complete the relevant information on the site application form. 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.**