



2011

AUG
19-21

PROSPECTUS



ALL NEW
LIVE
FORMAT

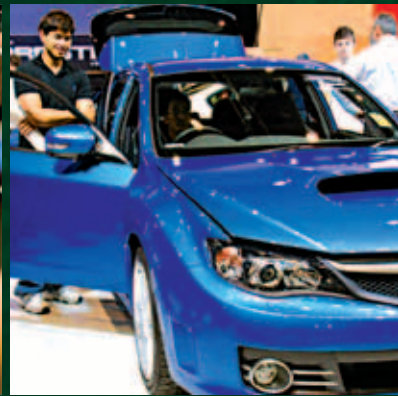


PERTH
MOTOR SHOW

RE-IGNITE YOUR PASSION!

PROUDLY SPONSORED BY





PERTH MOTOR SHOW

ALL NEW SPECTACULAR!

LIVE PERTH MOTOR SHOW

PERTH CONVENTION & EXHIBITION CENTRE
19 - 21 AUGUST 2011

The most popular show for the WA motoring industry is back in 2011. Catering for a broad range of interests, the Perth Motor Show features super-cars, new release models, classics, concepts, green cars, interactive displays and popular family entertainment. The 2011 Show is bringing back the traditional retail show, and combining it with an exciting new concept of a "live motor show".

The "Live Motor Show" will feature a central stage that will host a series of product previews, reveals and information in an entertaining and interactive format. Cars will be able to drive onto the stage and be in the spotlight for discussion and reviewing. The stage will also house the Show's major entertainment, which will include fashion parades, music, product reviews and interviews with personalities. Equipped with a giant LED sports screen to enhance presentations and play supporting DVDs, the centre stage will be a magnet for audiences.

The Motor Show creates a stimulus for the market by presenting a non-confrontational environment where visitors can view the latest vehicles at their leisure. It is a unique opportunity to present your products to a target audience. Show visitors are motoring enthusiasts who are keen to see what's new; and historically include those who have done their research and are looking to purchase.

MOTOR SHOW FACTS

- Perth Motor Show is held at the Perth Convention and Exhibition Centre
- The Show runs from Friday 19th – Sunday 21st August.
- The 2008 Motor Show attracted a record crowd of 62,000 people.
- The event is presented in conjunction with the Motor Trade Association of WA and Chamber of Automotive Industries.

EXHIBITING AT THE SHOW

Why be part of the 2011 Perth Motor Show?

- The Show in August allows model releases from the Australian International Motor Show to be presented to WA audiences.
- Take advantage of the "live motor show" format to present new releases and generate sales and future leads.
- New Show format is a cost effective and high value way of receiving maximum exposure for minimal effort.
- High quality local suppliers can custom design and build your exhibit.

- Creative display options are available which utilise the latest technology in display materials, including inflatable walls, custom designed lighting and banner hangs.
- Take advantage of the extended trading hours of the Show.
- A \$250,000 marketing campaign for the Show includes targeted advertising, major advertising and editorial campaign on mainstream television, radio and online media; plus substantial promotion through prizes and giveaways.

EXHIBITOR INFORMATION

The 2011 Perth Motor Show will be held at the Perth Convention and Exhibition Centre.

SHOW HOURS

Friday	19th Aug 2011	10am – 9pm
Saturday	20th Aug 2011	10am – 6pm
Sunday	21st Aug 2011	10am – 5pm

MOVE IN

Wednesday 17th and Thursday 18th Aug
2011 7am – 5pm

MOVE OUT

Monday 22nd Aug 2011. 7am – 5pm

EXHIBITORS PLEASE NOTE:

- Public Liability Insurance - A charge of \$120+GST for cover under our public liability insurance will be added to your balance invoice if a copy of your public liability insurance is not received at the time of the balance invoices being issued. If you do have your own cover please feel free to forward a copy with your booking. Your policy must clearly state that you are covered for the show duration including move in and out.
- Security is provided throughout the show, however, please be aware that all goods are displayed at your own risk and must be adequately insured.
- Additional Exhibitor Pass requirements must be submitted at least 7 days prior to the start of the show.
- All displays must be in place by 5pm on the Thursday before the start of the show. No access will be available after 5pm.
- All stands must be manned until the close of the show each day.
- Cancellation of space – please see terms and conditions.
- Payment for space must be received in full by 8 July 2011.



Exclusive custom display options available from Incredible Concepts. Contact us to find out more!



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EXHIBITION HALL LEVEL 1

Please note: All exhibition aisles 3m

MOUNTS BAY ROAD



ESPLANADE TRAIN STATION



PERTH MOTOR SHOW

SPACE RATES & SIZES

BOOTHS

Each 3mx3m (9m²) booth comes with walls, fascia, 1 x 4amp power outlet and 2 x spotlights. Additional power is available, more information will be provided within the Exhibitors Kit sent out in due course.

FLOOR SPACE

Floor space will require carpet or appropriate flooring. Carpet can be supplied at the rate of \$8/m². Please give exact space size and requirements.

SPACE RATES

Booths

\$1,980 ea + admin, insurance and GST

Floor spaces

- **Marque exhibitors**
\$40/m² + admin, insurance and GST
- **Other exhibitors**
\$48/m² + admin, insurance and GST

An administration fee of \$200 is payable upon booking.

Public Liability Insurance - A charge of \$120+GST for cover under our public liability insurance will be added to your balance invoice if a copy of your public liability insurance is not received at the time of the balance invoices being issued. If you do have your own cover please feel free to forward a copy with your booking. Your policy must clearly state that you are covered for the show duration including move in and out.

BOOKING YOUR SPACE

1. Complete the "Application to Exhibit" Form
2. Attach deposit payment of 50% space rate, plus administration, plus GST.
 - Cheques are to be made payable to Premiere Events
 - Or you can pay by credit card.
3. Post your booking form and payment to:
Premiere Events
Unit 9 / 126 Broadway
Nedlands, WA, 6009

or fax it to (08) 9386 9842
4. Call us on (08) 9386 9666 to discuss custom designing your display.

ADDITIONAL COSTS YOU MAY HAVE

- Electrical bookings. Power does not come with the stand; if you require power on your stand, you must book it through the Electrical Booking form which will be supplied with the Exhibitors Kit.
- Flooring and walling if required by Floor Space exhibitors.
- Furniture hire
- Stand cleaning, please note that stand cleaning is not provided, if you require your stand to be cleaned then please complete the stand cleaning form which can be found in the Perth Convention and Exhibition Centre's Manual which will be sent out via email in due course.
- Car Parking, there will be a charge for pre-purchased car park tickets. If pre-purchased tickets are not purchased by the deadline, then the daily car park rate will apply. Please be aware that parking is extremely limited on week days.
- Additional entry passes. Free passes are allocated to exhibitors on the basis of stand size, as follows. Additional passes may be purchased at \$5 each.

Up to 12m ²	2 passes
13-49m ²	4 passes
50-99m ²	5 passes
100-149m ²	6 passes
150-249m ²	7 passes
250-300m ²	8 passes
Every 50sqm over 300sqm and up to 500sqm	= 1 additional pass

- All exhibitors will receive an exhibitor kit in due course, which includes forms for booking electrical connections, entry passes, etc.

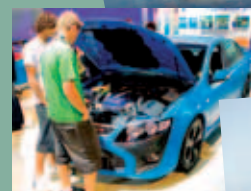


PREMIERE EVENTS - WHO ARE WE?

Premiere Events is one of WA's leading event and marketing companies. With more than 20 years' industry experience, including six years with the Perth Motor Show, Premiere Events has a strong reputation in WA for presenting high quality shows and expos for the motoring, boating and outdoor industries.

Premiere Events manages some of WA's major consumer shows including:
**Perth Motor Show • Club Marine Mandurah Boat Show • Perth 4WD and Adventure Show
Perth Truck and Trailer Show • Perth Motorcycle and Scooter Show.**

In addition, Premiere Events manages the South Australian Boat, Fishing and 4WD Adventure Shows, and a number of regional events such as the Toodyay Motorcycle Festivals, the Geraldton Boat Show and the Aquatank Traveling Fishing Show.



APPLICATION TO EXHIBIT

Company Name (for invoicing) ABN

Marque/Product Name

Address Postcode

Phone Fax Email

Contact person Mobile

Signature of responsible officer Date

Please print name / position

If you intend selling motor vehicles during the show please give the following details so that approval can be sought from the Motor Vehicle Dealers Licensing Board:

MVDL Number Registered Name

Primary Stand Contractor (if known) Phone

Description of products to be displayed, noting any new products (for promotional purposes). Please attach promotional brochures.
.....
.....

FLOOR SPACE BOOKINGS

Calculating your space cost:

Note: Marque exhibitors: \$40/m²; other exhibitors: \$48/m²

Requested space (m²) @ \$/m² = Space subtotal
..... @ =

Admin fee Insurance GST Total space cost
+ \$200 + \$120* + =

Preferred dimensions: m X m

BOOTH BOOKINGS

Please state your first three preferences in the boxes below.
(Please refer to site plan and list the preferred booth number/s)

..... 1 2 3

Calculating your space cost:

No. of booths @ \$1980 each = Space subtotal
..... @ =

+ Admin fee Insurance GST Total space cost
\$200 + \$120* + =

Calculating your deposit: Space subtotal + Admin fee + GST = Deposit*
50% of + \$200 + =

* \$120 +GST insurance charge will be added to your balance invoice if a correct copy of your public liability insurance has not been sent to our office.

PAYMENT OPTIONS

DIRECT DEBIT

I/we have direct debited the amount of \$..... to your nominated bank account

ACCOUNT NAME – Woods Investments (WA) Pty Ltd **BSB** – 086-136 **ACCOUNT NUMBER** – 187450852

These funds have been direct debited on ___/___/___ from the account in the name of

CREDIT CARD

Card No: Exp Date:/.....

Amount to be charged to Credit Card: \$..... Credit Card Visa Mastercard (Amex and Diners not accepted)

Cardholder's Name: (as appears on card)..... Cardholders Signature:.....

Post to: Suite 9 / 126 Broadway Nedlands WA 6009 or fax to (08) 9386 9842

TERMS & CONDITIONS

GENERAL

The exhibitor shall indemnify and keep the organisers indemnified against all losses, claims, demands, actions, proceedings, damages, costs or expenses or other liability arising in any way from the use of the site by the exhibitor except to the extent that the same is caused or contributed to by the negligence of the organisers.

LEGAL REQUIREMENTS

Exhibitors must comply with all applicable laws, industrial agreements, industrial awards, occupational health and safety and consumer protection practices.

INSURANCE

If providing own coverage, the Exhibitor must produce to the organisers a certificate of currency of public liability insurance policy with coverage of Ten Million Australian dollars (AUD \$10,000,000) endorsed for the duration of the Show Friday 19th August 2011 to Sunday 21st August 2011 and must include move in and out.

The Exhibitor shall be responsible for the insurance of all property brought by the Exhibitor onto the Show Site. The Exhibitor must hold adequate workers compensation coverage for staff working on stands.

CONDUCT OF EXHIBITOR

The Exhibitor shall ensure that their stand is open to view and staffed by competent representatives during the official opening hours of the Show.

The Exhibitor shall not exhibit its products or conduct its business from any other than their allocated space.

The Exhibitor shall not conduct or permit to be conducted any auction, lottery, raffle, guessing competition, or other game of chance, whether for charity or otherwise, at the Show without written consent from the organisers.

The Exhibitor shall ensure that the aisles, passageways and walkways on or adjacent to their space are kept completely free from obstruction during the Show.

Sound levels caused by the Exhibitor's use of display equipment such as videos and televisions shall not be intrusive to other Exhibitors. The organisers reserve the right to terminate the use of such equipment on the basis of unacceptable sound levels.

The Exhibitor shall not use individual public address systems in the Show site unless written permission has been obtained by the organisers. Where such permission is obtained the PA system must comply with the above noise levels.

FOOD, DRINK, TOBACCO

The Exhibitor shall not sell, distribute or give away any item of food, drink or tobacco on the Show site without prior written consent of the organisers. No BYO alcohol is to be brought onto the site and all catering is to be organised through the Perth Convention and Exhibition Centre.

ELECTRICAL INSTALLATION

All electrical work will be carried out by the Show's official electrical contractors.

STEPS AND STAGING

Any steps or landings that rise to 1m or more off the ground need to have continuous balustrades. This applies to platforms 1m high or more and steps that lead to a platform 1m high or more. Steps need to be between 280mm and 355mm and rises should be between 115mm and 180mm.

SUB-LETTING

The Exhibitor shall not be sub-let, share or part with possession of the space or any part without the prior written consent of the organisers.

ANIMALS

No dogs or other animals are permitted in the Show unless the animal is a guide dog accompanying a blind person.

REMOVAL OF GOODS AND EXHIBITS BY EXHIBITORS

The Exhibitor shall not dismantle or remove any part of its stand goods or exhibits until the official closure of the Show on Sunday 21st August 2011 at 5pm unless written permission is obtained from the organisers.

All goods and exhibits must be removed from the Show site by Monday 22nd August 2011 at 5pm.

All sites must be left clean and all rubbish must be removed.

ALTERATIONS TO THE SPACE BY SHOW MANAGEMENT

The organisers reserve the right at any time to make such alterations to the space as they consider necessary in the best interest of the Show, including altering the size, shape or position of the space.

POSTPONEMENT, ABANDONMENT OR CANCELLATION

If, for any cause beyond the reasonable control of the organisers, the holding of the Show is postponed or abandoned or the Show site becomes wholly or partially unavailable for the holding of the Show, the organisers may at their discretion cancel the Show and return such portion of the sums paid to it by the Exhibitor in respect of the Show as it shall determine.

In any case, the organisers shall not be liable, and are hereby released from liability, for any damage, loss (including consequential loss) or expense incurred by the Exhibitor as a result of the postponement, abandonment or cancellation.

CANCELLATION OF SPACE

Cancellations must be advised in writing. If you cancel your space prior to 8 July 2011 you will receive a refund of monies paid less the \$200 (+GST) admin fee. After 8 July 2011 (this is the payment deadline) cancellations will only be accepted if a suitable exhibitor is found to fill the space.





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For further information
tel : +61 8 9386 9666 fax : +61 8 9386 9842
email : info@perthmotorshow.com.au

www.perthmotorshow.com.au

