

4WD & ADVENTURE SHOW

ADELAIDE



CLUB
MARINE

SA

BOAT
& FISHING
SHOW



PROSPECTUS

27th - 29th October 2023

Adelaide Showground

WELCOME

The Adelaide 4WD and Adventure Show and Club Marine SA Boat and Fishing Show is the major outdoor lifestyle event in Adelaide and combines the boating and fishing show with a massive 4WD and adventure show.

The Show offers audiences all the latest products for 4wd driving, caravanning and camping, boating, fishing and more – all in the one place. This exciting event attracts a diversity of audiences and is designed to give Show goers an experience, with entertainment and attractions for all ages to get involved in.

The Show attracts more than 22,000 visitors over three days and is widely promoted via radio, regional television, local press, digital advertising, and social media. Collaborations with social media influencers (Instagrammers and Youtubers) means event news reaches larger and more targeted audiences than traditional media; and results in attracting new audiences to the Show.

The Adelaide 4WD and Adventure Show and Club Marine SA Boat and Fishing Show will be held on 27 -29 October 2023 at Adelaide Showground.

Show Highlights will include:

- Engel Bush Camp Stage with special guests
- 4 Wheeling Australia Content Creator's Area with your favourite Content Creators
- Fishing Stage with special guests
- Club 4x4 Adventure Hub including Camping and Lifestyle stage, Recovery and vehicle Demos and Overlanding Zone
- Jayco Information Centre
- Travel and Tourism Information
- Prizes and giveaways
- Undercover sites available in the super marquee on the Hamilton Boulevard

MARKETING OPPORTUNITIES

Adventure Show News e-newsletter

Our regular newsletter is sent to a database of genuine 4WD and outdoor enthusiasts. Exhibitors are invited to submit new product information for consideration for the newsletter.

The 4WD Adventure Show TV program

The 4WD Adventure Show TV program is produced in WA and screened on Channel 7 metro and regional in WA, as well as being shown on 7PLUS and 7MATE. This is a true adventure program featuring Ronny Dahl, Locky Gilbert and special guests, and follows these adventurers on their travels across Australia. The program is produced by Premiere Events, and there are opportunities to be part of the regular Adventure Marketplace segments within the program. Visit 4wdshow.tv

For more info on marketing opportunities, please contact karen@premevents.com.au



EXHIBITOR INFORMATION

LOCATION

The 2023 Club Marine SA Boat & Fishing Show, and 4WD & Adventure Show will be held at the Adelaide Showground which is immediately adjacent to the Adelaide CBD.

SHOW HOURS

Friday 27th October 9am – 5pm
Saturday 28th October 9am – 5pm
Sunday 29th October 9am – 5pm

MOVE IN

Tuesday 24th October Refer to the allocation schedule
Wednesday 25th October 8am – 6pm
Thursday 26th October 8am – 6pm

MOVE OUT

Sunday 29th October 5:30pm – 8pm
Monday 30th October 7am – 6pm

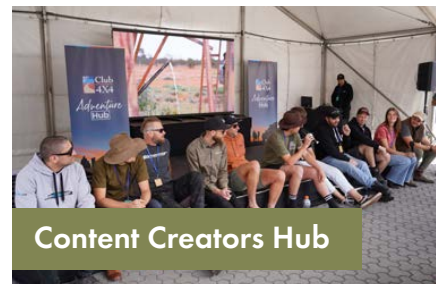
EXHIBITORS PLEASE NOTE

- 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.
- Public Liability Insurance: payment of \$150 + GST (refer application form) does not apply if you supply a current copy of your “certificate of currency” which clearly provides coverage for the duration of the Show, including all move in/out days.
- A non-refundable administration fee of \$200 + GST is charged on all bookings.
- All displays must be in place by 6pm on the Thursday before the start of the show, no access will be allowed into the site after this time.
- All stands must be manned until the close of the show each day.
- A move-in schedule will be distributed at the beginning of September.
- Payment for space must be received in full by 14 August 2023.
- Cancellation of space – see Terms and Conditions.

If you would like further information, contact Premiere Events on (08) 9386 9666 or email bookings@premevents.com.au

2023 SHOW FACTS

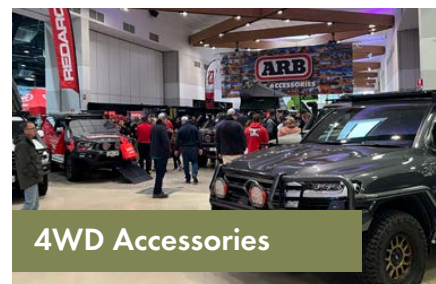
- More exhibition space for all product segments.
- A revised floor plan for improved traffic flow.
- A forecast attendance of 22,000+ visitors.
- Marketed locally and nationally via a \$200,000 marketing campaign.
- Engel Bush Camp Stage with special guests, camping and travel information and new product reviews.



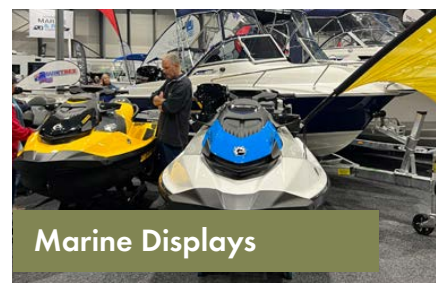
Content Creators Hub



4WD Recovery Demos



4WD Accessories



Marine Displays



Outdoor Displays



FOLLOW US ONLINE

@SABOATANDFISHINGSHOW

@/SABOATSHOW

/CLUBMARINESABOATSHOW

SABOATSHOW.COM.AU

@4WDADVENTURESHOWS

@/4WDADVENTURE

/ADELAIDE4WDADVENTURESHOW

ADELAIDE.4WDSHOW.COM.AU

EXHIBITOR CHECKLIST

BOOKING YOUR SPACE

- ① Complete the "Application to Exhibit" Form
- ② Attach payment for 30% deposit, plus \$200 administration, plus GST.
Payable by direct deposit, credit card (Credit card incurs 1% plus GST surcharge) or cheque payable to Premiere Events.
- ③ Email your booking form and payment to:
Premiere Events - bookings@premevents.com.au

ADDITIONAL COSTS YOU MAY HAVE:

Electrical: Power and lighting is not included with open space sites and will need to be ordered using the electrical booking form included in the Exhibitor Kit. Please note Shell scheme booths come complete with power and two spotlights in an all-inclusive package with each 3x3 module.

Carpet, Walling and Furniture Hire: Please contact Adelaide Expo Hire on (08) 8350 2300 to hire carpet, walling and furniture. Please note Jubilee and Goyder pavilions are fully carpeted. Stands do not come with walling.

Car Parking Charges: Information on purchasing and pricing provided in the Exhibitor Kit.

Penalty Charges: The venue will impose penalty charges for damaged carpet tiles including tyre, paint and other markings, and repositioning carpet dislodged in large numbers due to inconsiderate use of forklift and/or tandem trailers. Any such charges imposed on the organiser become the liability of the offending exhibitor(s).

Floor Space: Floor space does not come with walling and must be ordered by the exhibitor. Please contact Premiere Events for adjoining exhibitors contact details so costs can be shared.

Banner Installations: From 2022 there will be a charge for banner installations – more information will be available in the exhibitor information sent out closer to the show

Additional exhibitor passes: Each exhibitor will receive an allocation of complimentary exhibitor passes in accordance with the following schedule:

Up to 18sqm.....	2 passes
19-49sqm.....	3 passes
50-99sqm.....	4 passes
100-149sqm.....	5 passes
150-249sqm.....	6 passes
250-300sqm.....	7 passes

Every 50sqm over 300sqm and up to 500sqm = 1 additional pass.

Notes on exhibitor passes:

- » Additional exhibitor passes may be pre-purchased at \$12 each. (note that there is a cut off time for pre-purchasing additional exhibitor passes)
- » Additional exhibitor passes can be pre-purchased up to 7 days prior to the first day of the show.
- » Allocated and pre-purchase exhibitor passes are valid for all days of the show.
- » After the deadline only single day passes can be purchased through the onsite show office at a cost of \$12 per pass per day.



Public Liability Insurance: A charge of \$150+GST for cover under our public liability event insurance will be added to the final balance invoice if a copy of your public liability certificate of currency is not received by the end of July when final invoices issued.

All figures quoted are subject to GST.

Minimum booking fee of \$660 plus Admin and GST applies regardless of site size.

SPACE RATES & SIZES

INDOOR DISPLAYS (All prices are plus GST)

Goyder (Fully carpeted, new 4WD's / SUV's and Motorcycles) and Jubilee/Duncan (Jubilee carpeted, Boats, Marine Accessories & Fishing Tackle).

Up to 99sqm.....	\$43sqm +GST
100 – 199sqm.....	\$40sqm +GST
200 – 299sqm.....	\$37sqm +GST
300sqm +.....	\$34sqm +GST

Wayville (Cement floor, 4WD & Camping Accessories and Camper Trailers)

Up to 99sqm.....	\$39sqm +GST
100 – 199sqm.....	\$36sqm +GST
200 – 299sqm.....	\$33sqm +GST
300sqm +.....	\$31sqm +GST

BOOTHS (All prices are plus GST)

Each 3m x 3m module comes complete with carpeted walls, Blue in Jubilee and Black elsewhere, carpet floor, name fascia, 1 x 4amp power outlet and 2 x 150amp spotlights – double the electrical allocation for 6m x 3m modules.

3mx3m (9sqm).....	\$1350 +GST
6mx3m (18sqm).....	\$2300 +GST

OUTDOOR DISPLAYS (All prices are plus GST)

Hamilton Boulevard includes grassed, hardstand and combination sites suitable for camper trailers, off-road caravans and camping related product.

Up to 149sqm.....	\$27sqm +GST
150sqm +.....	\$24sqm +GST
Space in Super Marquee ...	\$30sqm +GST

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.

BOOKING SPACE

All space bookings must be in writing with a booking form completed and sent in to the Premiere Events office. It is the exhibitor's responsibility to make sure that the booking has been placed and received by the show organisers. Once booked in exhibitors will receive a confirmation email with their invoice. If you do not receive an email from Premiere Event please contact us direct to ensure that the booking has been placed.

PAYMENT OF BOOKING

Full payment must be made by the exhibiting company no later than the payment deadline. Failure to pay by this date will result in a cancellation of space booking. Please see Cancellation of Space for refund policy. Payment schedule: 30% deposit (with Application), 60% of total (Due 29 June 2023), Balance (Due 14 August 2023).

SUB-LETTING

The Exhibitor shall not sub-let or share booked space with another party without the prior written consent 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 your 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 show duration including move in and move 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. Where a supplier to an Exhibitor is displaying on the site with the Exhibitor, they must also send through a copy of their public liability insurance to Premiere Events. If this is not received then the Exhibitor will be held liable for any claims that may arise on their site.

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 Exhibitors 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. Exhibitors 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 guidelines.

DISPUTES

Staff and Management of the Show will not involve themselves in disputes between Exhibitors.

EXHIBITOR PASSES

Exhibitor passes are issued to each company for staff members working during the show only. They are not to be given to any other persons to gain access to the show. Show management reserves the right to take exhibitor passes off any persons found to be wearing them who are not working at the show and charge the exhibitor for entry to the show accordingly. The show makes available presale tickets to the exhibitor at a discounted price. These tickets can be purchased through the online ordering system in advance of the show.

SHOW PROGRAM

The official Show Program (if applicable) is printed in September. Any exhibitors who have not confirmed their booking by Friday 15th September 2023 (or any new bookings made after this date) will not be listed in the Program.

PA SYSTEM

The Show PA system is for the notice of an Emergency Evacuation and as such shall not be tampered with at any stage, any exhibitor found to be tampering with the PA system and or equipment shall be liable for any damage or costs incurred.

REMOVAL OF GOODS & EXHIBITS BY EXHIBITORS

The exhibitor shall not dismantle or remove any part of its stand or product exhibited until the official closure of the show on the evening of the final day, unless written permission is obtained from the organisers.

All goods and materials must be removed from the Showground by 6pm on the Monday immediately following the show. Site to be left clean and all rubbish deposited in the waste bins provided.

RECEIPT OF BOOKED EQUIPMENT & SERVICES

Exhibitors must notify the Show organisers before the conclusion of the Show if any pre-booked equipment or services (e.g. electrical bookings) have not been provided. Refunds will not be given for non-supply if notification is not made.

ELECTRICAL INSTALLATION

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

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 and compliance with venue regulations on food/drink samples. No BYO alcohol is to be brought onto the site.

ANIMALS

No dogs or other animals are permitted in the Show except for assistance animals.

STEPS AND STAGING

Any steps, staging 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.

SELLING AND PRODUCTION LIMITATIONS

Exhibitors are to only sell products and services that are part of their everyday business.

ALTERATIONS TO THE SPACE BY SHOW MANAGEMENT

The organisers reserve the right at any time to make such alterations to the space they consider necessary in the best interest of the show, including altering the size, shape or position of the space. Where possible Exhibitors will be informed of any changes ahead of the show.

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 is 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 72 days prior to the start of the show, you will receive a refund of monies paid less the applicable admin fee (plus GST) if the site is sold to another exhibitor for the same price or within 25% of the original price. Cancellations after the 72 day deadline will forfeit the deposit paid regardless of the site being sold to another exhibitor.

APPLICATION TO EXHIBIT

Company Name (for invoicing)..... ABN.....

Stand Name (for promotional purposes).....

Please ensure that spacing and capitalisation of stand name is correct, as this is what will be displayed in promotional materials. Also note that the below details will be listed in promotional material including a show program (if applicable) so please ensure that the contact details are correct for your company.

Address..... Postcode.....

Phone..... Fax..... Email.....

Contact Person..... Mobile.....

Signature of Responsible Officer..... Date.....

Please print name/position.....

In signing this form we accept the rules and regulations of the Adelaide 4WD & Adventure Show and Club Marine SA Boat & Fishing Show as contained in the terms & conditions on page 6 of this prospectus and have read and understood the information outlined. We also agree to pay for our space in full by 14 August 2023. Applications will be processed in order of receipt. Please be aware that due to demand we may not be able to fulfil your space request.

Exhibitor category

Primary Category (required).....

For marketing purposes please select **ONE** category from the list below which best describes your company

Secondary Categories (optional) (Secondary categories will be used where possible, in addition to your primary category)

- | | | | | |
|---|--|---|---|---|
| <input type="checkbox"/> 4WD Accessories | <input type="checkbox"/> 4WD Clubs | <input type="checkbox"/> 4WD Training | <input type="checkbox"/> Boating & Marine | <input type="checkbox"/> Caravans Motorhomes & RV's |
| <input type="checkbox"/> Camper Trailers | <input type="checkbox"/> Camping & Accessories | <input type="checkbox"/> Electronics/Navigation | <input type="checkbox"/> Fishing | <input type="checkbox"/> Lifestyle Products |
| <input type="checkbox"/> Magazines/Publications | <input type="checkbox"/> Marine Accessories | <input type="checkbox"/> New Vehicles | <input type="checkbox"/> Performance | <input type="checkbox"/> Tyres |
| <input type="checkbox"/> Other:..... | | | | |

Calculating your space cost:

Floor Space/ Outdoor Stand	1	2	3
Site Preference			
Please refer to site plan and state your preferred site number/s in the boxes above.			
	@	=	\$
Total m ²		\$/m ²	Outdoor subtotal

Indoor Booth	1	2	3	\$
Site Preference				
Please refer to site plan and state your preferred booth number/s in the boxes above.				Booth subtotal

	SITE TOTAL	30% DEPOSIT
Outdoor stand subtotal + Indoor booth subtotal =		x 30% =
Administration Fee (Non-refundable)	\$200	\$200
Public Liability Insurance (Cross out if supplying own insurance)	\$150	
GST 10%		
TOTAL	\$	\$

NOTE: Separate invoices will be issued for the second 30% instalment and the remaining balance 1 June and 30 July 2023 respectively, with settlement due 19 June and final balance 14 August 2023. If a copy of your Public Liability Insurance is not provided at the time of booking, you will be charged \$150 to be covered under our policy.

Payment options

- ☐ **Direct Deposit** I/we have direct deposited the amount of \$..... to your nominated bank account.
Account name Roadshow Adventures WA. **BSB** 086 136 **Account number** 73 316 1370
 These funds have been directly deposited on __ / __ / __ from the account in the name of
- ☐ **Credit Card** Please note credit card payments incur a 1% plus GST surcharge.
- Card No. Exp. Date
- Amount to be charged to credit card: \$..... **Credit Card:** Visa Mastercard
 (Amex & Diners not accepted)
- Cardholder's Name:** **Card holders signature**



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For further information

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