

AALARA TRADE EXHIBITION AND CONFERENCE

Connections 2013

AALARA Trade Exhibition

Gold Coast Convention & Exhibition Centre

Queensland Australia

7-9 May 2013

Exhibition Prospectus

Connect with industry buyers from the Australian, New Zealand and Pacific attractions, amusement, leisure and recreation industry

Who attends?

2011 Trade exhibition visitor demographics

Business Owners, Chief Executive Officers, General Managers, Chief Financial Officers, Food and Beverage Managers, Retail Managers, Human Resource Managers, Marketing and Communications Managers, OHS Managers,

- 29% Theme Parks/Outdoor Tourist Attractions/Go Karts/Mazes
- 24% Family Entertainment Centres/Indoor Play/Laser Tag Centres
- 22% Showmen/Transportable Rides & Attractions/Events
- 19% Waterparks/Aquatic Centres
- 6% Holiday Parks/Tourist parks

**RESERVE YOUR TRADE
EXHIBITION SPACE TODAY**



AALARA™

Australian Amusement, Leisure
and Recreation Association Inc.

Your invitation to attend...

Be part of Australia's only attractions, amusements, leisure and recreation industry exhibition where buyers from throughout Australia, New Zealand, and the Pacific connect with industry manufacturers, distributors, suppliers and consultants.

This trade event represents a cost effective marketing opportunity to showcase your business, products and services to buyers from a vast selection of industry sectors and geographical regions throughout Australia and the Pacific. Buyers come to the one location to purchase the latest in amusement rides and attractions, products, equipment, technology and services to grow their attractions business. New business is written on the trade exhibition floor and in addition it's a great opportunity to catch up with existing clients at this important industry event.



Who Should Exhibit

Access Control

Billing entry software, POS, RFID, redemption tickets, ticketing, turnstiles, wristbands

Admission Systems and Devices

Turnstiles, gate control systems, redemption tickets, wristbands

Amusement Rides and attractions

Amusement facilities, bumper cars, carousels, dark rides, ferris wheels, flat rides, go karts, kiddies rides, major rides, trains (manufacturers, distributors and service/repair, fencing, portable buildings)

Arcade Games and Coin Operated machines

Arcade amusement machines, vending machines coin-operated kiddies rides, midway skills, redemption prizes,

Aquatic Leisure

Aquatic soft play, rides and attractions, flumes, rafts, boats, water treatment, pool manufacturers, aquatic design consultants, anti drowning devices, aquatic consultants, building and design, cleaning equipment, heating, lockers, play equipment, scoreboards, shade structures, signage, surfaces, timing, waterborne inflatables, wave machines

Clothing

Costumes, Swimwear/resort wear, t-shirts, uniforms

Computer Systems/Software

Line management systems, point of sale, ride control systems

Consultants

Accounting, advertising/public relations, architecture and design, economics/feasibility, engineering, entertainment/theatrical agents, financing/leasing, legal, market research, ride testing/inspections, safety/security, risk management, recruitment, resource management, training and software

Display and Theming and Show Productions

Games manufacturers, visual effects, simulation /virtual reality, Animal/Marine, animation, music, stunts, theatrical, audio visual and laser shows and special effects

Food and Beverage Suppliers

Food preparation equipment, beverages, confectionery, ice creams/frozen treats, popcorn/pretzels/snack foods, carts & kiosks, concession trailers, food service supplies, vending machines

Facility and Grounds

Awnings/canopies, supply and servicing the attractions and amusement industry including furniture, lighting, nurseries, seating, shade structures, tiling, turf, maintenance equipment and providers, canvas/tents, cleaning and chemical supplies, outdoor furnishings, landscaping equipment and supplies, maintenance equipment, waste disposal suppliers

Gifts, Novelties and Souvenirs

High-tech equipment and services, animatronics, laser and special effects, custom items, tickets and uniforms

Indoor Play and Participatory play

Play structures and indoor family entertainment rides, interactive centres, climbing walls, rope courses, ziplines, landborne inflatable rides, interactive bowling, laser tag, laser skirmish, miniature golf, mazes,

People-moving Equipment

Carts, golf carts, strollers, wheel chairs, rollers, trains, trams and other ambulatory aids

Photographic Equipment

Equipment and supplies, photo booths, ride photography

Security Equipment and safety

Communications, cameras & surveillance, fire management systems, traffic control



EXHIBITOR INVESTMENT

7.2sqm (3mx2.4mx2.4mh)	AU\$2,400.00 includes GST (applicable to all exhibitors)
9sqm(3mx3mx2.4mh)	AU\$3,000.00 includes GST (applicable to all exhibitors)
18sqm (6mx3mx2.4mh)	AU\$5,900.00 includes GST (applicable to all exhibitors)
27sqm (9mx3mx2.4mh)	AU\$8,900.00 includes GST (applicable to all exhibitors)

EXHIBITOR TRADE BOOTH PACKAGE

TRADE BOOTH INCLUDES:

- 1 x Floor space and Corinthian Shell Module
- 1 x digit print Lettering sign- Company Name
- Wall to Wall panels (Velcro compatible)
- Wall to Wall carpets
- Fascia Board
- Fluorescent Lighting
- Waste paper basket
- Cleaning of booth daily
- 2 x 150 watt spotlights per booth
- 1 x power point
- 2 x conference satchels
- 1 x exhibitor manual
- Dock Marshall fees
(during allotted AALARA exhibition bump in and bump out time)
- 3 phase power additional cost
- Furniture NOT included- To be rented from exhibition hire company contracted for exhibition

MARKETING AND PUBLICITY SUPPORT

- One x Company promotional flyer inserted into conference delegate registration packs
- Company logo on audio visual presentation throughout main conference education sessions
- Promotion of 'show specials' or 'prizes' by event MC during main conference sessions
- Promotion of your company (100 word profile) via AALARA E Newsletter over three months leading up to exhibition
- Two x entry passes into all conference sessions

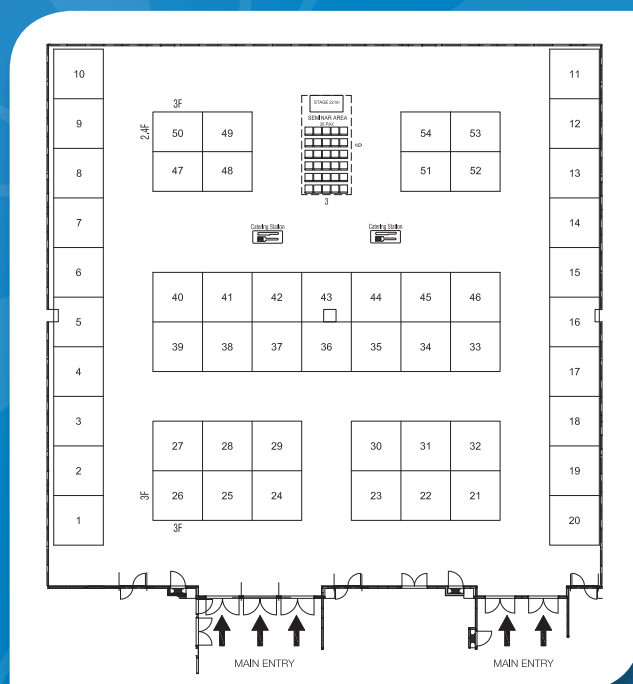
9sqm and larger booths also receive

- One full page, full colour advertisement in the 2013 AALARA Member And Industry Supplier directory distributed to all association members and exhibition visitors.



CATERING PACKAGE INCLUDES:

- Two x Opening welcome networking drinks wristbands-Tue 7 May 5pm (Mezzanine Level Convention Centre)
- Two x Morning tea wristbands- Wed 8 May 10am and Thur 9 May 11am (Trade Exhibition Hall)
- Two x Lunch wristbands- Wed 8 May 1pm and Thur 9 May 1pm (Trade Exhibition Hall)
- Two x Afternoon networking drinks wristbands- Wed 8 May 5pm and Thur 9 May 5pm (Trade Exhibition Hall)



CONTRACT TO EXHIBIT

2013 AALARA TRADE EXHIBITION

The trade exhibition space will be designated to exhibitors strictly in the order that the completed contract form and payment is received. Return your completed registration form on fax: 07 3807 0931 (outside Australia +617 3807 0931) or scan and email: info@aalara.com.au or phone the AALARA office to discuss your exhibition requirements on phone: 07 3807 3508 (outside Australia +617 3807 3508)

Company name and contact information

<input type="checkbox"/> Company Name:			
Company Address:			
Suburb:	State:	Country:	Postcode:
Phone: ()	Fax: ()	Mobile:	
Representative name:			
Email:		Website:	

Exhibition space and location

<input type="checkbox"/> Exhibition booth required:	7.2sqm (3mx2.4m),	9sqm(3mx3m),	18sqm (6mx3m),	27sqm (9mx3m)
Trade Booth size:	Total	width x	depth x 2.4m h	
Trade Booth Location: 1st Choice:		2nd Choice:		
3rd Choice:		4th Choice:		
Please DO NOT allocate my booth space opposite or adjacent to the following companies				
Company Name to appear on Fascia Board				

All requests will be accommodated where possible. Booth location is not guaranteed until FULL payment is received.

Payment Information (Please tick method of payment)

<input type="checkbox"/> (All fees are quoted in Australian dollars and include GST. Please note if paying by cheque, money order or electronic funds transfer that funds are drawn through an Australian bank or Australian branch of a foreign bank.)
<input type="checkbox"/> I enclose a 50% deposit of the total owing: AU\$ (Balance payable on 1 April 2013)
<input type="checkbox"/> I enclose FULL payment: AU\$ (Guaranteed booth location on registration)
Exhibitor contracts sent after 1 April 2013 must include FULL payment to confirm your booking
<input type="checkbox"/> Please tick one payment option
<input type="checkbox"/> I enclose a company/bank cheque or <input type="checkbox"/> money order payable to Australian Amusement, Leisure and Recreation Association (AALARA Inc) Post to: AALARA Inc PO Box 1431 Beenleigh Qld 4207 Australia
<input type="checkbox"/> Payment by electronic funds transfer can be made to: AALARA Inc BSB Number: 633 000 Account Number: 140 398728 (International Swift Code: BENDAU3B) (International transfers add AU\$30 bank fees to total owing) in Australian Dollars Note: Please provide the following details: Internet transfer receipt number: Date processed: Amount transferred: AU\$ Return form to AALARA Inc on Fax: 07 3807 0931 (outside Australia +617 3807 0931)
<input type="checkbox"/> Payment by credit card will incur a 2% service fee (Visa and Mastercard accepted) Cardholder's Name: Type of Card (Please tick) <input type="checkbox"/> VISA <input type="checkbox"/> MC Credit Card Number: Expiry: Authorised Signature: 3 digit CVC Number: Date: Return form to: AALARA Inc on Fax: 07 3807 0931 or outside Australia Fax: +617 3807 0931
<input type="checkbox"/> Join AALARA as an Association Member- Please send me a member package outlining the 12 month benefits

A letter of confirmation and your exhibitor manual will be sent confirming your registration and fees processed.

CANCELLATION POLICY: Any money paid on trade exhibition space is non-refundable, however, will be transferred as a payment on a future AALARA trade exhibition. Goods and Services Tax applies to ALL exhibitors and is inclusive in the exhibition fee as outlined. Overseas exhibitor eligible for a Goods and Services Tax (GST) refund on departure through Australian Customs should visit the Australian Custom's website <http://www.customs.gov.au> for further details.