



29 JUL - 1 AUG 2021

INVITATION TO EXHIBIT

INTERNATIONAL CONVENTION CENTRE SYDNEY
& COCKLE BAY MARINA, DARLING HARBOUR



SydneyFestivalofBoating.com.au

Partner in
Safety 2019



A LIFEJACKET
NEVER RUINED
A DAY ON THE
WATER

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Your Invitation

DATES:
29 July – 1 August 2021

HOURS:
Halls & Marina:
Thurs - Sat 10am to 8pm
Sun 10am to 5pm

VENUE:
ICC Sydney Level 4 and Cockle
Bay Marina, Darling Harbour
plus Festival Boulevard

The Boating Industry Association Ltd (BIA) is pleased to present a new-format, COVID-Safe Sydney show in 2021. The Sydney Festival of Boating will be held at the International Convention Centre (ICC) between 29 July and 1 August and will occupy the upper-level halls, together with undercover exhibitor displays on the Event Deck. The festival will also feature a marina in Cockle Bay which will accommodate larger on-water displays.

The COVID pandemic has indirectly impacted virtually every business across the globe. While some industries have faulted, we are fortunate retail activity across the boating industry has been very strong during this period. The aim of the Sydney Festival of Boating is to celebrate the boating lifestyle, connect consumers with marine products and services, build on the momentum and continue to stimulate Australia's interest in boating through 2021 and beyond.

A unique element of this year's festival will be a publicly accessible corridor connecting halls with marina. Dubbed 'Festival Boulevard' the walkway will provide an ideal location to stage boating festivities and the perfect opportunity to promote and celebrate the boating lifestyle.

This document outlines the policy and processes by which the festival is organised. The BIA is here to provide support to all exhibitors. If you wish to talk through your festival planning please feel free to contact any one of the BIA team, by using the contact information provided in this document.

We look forward to delivering a 2021 festival which supports industry and celebrates the boating lifestyle.



Darren Vaux
President Boating Industry Association Ltd.

What to expect from the Sydney Festival of Boating:

- A new look 'COVID-Safe' 4-day festival which supports industry and celebrates the boating lifestyle.
- Thursday 29 July - Sunday 1 August 2021 at ICC Sydney and Cockle Bay Marina, Darling Harbour.
- Thursday – Saturday (10am to 8pm), Sunday (10am to 5pm).
- Exhibition footprint inside ICC Sydney is restricted to upper-level only, includes exhibitor marquees on the Event Deck.
- Custom built marina within Cockle Bay to cater for on-water demand.
- Festival Boulevard connecting ICC Sydney exhibits with marina displays. Paddle, Power & Sail exhibits scattered along the boulevard showcasing the boating lifestyle to passing public.
- Attendance capped at 25,000 across the 4 days of the festival. A targeted media campaign will take place to ensure we connect with a qualified audience.

We are committed to ensuring the safety of our staff, exhibitors, and guests. Our COVID-Safe measures include:

- Social distancing, larger aiseways, spaced seating within entertainment zones and cafe areas.
- COVID-Safe check-in points and hand sanitising stations.
- Contactless online ticketing. If required, daily ticket sales will be adjusted in accordance with Government requirements.



- All dates subject to change
- Any reference within this document to BIA refers to the Boating Industry Association Ltd
- This document is correct at time of printing and subject to change without notice

About our Audience

The Boating Industry Association invests in research to understand both industry and visitor requirements. This research allows the Association to build better events for all stakeholders. With the 2020 Sydney International Boat Show cancelled due to COVID, here follows a sample of statistics from the 2019 show research which was conducted by Bold Discovery.

Are visitors intending to purchase?

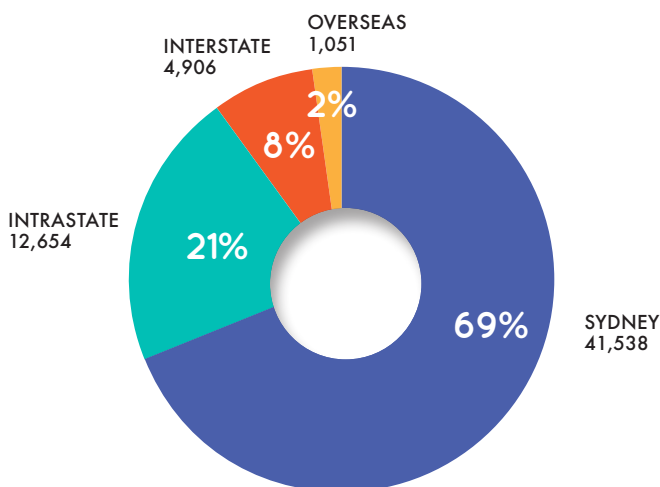
Our media is targeted towards the most qualified audiences, evidence of this is a visitor's intention to purchase at the show. The below graph identifies the purchase intent of those attending in 2019.

Purchase intent

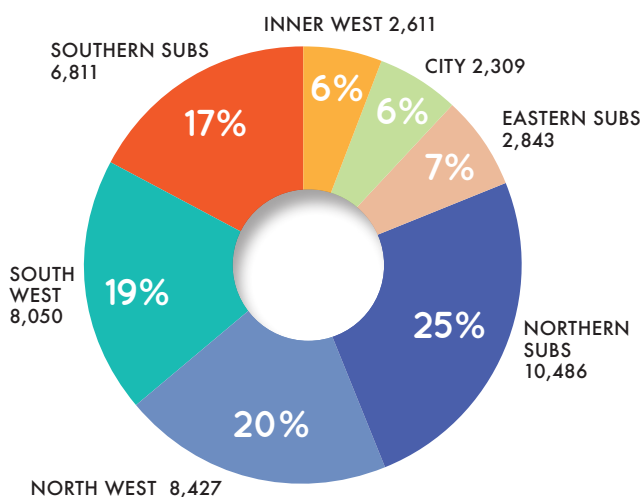


Where do our visitors come from?

Origin of visitors 2019



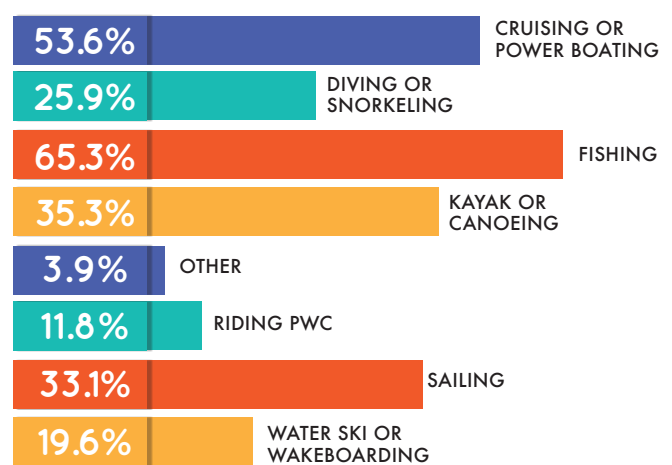
Origin of visitors (Sydney) 2019



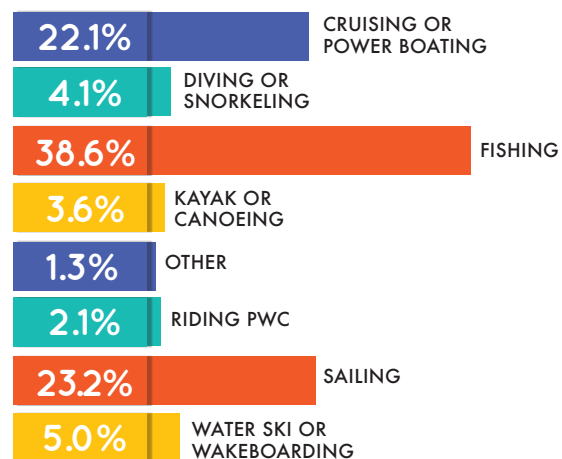
What are our visitors interests?

In 2019, we asked visitors what their general boating interests are and what is their primary boating interest. Once again fishing dominated both answers.

General boating interests



Primary boating interest



How is the show promoted?

The mix of media is varied depending on the media consumption habits of the target audience.

This is complemented with a full promotional campaign including activities designed to drive attendance and create new interest in the boating lifestyle.

About our Audience cont.

Who should exhibit?

Any business that provides products or services to recreational or tourism boating, or the marine marketplace should consider exhibiting at the festival.

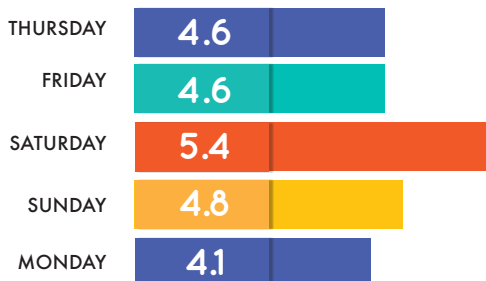
The festival caters for both business-to-business trade as well as consumers with purchase intentions. If your business operates within manufacturing, wholesale, import/export, retail of products or services for recreational, sporting or light commercial purposes, or businesses or locations offering destinations to boaters, this is the festival for you.

Education and entertainment

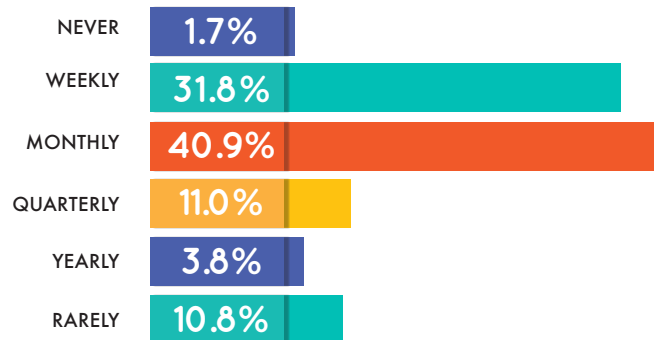
Education and entertainment activities form part of the key strategy to fulfil the needs of our visitors and attract them to the festival.

These activities are designed to target those with specific interests in various market segments. Each promotion is refined and improved to ensure variety and ongoing entertainment for our guests. The Show Team continually seeks and evaluates other show activities and opportunities. One way we measure the offerings we provide, is by evaluating a visitors time spent at the show, below is 2019's average dwell time. This is calculated including multi-day passes.

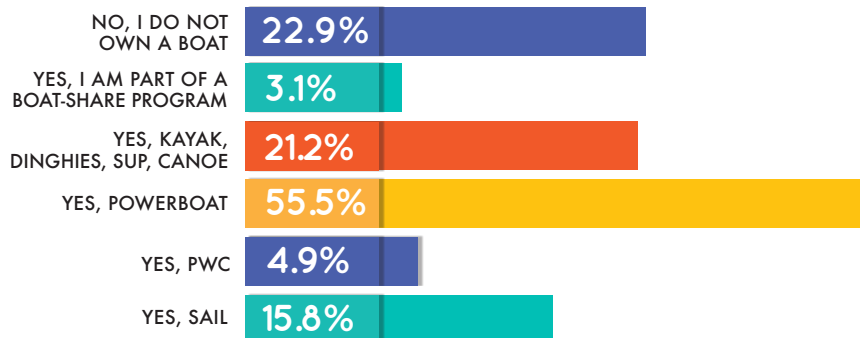
6.1 Hours: average total time spent at the show



How often do you go boating?



Do you own a boat/s, if so what type?

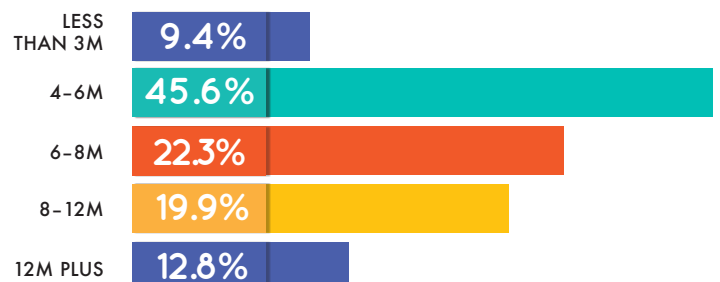


Targeting a qualified audience

The BIA strives to entice families to visit the festival and builds its reputation on its ability to educate and entertain. It also recognises the demographic of the "boat buyer". Communications are directed to target a highly qualified buying audience, whilst also enticing non-boaters to visit and learn about the benefits of the boating lifestyle.



What is the size of your boat/s?



Applying for Space and Pricing Levels

Applicants must carefully read the “Terms and Conditions for Exhibitions and Events” available at www.bia.org.au/biatc before applying for space. If you are unable to access this document for any reason, contact the BIA on +61 2 9438 2077 or email info@bia.org.au

Space Rental

Space rental charges vary by type of stand and membership status. **Membership prices shown are only applicable to Premium level members (all stand types) and Standard level members for shell scheme booths (Type NA) & Festival Boulevard Pagodas only.** Refer to the BIA's Event Price Policy for pricing structure for members of BIAs from other states and NZ Marine. The following price structure applies:

LIST PRICE

The List Price applies to applicants who are not current financial members of the Boating Industry Association Ltd or NZ Marine, referred to in this document as the “Associations”.

10% LESS THAN LIST PRICE (2021)

Memberships approved from 1 January 2021 to the commencement of the festival.

20% LESS THAN LIST PRICE (2020)

Memberships approved between 1 January 2020 and 31 December 2020.

30% LESS THAN LIST PRICE (2019)

Memberships approved between 1 January 2019 and 31 December 2019.

40% LESS THAN LIST PRICE (2018)

Memberships approved between 1 January 2018 and 31 December 2018.

50% LESS THAN LIST PRICE (2017 or prior)

Current financial members of the Associations who joined prior to 31 December 2017.

To qualify for the reduced rates applicants must be able to prove financial status and length of membership of the Association body they are members of. The BIA reserves the right to reject an Application to Exhibit if any applicant (irrespective of their financial status) does not meet the terms, conditions and scope of the Sydney Festival of Boating.

The BIA invites companies to apply for space prior to the first-round closing date of **9 April 2021**. All applications received on or before this date will be deemed to have arrived at the same time, except in the instance where multiple applications are received for the same space. Where this occurs, space will

be allocated to the first complete application received and in accordance with the BIA's Space Allocation Policy.

Applications for space are welcomed after the first-round closing date, but priority in the allocation process will be given to those applications that are received on or prior to **9 April 2021**. Space allocation for the halls and the marina will commence ASAP after the first-round of applications close.

On **31 March 2021**, the BIA will email all applicants that have submitted a valid application. If you have applied for space and do not receive this email, please contact the BIA immediately. This allows for incomplete applications to be resolved by the applicant, 1 week prior to the first-round deadline.

Your application for space will only be valid if:

- The set deposit fee (see page 9) is received (EFT, cheque, credit card) on or before **9 April 2021**, if you wish to be included in the first round of allocations.
- The Application to Exhibit form has been completed in full and includes at least three separate preferences for space (applicable to hall space applications only).

NB: Members who have not renewed their Association membership for 2021 can apply for space at the List Price. Membership discounts are only applicable to the Company/ Business name that appears on the Association member records and all invoicing and credits will be made to that member.

Please note:

- Receipt of your application does not guarantee space.
- Space allocation is done in line with the BIA's Space Allocation Policy. Priority for space will be given to BIA Ltd members who have a history of exhibiting, secondly BIA Ltd members, then members of other states and lastly non-BIA members.
- The BIA may need to limit multiple stand combinations in line with demand. All Exhibitors are encouraged to apply for space early to avoid missing out!
- No exhibitor retains rights to any location previously occupied.
- Companies applying for hall space must include three options. If your three preferences are not available, we will contact you to discuss alternative options.
- Employees of the BIA do not have the authority to make space reservations verbally, either intentionally or implied, and any such instance must not be accepted as binding on either party. Space reservations are only binding through the Association's contract process.
- The allocation process is both complex and time consuming, we ask that you have patience during this period.

Application Process

Applying for space within ICC Sydney

- Different stand types cannot be grouped as a single choice when applying for space.
- The floor plan is an indicative plan. The BIA reserves the right to modify or change the floor plan to meet demand.

Applying for Space on the Marina

- Allocation of marina berths is based on the mix of vessels participating in the festival.
- Marina vessels access Cockle Bay under or through the Pyrmont Bridge. Vessels under 6.5m in height above the water line can enter the bay directly. Vessels over 6.5m above the water line may only enter when the Pyrmont Bridge swing span is open. Opening times will be advised in the move-in schedule.
- Allocation of space will take place at the sole discretion of the BIA.

Applying for a Festival Boulevard Pagoda

- A limited number of 3mx3m (9m²) Peaked Roof Pagodas are available along the Festival Boulevard. These will be positioned alongside festival activities showcasing the boating lifestyle to the passing public.
- Please note the Festival Boulevard is located outside ticketed areas.

The BIA may need to limit multiple stand combinations in line with demand.

All Exhibitors are encouraged to apply for space early to avoid missing out!

Application Form

Click or scan QR Code below to access Application Form



Forced cancellation of festival due to Government directives

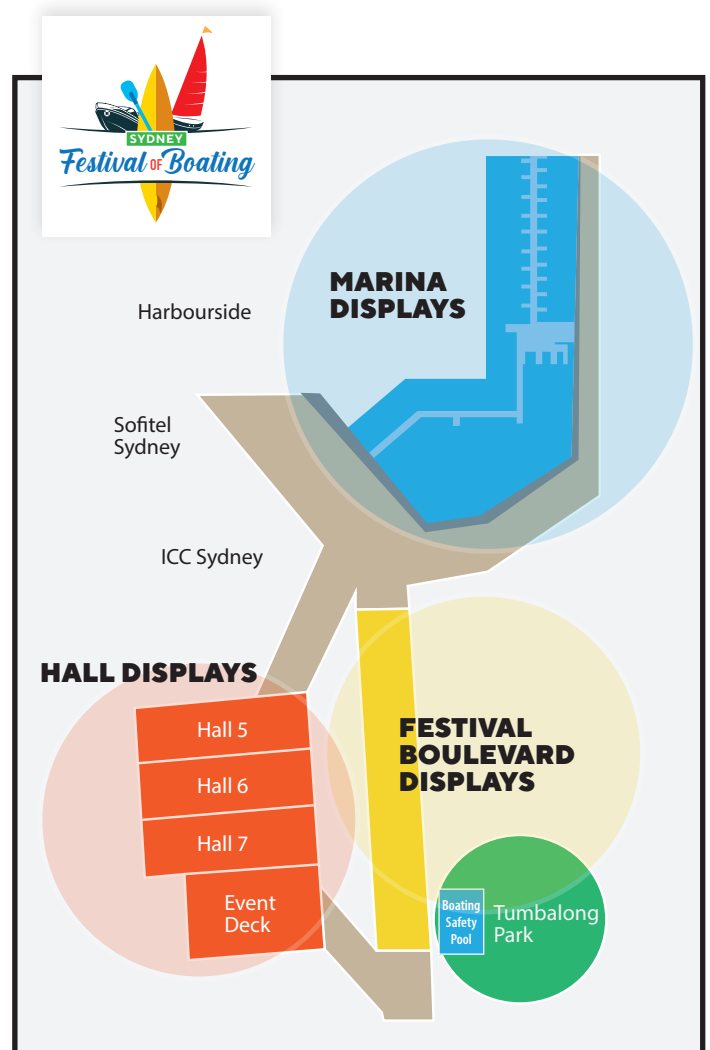
Further to the BIA's **Terms and Conditions for Exhibitions and Events**, in the case of COVID-19, and any Government restrictions, lock-downs, or directives that may force a cancellation or postponement of the Sydney Festival of Boating; all amounts paid in such circumstances to the Boating Industry Association Ltd will be refunded as follows:

BIA members:

100% refund due to force majeure prior to event opening on Thursday 29 July; and followed by 75%, 50% and 25% refund due to force majeure prior to event opening on Friday 30 July, Saturday 31 July, and Sunday 1 August respectively.

Non BIA members:

75% refund due to force majeure prior to event opening on the Thursday; and followed by 50%, 25% and 10% refund due to force majeure prior to event opening on Friday 30 July, Saturday 31 July, and Sunday 1 August respectively.



Space Types/Inclusions/Pricing

This price guide outlines costs per stand type and inclusions. Please refer to the stand price list available online.

Descriptions are a guide and in some circumstances, prices may vary. Discounts are applicable to Premium members across all stand types, and to Standard members for type NA stands & Festival Boulevard Pagodas only.

A non-refundable application fee of \$200.00 plus GST will apply to all space applications.

All prices exclude GST.

Stand	MEMBER PRICE (Member Since)					List Price	Inclusions
	2017 or prior	2018	2019	2020	2021		
Type NA per m ²	\$236.00	\$283.20	\$330.40	\$377.60	\$424.80	\$472.00	Carpet tiles, 2.4 metre high wall, power, lighting and fascia with company name and stand number. Refer to Exhibitor Manual for specific details relating to your stand.
Type NB per m ²	\$150.00	\$180.00	\$210.00	\$240.00	\$270.00	\$300.00	May include 1.2 metre or 2.4 metre high wall. Please refer to the floorplan for locations.
Type NC per m ²	\$122.00	\$146.40	\$170.80	\$195.20	\$219.60	\$244.00	May include 1.2 metre or 2.4 metre high wall. Please refer to the floorplan for locations.
Type ND per m ²	\$116.00	\$139.20	\$162.40	\$185.60	\$208.80	\$232.00	May include 1.2 metre or 2.4 metre high wall. Please refer to the floorplan for locations.
Corner Surcharge	\$500.00	\$600.00	\$700.00	\$800.00	\$900.00	\$1,000.00	Type NA & NB stands only, where included on price list.
Festival Boulevard Pagoda	\$3,975.00	\$4,770.00	\$5,565.00	\$6,360.00	\$7,155.00	\$7,950.00	3m x 3m (9m ²) Peaked Roof Pagoda.
Marina per linear metre (min 5 metres)	\$1,057.00	\$1,268.40	\$1,479.80	\$1,691.20	\$1,902.60	\$2,114.00	Per linear metre across the beam. Minimum 5 metre booking. Add 300mm per vessel for fender allowance.
Pontoon WS1	\$8,826.50	\$10,591.80	\$12,357.10	\$14,122.40	\$15,887.70	\$17,653.00	11.5m x 2.6m (subject to availability)
Pontoon WS2	\$5,762.00	\$6,914.40	\$8,066.80	\$9,219.20	\$10,371.60	\$11,524.00	7.5m x 2.6m (subject to availability)
Pontoon WS3	\$6,775.00	\$8,130.00	\$9,485.60	\$10,840.00	\$12,195.00	\$13,550.00	11.5m x 2.0m (subject to availability)
Pontoon WS4	\$4,429.00	\$5,314.80	\$6,200.60	\$7,086.40	\$7,972.20	\$8,858.00	7.5m x 2.0m (subject to availability)

Stand types & inclusions

- Prices for Type NA, NB, NC & ND are quoted per m².
- Festival Boulevard Pagoda prices are quoted per unit. Pagodas are located on Festival Boulevard (public facing).
- Corner surcharge is payable on Type NA & NB stands and are included in the stand-by-stand price list.
- Marina prices are quoted per linear metre.
- Pontoon prices quoted per unit.
- Prices are quoted in Australian Dollars (AUD) and exclude GST.

Please note:

- ICC Sydney has a 20 kpa floor loading. If you are unsure of the weight of your product, please contact the BIA Operations Manager to discuss.
- ICC stands Type NB, NC, & ND have a 500mm return (support nib) every 3 metres of walling (please refer to the floor plan). The exhibitor cannot remove these support walls. Should the return interfere with your stand build, please discuss with the BIA Operations Manager prior to applying for space.
- Marina space is quoted per linear metre across the beam. An additional 300mm must be included for fenders per vessel. A minimum of 5 metres will be charged.
- Marina space for vessels moored alongside may be possible. Pricing supplied on request.
- Pontoons are only available through the BIA and subject to BIA engineering requirements and layout. All enquiries should be directed to the BIA Operations Manager. Pontoons subject to availability.
- Large hospitality pontoons, complex installations of additional pontoons, vessels or structures will incur additional charges for dedicated (or extra)

mooring blocks or any other equipment required to secure the infrastructure. Such items will incur space charges in addition to vessels displayed.

- Prices quoted for pontoons are hire cost only. The space the pontoons occupy on the core marina walkway will be charged at the linear metre rate.
- Marina costs are calculated on the greater of beam and fender allowance of all vessels, or space consumed on the main walkway.
- Upon payment of the set deposit fee (see page 9), the Operations Manager will provide a maximum of 3 marina layouts to the specification of vessels provided by the applicant. Layouts required after the 3 provided, will be charged at \$500.00 plus GST per layout.
- Custom marina structures greater than 100m² are permitted on the marina if the display complies with all aspects of Clause 19 of the Terms and Conditions for Exhibitions and Events. In addition to the standard marina charges, the nominated rate per m² payable in 2021 is \$66.00 plus GST.

Important Points

Floor Plans and price lists are not included in this document. To access these, go to:

www.bia.org.au/industry/boat-show/invitation-to-exhibit

All companies wishing to apply for space must read the document titled the "Boating Industry Association Ltd Terms and Conditions for Exhibitions and Events" which can be found at www.bia.org.au/biatc. Should you be unable to access this document, please contact our office on +61 2 9438 2077.

- All Exhibitors must complete the Application to Exhibit form fully and adhere to the Terms and Conditions described unless otherwise agreed in writing with the BIA.
- The BIA accepts no liability for any damage to exhibits caused by loss due to fire, acts of terrorism or vandalism, water, theft, storms, strikes, riots or any other cause whatsoever. Exhibitors are responsible for their own security and insurance.
- BIA security arrangements do not extend to include the surveillance of Exhibitors' stands.
- Exhibitors must not sublet, assign or grant any licence or in any way part with, divide or allocate any portion of space allocated to them to any other company, sole trader or third party.
- Exhibitors must not distribute any handbills, printed matter or any other material for their company or business from any location within the Centre except from within the boundaries of their own licensed space.
- Exhibitors must not distribute or display any circulars, advertising, or photographic matter relating to any other company, sole trader or third party, for products other than those that they are directly selling at the festival, without written consent from the BIA.
- No Exhibitor will be permitted to set up a stand or area for the festival until all fees and charges have been paid in full.
- Exhibitors must comply with all relevant laws relating to Workplace Health and Safety.
- As outlined in the Terms and Conditions (Clause 8.1) for the event, all stands must remain open for the duration of the festival. The BIA reserves the right to apply a refundable bond. This bond will be retained if the Exhibitor fails to comply with the BIA Terms and Conditions of Exhibiting.
- All stands must be staffed during operational hours of the festival, including vessels and displays on the marina.
- Exhibitors must operate within their licensed space at all times and are not permitted to encroach on space outside this area.
- Exhibitors must adhere to any additional rules and conditions issued by the BIA in respect of the festival unless otherwise agreed in writing with the BIA.
- All Exhibitors must adhere to workers' compensation legislation.
- All Exhibitors must have Public Liability Insurance in respect to their licensed space. Refer to page 10.
- All Exhibitors will adhere to the use of official contractors in relation to those services stipulated by the BIA.

- All Exhibitors must indemnify the BIA in respect to any claim made against the BIA in respect to their permitted use and space at the Sydney Festival of Boating.
- The BIA will not be liable for any loss or damages, including loss of profits.
- The distribution of plastic bags is not permitted.
- The distribution of stickers and/or balloons is not permitted from the marina or its surrounding precinct.
- The BIA reserves the right to appoint specific contractors to deliver the following services to meet its contractual obligations with the venue, various landlords, other stakeholders, and Workplace Health and Safety obligations.

The nominated contractors will be published in the Exhibitor Manual.

- Lighting and electrical
- Rigging
- Marquees
- General build and carpet
- Onsite logistics

To assist Exhibitors with their planning other preferred suppliers will be nominated:

- Furniture
- Custom built stands
- Plant hire
- Audio/visual
- Offsite logistics

Failure to comply with these conditions or those detailed in the Terms and Conditions for Exhibitions and Events may result in stand/exhibit closure.

Please note:

The published floor plan is provided as an indicative plan. The BIA reserves the right to modify or change the floor plan entirely to meet demand. Should the demand for space not reach the required levels, the BIA reserves the right to redraw the floor plan to satisfy demand



Terms of Payment

First Payment

A set deposit fee must be made with the Application to Exhibit. See table below for deposit amount which aligns with your Stand Type. Applications will only be considered and processed when payment is received. **Remittance is required when using EFT**, email to info@bia.org.au. Please use your first choice to determine the deposit value. Should you not receive your first choice, your second payment will be adjusted to reflect the new charges. Deposits must be made on or before **9 April 2021**, to be included in the first round of allocations.

Stand Type	Deposit Amount
Type NA	\$1,000
Type NB	\$3,500
Type NC	\$4,700
Type ND	\$10,000
Festival Boulevard Pagoda	\$1,000
Marina – per boat	\$1,500
Marina – per pontoon	\$1,500

FIRST ROUND OF APPLICATIONS CLOSE ON 9 APRIL 2021

Second payment

Balance up to 50% of total space rental charge to be paid by **14 May 2021**

Final payment

The remaining 50% of total space rental charge to be paid by **18 June 2021**.

Methods of Payment

1. Payment can be made by EFT, cheque (payable to BIA), or credit card (surcharge will apply for credit card payments, see point 6 below). BIA account details:

St George Bank

Account Name: Boating Industry Association Ltd.

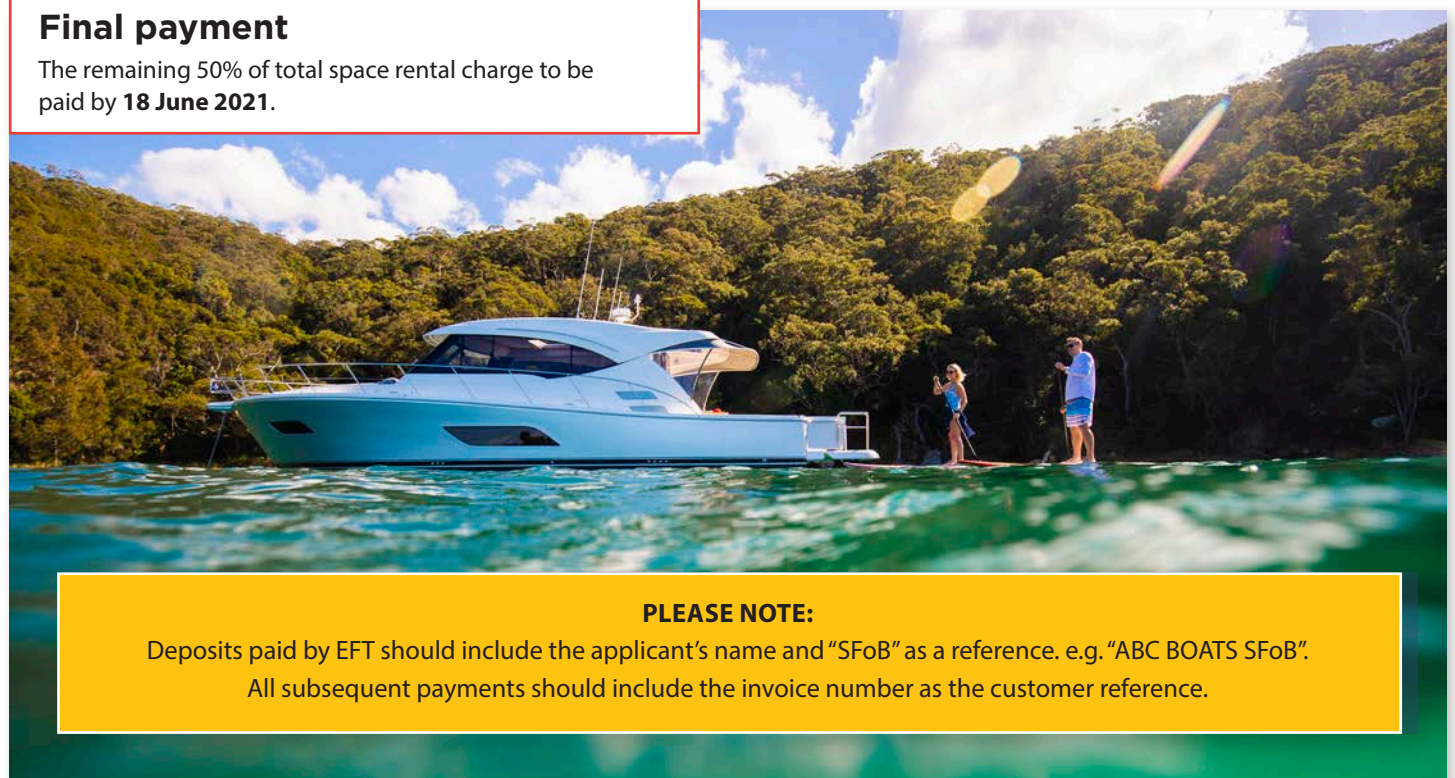
BSB 332 027

Account 552 004 720

Swift Code SGBLAU2S

Payments made by EFT should include the applicant's name and "SFoB" as a reference. e.g. "ABC BOATS SFoB".

2. The BIA reserves the right to reallocate hall stands and marina berths that have not been fully paid for by the payment due dates.
3. The BIA asks potential Exhibitors to take note of the costs and penalties payable for the cancellation of space (See BIA Terms and Conditions for Exhibitions and Events – clause 13).
4. All prices quoted are exclusive of GST.
5. Tax invoices will be issued under the BIA or NZ Marine member name or applicant's name in the case of non-members. Refunds will be made payable based on the original tax invoices.
6. Credit Cards (American Express, MasterCard and Visa only) can be accepted as payment for exhibition space. A fee of 1.65% will apply.



PLEASE NOTE:

Deposits paid by EFT should include the applicant's name and "SFoB" as a reference. e.g. "ABC BOATS SFoB".
All subsequent payments should include the invoice number as the customer reference.

Public Liability Insurance and Exhibitor Manual

Public Liability Insurance

Public Liability Insurance (PLI) is compulsory for all exhibitors to the value of \$10 million. If you have this insurance in place, please email a current Certificate of Currency (not a tax invoice or renewal notice) to fiona@bia.org.au. The insurance must cover all days of the festival from the first day of your move-in to the final day of your move-out. Please contact your insurance company or broker to obtain a copy of this document.

If you would prefer, we have retained the services of an insurance broker to provide PLI, underwritten by QBE Insurance (Australia) Limited, for a cost of \$280.00 plus GST, based on a limit of indemnity of \$10 million on any one occurrence. You may include payment with your Application to Exhibit form.

Contracted exhibitors who do not provide insurance details by the due date will be charged \$280.00 plus GST and will be included under the QBE Insurance (Australia) Limited Exhibitor PLI policy.

Closing date to supply Certificate of Currency or accept the BIA offer of PLI: **1 July 2021**.

Exhibitor Manual

A comprehensive Exhibitor Manual will be available to all Exhibitors to assist you with the planning of your exhibition space. Links to order forms for services will also be included.

The manual will include information on:

- Appointed contractors
- Essential deadlines
- Order forms for services such as power and lighting, furniture, freight, material handling, catering, communications, marquees etc
- Exhibitor and contractor passes
- Full move-in and move-out procedures (specific timings will be advised closer to the festival)
- BIA Workplace Health & Safety Policy
- Advertising
- Marina functions
- Security
- Storage
- Any other matters relating to the festival



Move-in/Move-out and References

ICC Sydney/Festival Boulevard

The BIA will publish separate schedules for move-in and move-out and we ask all Exhibitors to assist by abiding to the time slots allocated. Special requirements can be discussed with the BIA Operations Manager prior to the event. Every effort will be made to ensure a smooth festival build.

Marina

Marina Exhibitors will be advised of the move-in and move-out times for each vessel prior to the festival. Exhibitors must adhere to the schedule to allow for scheduled Pyrmont Bridge openings as well as the opening and closing of sections of the marina.

Safety Practices

The festival site will operate under the Work Health & Safety plan of the BIA. The BIA Operations Manager will be responsible for ensuring the practices of this plan are adhered to. Exhibitors must co-operate with the BIA Operations Manager, BIA appointed representatives and venue staff by following any instructions issued. Failure to do so may result in the Exhibitors, their staff or contractors being asked to leave the festival site.

Program Listing

The Boating Industry Association will publish a listing of exhibitors in digital form. Exhibitors must complete the Festival of Boating Program form that is included with the Application to Exhibit and return it by the due date. Products and services listed must be on display or offered at the show. Program listings will be removed if final payment is not made by the due date.

Program contact:

Megan Robson
+61 2 8197 4757
megan@bia.org.au



Please note:

The BIA and the Sydney Festival of Boating has NO association with any offers that you may receive from the FAIR GUIDE or EXPO GUIDE. We urge all exhibitors to read the fine print and carefully consider if this offer suits your marketing needs.

We do not share exhibitor or attendee information with any third party organisations and are not affiliated with any persons or organisations who may solicit you via email to purchase exhibitor or attendee lists to our events.

Exhibitor Passes and Visitor Entry

Passes

Exhibitor passes will be issued according to the size of the stand (m²) and/or number of vessels booked.

Exhibitor Passes (4-day multi-entry)

Any stand, up to 16m ²	4 passes
Any stand, 17m ² to 99m ²	10 passes
Any stand, 100m ² to 199m ²	14 passes
Any stand, 200m ² to 299m ²	16 passes
Any stand, over 300m ²	20 passes
Marina, 1st vessel	3 passes
Marina, each additional vessel	2 passes

Additional 4-day Exhibitor Passes will be available to purchase for \$40.00 each. Refer to the Tickets & Passes form in the Exhibitor Manual.

Public Entry Pricing

Adult \$15.00

Child (6-17 years) \$5.00

Free entry for 5 years and under.

Family \$35.00

2 adults and 3 children (6-17 years of age).

Seniors and Pensioners \$12.00

All ticket prices include GST.

Contact

Boating Industry Association Ltd.

PO Box 1204 CROWS NEST NSW 1585 Australia

53 Hume Street CROWS NEST NSW 2065 Australia

ABN: 61 000 618 468

Telephone: 02 9438 2077

International Telephone: + 61 2 9438 2077

Email: info@bia.org.au

Web: www.SydneyFestivalofBoating.com.au

BIA Team

OPERATIONS MANAGER

(OPERATIONS & SPACE ALLOCATIONS):

James Thompson

james@bia.org.au

0412 076 232

EXHIBITOR SUPPORT

Fi Axford

fiona@bia.org.au

(02) 9438 2077

MANAGER OF EVENTS:

(ACTIVATIONS & SPACE ALLOCATIONS)

Phil McDermott

phil@bia.org.au

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IF YOU REQUIRE ASSISTANCE, PLEASE FEEL FREE TO CONTACT ANY BIA TEAM MEMBER.



- All dates subject to change
- Data sourced by postcode collection at POS or from research conducted by Bold Discovery
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