



BRISBANE BOAT SHOW

BRISBANE CONVENTION &
EXHIBITION CENTRE

21 – 23 AUGUST 2020



INVITATION TO EXHIBIT



BrisbaneBoatShow.com.au

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Partner in Safety



Maritime Safety Queensland

Venue Partner



YOUR INVITATION

DATES:

21-23 August 2020

VENUE:

Brisbane Convention & Exhibition
Centre, South Bank, Brisbane

HOURS:

Friday and Saturday: 10am to 8pm

Sunday: 10am to 6pm

VISITOR ENTRY PRICE:

Adult \$15.00

Child \$5.00

(Under 5's free)

Family \$35.00

(2 Adults, 3 Children)

Seniors & Pensioners \$12.00

All tickets \$5 after 5pm

for use on the day of the ticket purchase only

(door sales only, excludes family tickets)

Exhibitor advanced
purchase \$5.00 each

(single entry ticket)

All ticket prices include GST



The Boating Industry Association Ltd (BIA) is pleased to be delivering the 2020 instalment of the Brisbane Boat Show 21 to 23 August.

2020 marks a special year with the industry celebrating the 60th edition of the show. The longevity and popularity of the show is a testament to the quality of offering from local businesses who, with the support of national manufactures and suppliers, work to deliver the best available to the Australian public.

Now firmly established back in the heart of Brisbane, the show has proven to attract a quality mix of boat buyers combined with a public keen to learn more about the fabulous lifestyle we are united in wanting to promote.

The show footprint will remain at 4 halls (20,000 m²) and the priority to drive a quality buying audience remains. The show will see ongoing cosmetic changes designed to enhance the visitor experience. The festivalisation of boat shows remains an important element for success and visitors will see this through new activations and elements of entertainment.

The BIA, with industry feedback and guidance have identified several improvement opportunities that will be implemented in 2020. This, together with the ongoing visitor desire for education and entertainment, combined with additional visitor experience initiatives, we are certain that the Brisbane Boat Show will again take a further positive step forward this year.

The Brisbane Convention & Exhibition Centre's central city location makes it ideal for visitors to attend via public transport or utilise the many parking stations in the vicinity.

We hope you consider the Brisbane Boat Show in this milestone year favourably as part of your marketing program.

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

Domenic Genua

General Manager – Marketing, Events & Communication

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

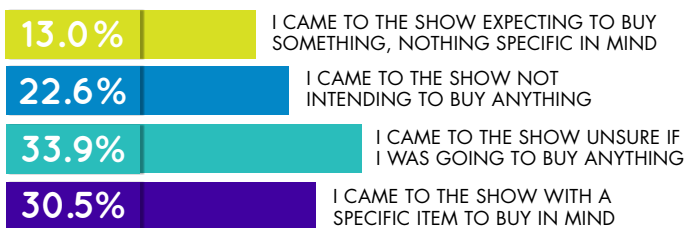
ABOUT OUR AUDIENCE

The Boating Industry Association invests in Boat Show visitor research. This data influences planning for the next show and helps us to make informed decisions about the types of media purchased to promote the event.

Are visitors intending to purchase?

The Brisbane Boat Show has a clear mandate to present recreational boating products and services to the market. The visiting public will be informed that the Brisbane Boat Show is the best place to see boats and the best place to buy boats. With this clear boating identity, visitors to the event will be more likely to make a purchase decision. The below graph identifies the purchase intent of those attending in 2019.

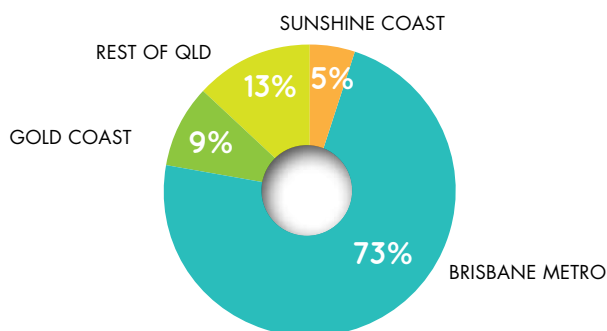
Purchase intent



Where do our visitors come from?

An origin of visitor analysis shows that the majority of visitors are locals from the Brisbane metropolitan area. The marketing of the show endeavours to grow participation from that footprint as well as branching out to entice those from regional areas.

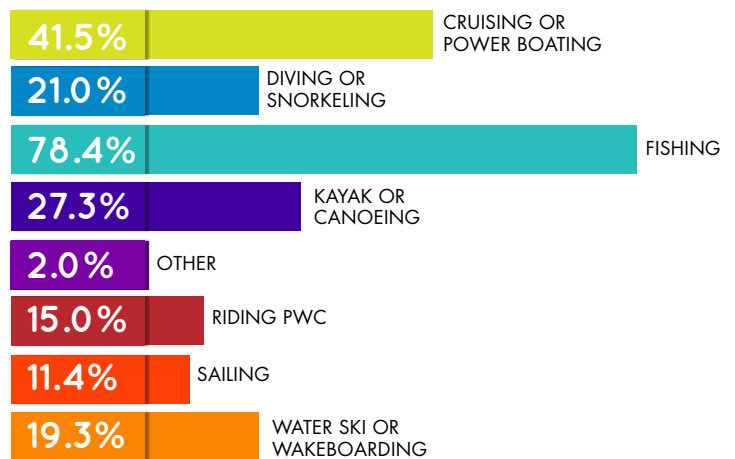
Origin of visitors (Brisbane)



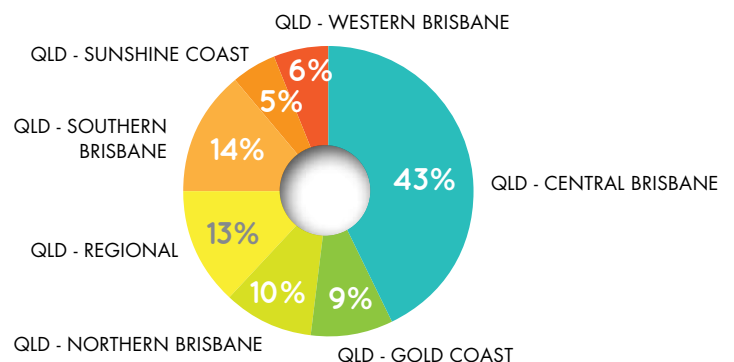
What are our visitors interests?

In 2019, we asked visitors what their general boating interests are, unsurprisingly fishing topped the responses.

General boating interests



Visitation by regions (Brisbane)



ABOUT OUR AUDIENCE CONT.

Targeting a qualified audience

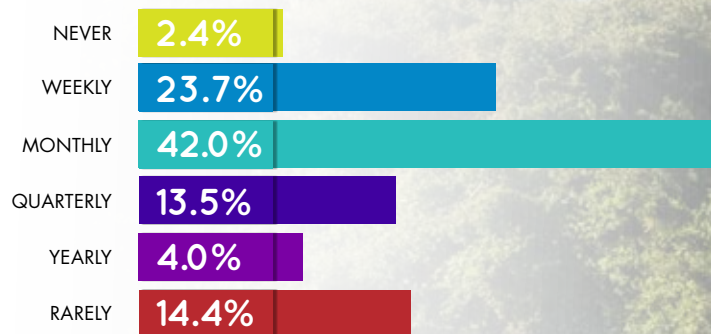
The BIA strives to entice families to visit the show and builds its reputation on its ability to educate and entertain. It also recognises the demographic of the “boat buyer”. Communications are directed to target a highly qualified buying audience, whilst also enticing non-boaters to visit and learn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

How is the show promoted?

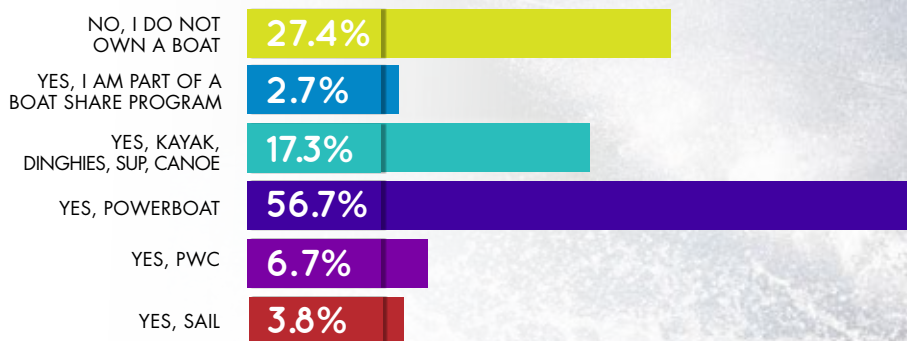
The mix of media used for the show varies from year to year depending on the media consumption habits of the target audience. Each year a comprehensive communications campaign is planned utilising a variety of mediums including television, radio, newspaper, magazine, digital and outdoor advertising.

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

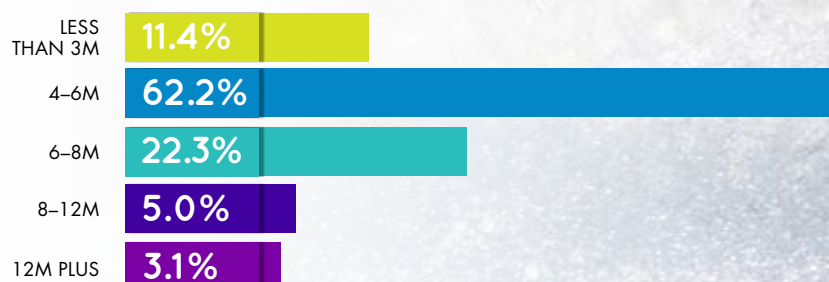
How often do you go boating?



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



What is the size of your boat/s?



EXHIBITORS

Who should Exhibit?

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

The show 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 or sporting purposes, or businesses or locations offering destinations to boaters, this is the show for you.

Education and Entertainment

Education and entertainment activities are one of the key strategies to fulfil the needs of the visiting public. Activities will be designed to target those with specific interests in various market segments. The Show Team continually seeks and evaluates show activities and opportunities.

Program Listing

The Boating Industry Association will publish a listing of exhibitors in either a printed or digital form. Exhibitors must complete the Boat Show 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.

PLEASE NOTE:

The BIA and the Brisbane Boat Show 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.

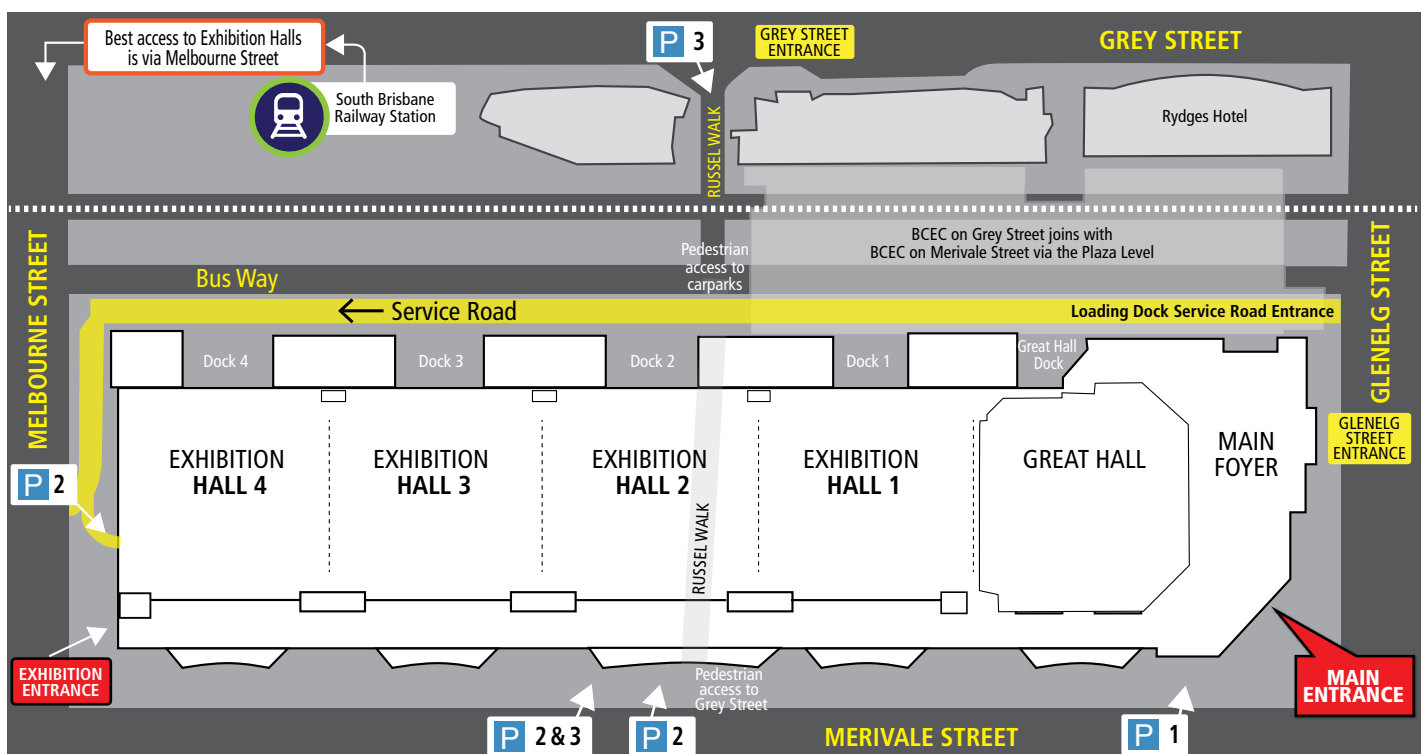
Transport and Parking

The Brisbane Convention & Exhibition Centre (BCEC) has three entrances, the main entrance on the corner of Merivale and Glenelg Streets, one on the corner of Melbourne and Merivale Streets and one on Grey Street.

Getting to BCEC via public transport is easy and efficient with bus, ferry and train options available.

Undercover parking is available for up to 1,500 vehicles and the car parks have direct lift access to the Centre's exhibition facilities. Car park 2 & 3 are best for the Exhibition Halls. Please take note of the different clearance heights at each entrance in the table.

	Car park 2	Car park 3
Merivale Street	2.2m	2.0m
Russell Street Ramp	2.1m	
Melbourne Street	2.2m	
Grey Street		2.1m



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. **Pricing and discounts shown are only applicable to Premium level members (all stand types) and Standard level members for shell scheme (Type QA) stands only.**

Refer to the BIA's Event Price Policy for pricing structure for members of BIA's 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 or NZ Marine, referred to in this document as the “Associations”.

10% LESS THAN LIST PRICE (2020)

Memberships approved from 1 January 2020 to the commencement of the show.

20% LESS THAN LIST PRICE (2019)

Memberships approved between 1 January 2019 and 31 December 2019.

30% LESS THAN LIST PRICE (2018)

Memberships approved between 1 January 2018 and 31 December 2018.

40% LESS THAN LIST PRICE (2017)

Memberships approved between 1 January 2017 and 31 December 2017.

50% LESS THAN LIST PRICE (2016 or prior)

Current financial members of the Associations who joined prior to 31 December 2016.

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 Brisbane Boat Show.

Your application for space will only be valid if:

- The 25% deposit is received (EFT, cheque, credit card).
- The Application to Exhibit form has been completed in full and includes at least three separate preferences for space.

NB: Members who have not renewed their Association membership for 2020 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.
- No exhibitor retains rights to any location previously occupied.
- Companies applying for 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.



SPACE TYPES / INCLUSIONS / PRICING

This price guide outlines costs by stand type and lists 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 QA stands only.

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

All prices exclude GST.

Stand Type	Member Price (Member Since)					List Price	Inclusions
	2016 or prior	2017	2018	2019	2020		
Type QA (shell/booth)	\$180.00	\$216.00	\$252.00	\$288.00	\$324.00	\$360.00	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 QB < 100m ² non shell	\$101.50	\$121.80	\$142.10	\$162.40	\$182.70	\$203.00	Carpet tiles. May include 1.2 metre or 2.4 metre high wall. Please refer to the floor plan for locations.
Type QC 101 – 300m ²	\$88.00	\$105.60	\$123.20	\$140.80	\$158.40	\$176.00	Carpet tiles only.
Type QD 301m ² +	\$76.00	\$91.20	\$106.40	\$121.60	\$136.80	\$152.00	Carpet tiles only.
Corner surcharge	\$253.00	\$303.60	\$354.20	\$404.80	\$455.40	\$506.00	Type QA and QB stands only where included on price list.

PLEASE NOTE:

- I. Prices for Type QA, QB, QC and QD are quoted per m²
- II. Corner surcharge is payable on Type QA and QB stands and are included in the stand-by-stand price list
- III. Prices are quoted in Australian Dollars (AUD)
- IV. The BIA reserves the right to alter the floor plan

Allocation of Space

Allocation of space will occur at the discretion of the BIA in accordance with its policy. Please refer to the Terms and Conditions for details.

Space will be allocated on receipt of application together with a 25% deposit. **Exhibitors are urged to apply early to be considered for stand preferences.**

Documentation

All documents you will need to apply for space at the Brisbane Boat Show are available for you to download from www.BrisbaneBoatShow.com.au/2020documents

This portal will also host all exhibitor documents and forms essential for the planning and setup of your exhibition space.

New Exhibitor / Start-up Booths

In order to facilitate support for new small businesses or those long-term members whose business has traditionally been unable to participate at shows, the Boating Industry Association Ltd have introduced a limited number of small (2.5m x 2m) entry level booths as indicated on the floor plan and price list documents.

These booths have been designed to allow small businesses to participate in Queensland's leading showcase of our industry. They are limited in number and are only available to businesses who fall within the guidelines below.

Businesses can apply for only one of these booths if:

- a. they have not exhibited in the last 10 years (or at the discretion of the BIA).
- b. booths are only available for businesses whose products are considered by the BIA as relating to the recreational marine sector.

Access to these booths is strictly provided on the fulfillment of the stated criteria and with the approval of the BIA.

Both members and non-members are welcome to apply for these booths. Standard show pricing per m² and member discounts apply (refer to price list).

Allocation of these booths is done at the discretion of the BIA. Successful participants can only occupy these booths for two consecutive years.

All other rules relating to the shows' Terms and Conditions and BIA show policies apply.



IMPORTANT POINTS

The hall floor plans and price list are not included in this document.

To access these documents, go to: www.brisbaneboatshow.com.au/2020documents

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 show, without written consent from the BIA.
 - No Exhibitor will be permitted to set up a stand or area for the show 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 show. 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 show.
 - 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 show 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 9.
 - 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 Brisbane Boat Show.
 - The BIA will not be liable for any loss or damages, including loss of profits.
 - The distribution of plastic bags is not permitted.
 - 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
 - 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 / PUBLIC LIABILITY INSURANCE / MOVE-IN AND MOVE-OUT

First Payment

25% of total space rental charge must be made with the Application to Exhibit. Applications will only be considered and processed when payment is received. Please use your first choice to determine the deposit value. Should you not receive your first choice, your final payment will be adjusted to reflect the new charges.

FINAL PAYMENT

The remaining 75% of total space rental charge to be paid by 17 July 2020

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
2. The BIA reserves the right to reallocate hall stands 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.

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 simon@bia.org.au. The insurance must cover all days of the show 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: **4 August 2020**.

Exhibitor Passes (3-day multi-entry)

Exhibitor passes will be issued according to the size of the stand (m²).

Any stand, up to 16m ²	4 passes
Any stand, 16m ² to 23m ²	5 passes
Any stand, 24m ² to 50m ²	7 passes
Any stand, 51m ² to 100m ²	10 passes
Any stand, 101m ² to 200m ²	14 passes
Any stand, 201m ² to 500m ²	16 passes
Any stand, over 500m ²	25 passes

Move-In and Move-Out

The BIA will publish separate schedules for move-in and move-out and we ask all Exhibitors to assist by abiding by 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 smooth movements.

Safety Practices

The show 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 show site.

PLEASE NOTE:

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

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: **BrisbaneBoatShow.com.au**



BIA Team

OPERATIONS MANAGER (SHOW OPERATIONS & SPACE ALLOCATIONS):

James Thompson
james@bia.org.au
(02) 8197 4755

OPERATIONS COORDINATOR:

Alicia (AJ) Blackett
alicia@bia.org.au
(02) 8197 4770

SHOW CUSTOMER SERVICE & ACTIVATION DELIVERY:

Phil McDermott
phil@bia.org.au
(02) 8197 4771

SHOW PROGRAM COORDINATOR:

Megan Robson
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FINANCIAL CONTROLLER:

Simon Hazelbrook
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(02) 8197 4760

MEMBER SUPPORT:

Michael Date
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MEMBER SUPPORT:

Jenny Bellaver
jenny@bia.org.au
0428 206 996

GENERAL MANAGER – MARKETING, EVENTS & COMMUNICATION:

Domenic Genua
genua@bia.org.au
(02) 8197 4752

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