

Prospectus

Boating

Fishing

Camping

Diving

PWCs

Accessories

much more!

ADELAIDE

BOAT

SHOW

JULY 15-18

Adelaide Convention Centre

EXHIBIT AT 2008 PRICES

In 2010 & 2011 the Adelaide, Brisbane & Darwin Boat Shows will be managed in unison. If you have an interest in exhibiting in two or all of these Shows be sure to refer to our special offer within this prospectus.



BIA

www.adelaideboatshow.com.au

Welcome to the 2010 Adelaide Boat Show, Adelaide's premier indoor Boat Show. Momentum is building for this year's Show and with a fresh, "new look" marketing and promotional plan designed to drive buyers to you and a host of new exhibitions and displays planned we hope to make it the "not to be missed" boating event of the year. Space at the 2010 Adelaide Boat Show is again expected to sell quickly, as we are offering excellent space rates, in line with 2008 prices. So I encourage you to return your application forms promptly as space will be allocated in order of receipt of applications. I am excited about what this year's Show has in store and look forward to working with you on the 2010 Adelaide Boat Show to make it a "bumper" event.

Yours Sincerely Glen Jones



DATES

Thursday 15 - Sunday 18 July 2010

VENUE

Adelaide Convention Centre
North Terrace, ADELAIDE SA 5000

PUBLIC HOURS

Thursday 9am - 7pm
Friday 9am - 7pm
Saturday 9am - 7pm
Sunday 9am - 5pm



SHOW ORGANISERS

Boating Industry Association of SA
Marine House
300 Morphett Street
ADELAIDE SA 5000
PO Box 10262 Adelaide BC 5000
Ph: 08 8212 6000 Fax: 08 8410 0688

CONTACT

Matt Fairlie
Boat Show Manager
Mob: 0419 178 886
EMAIL: matt@boatingsa.com.au
www.adelaideboatshow.com.au

EXHIBITING AT THE SHOW

If you would like to exhibit at the 2010 Adelaide Boat Show, complete the application form and other relevant forms that are included with this document. Please also indicate your preferred location on the map attached.

All completed forms should be returned to the BIASA via email, fax (08 8410 0688) or mailed to BIASA, PO Box 10262 Adelaide BC, 5000. For your application form to be deemed valid a 20% deposit (or evidence of electronic payment) must be included.

SPACE ALLOCATION

The BIASA will endeavour to accommodate exhibitors by providing them their preferred site location, however this is not always possible and preference will be given to long standing exhibitors, those who have attended annually without interruption and those who book early and make timely payments. Please clearly mark on the map included, your preferred site location and the approximate area required.

ADMINISTRATION FEE

A non-refundable administration fee of \$110.00 inc. GST applies to all applications.



FOR THE FIRST TIME!

If you don't presently exhibit at more than one Capital City Boat Show and would like to expand your horizons, this is a great opportunity for you. For the first time ever exhibitors attending ADELAIDE, BRISBANE and DARWIN Boat Shows will be offered a 10% discount off the relevant rate from each State. Exhibitors must attend at least 2 of the 3 shows (in the same year) to qualify. Contact BIASA for further information. The Melbourne & Sydney International Boat Shows will likely be an integral part of this arrangement from 2011.

OPEN SPACE RATES - COST PER SQUARE METRE *All prices include GST*

	Member 3yrs +	Member 2yrs	Member 1yr	Non Member
Up to 49sqm	\$100	\$115	\$130	\$155
50 to 99sqm	\$90	\$105	\$120	\$145
100 to 199sqm	\$80	\$95	\$110	\$135
200+sqm	\$70	\$85	\$100	\$125

BOOTH SPACE RATES *All prices include GST* - All corner booths attract a 15% levy

	Member 3yrs +	Member 2yrs	Member 1yr	Non Member
3x2 (Limited)	\$1400	\$1600	\$1700	\$1900
3x3	\$1700	\$1900	\$2000	\$2200
6x2 (Limited)	\$2400	\$2600	\$2700	\$2900
6x3	\$3000	\$3200	\$3300	\$3500
9x2 (Limited)	\$3100	\$3300	\$3400	\$3600
9x3	\$4400	\$4600	\$4700	\$4900

TERMS OF PAYMENT

All cheques are to be made payable to: Boating Industry Association of South Australia Inc. Payments may also be made by electronic transfer, however funds must be credited to the BIASA account by close of business on the nominated due dates.

BSB: 065-109

Acc No: 10 001 336

Acc Name: Boating Industry Association of SA

FIRST PAYMENT - DUE 31 March 2010

20% of your maximum requested space is to be enclosed with your application to exhibit.

SECOND PAYMENT - DUE 14 May 2010

30% of your total space rental is due 14 May 2010 Any applications received after this date will need to be accompanied by a 50% deposit

FINAL PAYMENT - DUE 18 June 2010

50% of your total space rental is due 18 June 2010 Any applications received after this date will need to be accompanied by full payment.

CANCELLATION PROCEDURE

If an exhibitor wishes to cancel their reserved space for any reason, the following penalties apply:

Cancelling prior to 30 April 2010 the exhibitor is obligated to pay 20% of their total space or stand costs.

Cancelling between 30 April and 30 June 2010 the exhibitor is obligated to pay 50% of their total space or stand costs.

Cancelling after July 1 2010, the exhibitor is obligated to pay 100% of their total space or stand costs.



Be Quick! Early Bird Discount

Have your application form and deposit (20%) in by 22 March 2010 and receive a 20% discount off that payment.

Please note this discount applies to the 20% deposit payment only, not the full amount due.



ADELAIDE **BOAT**
SHOW