



MOTORCLASSICA 2011

AUSTRALIAN INTERNATIONAL CONCOURS D'ELEGANCE & CLASSIC MOTOR SHOW
FRIDAY 21 – SUNDAY 23 OCTOBER 2011

AUSTRALIAN INTERNATIONAL CONCOURS D'ELEGANCE



VOTED OCTANE MAGAZINE'S 2010 WORLD EVENT OF THE YEAR, THE AUSTRALIAN INTERNATIONAL CONCOURS D'ELEGANCE IS ONE-OF-A-KIND EVENT FOR AUSTRALASIA, ATTRACTING THE MOST BEAUTIFUL AND PRESTIGIOUS CLASSIC CARS FROM COLLECTIONS AROUND THE WORLD. HELD AT THE ICONIC ROYAL EXHIBITION BUILDING, THIS EVENT ATTRACTS NOT ONLY THE WORLD'S TOP COLLECTORS AND THEIR CARS, BUT OVER 20,000 VISITORS WHO APPRECIATE THE BEAUTY AND DESIGN OF OVER 150 RARE VINTAGE AND CLASSIC CARS & MOTORBIKES.

1

CLASSIC MOTOR SHOW



SUPPORTING MOTORCLASSICA AND PRESENTED BY THE MANAGERS OF THE AUSTRALIAN INTERNATIONAL MOTOR SHOW, THE CLASSIC MOTOR SHOW IS A 3-DAY EXPO SHOWCASING MORE THAN 100 VENDORS OF AUTOMOBILIA INCLUDING COLLECTABLES, MEMORABILIA, ART, PHOTOGRAPHY, AFTERMARKET PRODUCT, CAR CARE, CLOTHING AND MERCHANDISE, PARTS, SERVICES AND PRESTIGE GOODS.

2

TOUR CLASSICA



IN A TRUE SPECTACLE, TOUR CLASSICA IS THE ON-ROAD ELEMENT OF MOTORCLASSICA, FEATURING OVER \$100 MILLION OF RARE AND DESIRABLE CLASSIC CARS AND MOTORCYCLES DRIVING THROUGH MELBOURNE'S STREETS VIA SOME OF OUR MOST HISTORIC SITES. IN 2010, TOUR CLASSICA WAS FEATURED ON THE ABC NATIONAL AND CHANNEL 7 TV NEWS.

3



Concours d'Elegance (Fr): a competition of elegance, specifically pertaining to a competition among classic and vintage automobiles judged on condition, appearance, originality and historic significance.

AUSTRALIA HAS A STRONG TRADITION IN CLASSIC MOTORING, WITH OVER 700 CAR CLUBS NATIONWIDE. VICTORIA ITSELF HAS A LONG HISTORY IN THE MOTORING INDUSTRY, NOT ONLY AS THE SPIRITUAL HOME OF HOLDEN, BUT AS THE LONG-TIME HOST OF THE AUSTRALIAN FORMULA 1 GRAND PRIX AND THE PHILLIP ISLAND CLASSIC FESTIVAL OF MOTORSPORT.

IN OCTOBER 2011, EXHIBITIONS & TRADE FAIRS WILL STAGE MOTORCLASSICA, AUSTRALIA'S ONLY INTERNATIONAL CONCOURS D'ELEGANCE AND CLASSIC MOTOR SHOW, STAGED OVER THREE DAYS AT THE ICONIC, WORLD HERITAGE-LISTED ROYAL EXHIBITION BUILDING, CARLTON GARDENS.

MELBOURNE

VICTORIA AUSTRALIA



WHY SHOULD I EXHIBIT AT MOTORCLASSICA?

MOTORCLASSICA ENABLES YOUR BUSINESS TO MEET, INTERACT AND ULTIMATELY DO BUSINESS WITH BOTH HIGH-NETT WORTH INDIVIDUALS, A/B DEMOGRAPHIC MOTORING ENTHUSIASTS AND PEOPLE WHO SIMPLY LOVE BEAUTIFUL OBJECTS AND TIMELESS DESIGN.

CLOSE BUSINESS

EXPOS DELIVER QUALIFIED BUYERS WITH REAL PURCHASING POWER AND PEOPLE WHO WILL NOT ALWAYS VISIT YOUR SHOP FRONT

FACE TO FACE BUSINESS

VALIDATE PURCHASING DECISIONS BY MEETING YOUR CUSTOMERS AND CONFIRMING WITH A HANDSHAKE

DEMONSTRATE YOUR PRODUCTS & SERVICES

LIVE DEMONSTRATIONS WITH CAPTIVATE THE ATTENTION OF THE VISITORS AND HELP YOU DEMONSTRATE THE CAPABILITIES OF YOUR TECHNOLOGY

OBTAIN MARKET CUT-THROUGH

RECEIVE MARKET FEEDBACK FIRST HAND, ESTABLISH YOUR PRODUCTS AND SERVICES MEET THE REQUIREMENTS OF YOUR TARGET MARKET

EDUCATE YOUR TARGET MARKET

IF YOU HAVE NEW TECHNOLOGY OR BUSINESS SOLUTION THAT NEEDS EXPLAINING, WHAT BETTER WAY THAN FACE-TO-FACE AT AN EXPO?

MAINTAIN MARKET SHARE

ENSURE YOUR CURRENT OR POTENTIAL CUSTOMERS ARE AWARE OF YOUR BRAND AND STAY ABREAST OF THEIR NEEDS MOVING FORWARD.

MEET & ENTERTAIN LOYAL CUSTOMERS

MAKE APPOINTMENTS AHEAD OF THE SHOW WITH YOUR VIP CUSTOMERS AND GIVE THEM A FIRST HAND OPPORTUNITY TO SEE AND DISCUSS YOUR NEW PRODUCT LINES.

GENERATE LEADS AND BUILD A QUALIFIED DATABASE OF CUSTOMERS

NOT EVERYONE WILL BE AN IMMEDIATE SALE, HOWEVER THERE IS A GREAT CHANCE THEY WILL BE LOOKING FOR SOLUTIONS IN THE FUTURE. TAKE THE OPPORTUNITY TO BUILD A DATABASE OF NEW POTENTIAL PROSPECTS, PROVIDING LEADS FOR YOUR SALES FORCE TO FOLLOW UP IN THE WEEKS AND MONTHS AFTER THE EXPO. ESTABLISH A RELATIONSHIP NOW!

NETWORK

MEET AND NETWORK WITH YOUR INDUSTRY PEERS, SHOW OFF YOUR BRAND IN AN ENVIRONMENT WHICH COMPLEMENTS ITS QUALITY AND IS WELL-SUPPORTED BY THE MAJOR PLAYERS

EXHIBITOR PRODUCT CATEGORIES AT MOTORCLASSICA 2011

ANTIQUES & COLLECTABLES
 AUTOMOBILIA
 CAR CLUBS
 CHROME FINISHING
 COACH-BUILDING & RESTORATION
 FOOD & WINE
 GARAGE FLOORING & STORAGE
 INSURANCE, FINANCE & INVESTMENT
 LEATHER CARE
 LUGGAGE
 MECHANICAL WORKS
 MODELS & SLOT CARS
 PARTS & ACCESSORIES
 POLISHES & PAINTS
 TYRES & WHEELS

AUTO ART
 CAR CARE
 CHARITIES
 CLASSIC, VINTAGE &
 VETERAN AUTOMOBILES
 ENTERTAINMENT
 HEATING & COOLING
 INTERIOR TRIMMING
 LIFTS & HOISTS
 LUXURY GOODS &
 JEWELLERY
 NEW AUTOMOBILES
 PERSONAL SERVICES
 TRAVEL & TOURING

WHAT THEY SAID ABOUT MOTORCLASSICA 2010



WORLD EVENT OF THE YEAR – THE NEW MOTOR SHOW AND CONOURS HELD AT THE ELEGANT ROYAL EXHIBITION BUILDING IN MELBOURNE TOOK THE AUSTRALIAN CLASSIC CAR SCENE TO A NEW LEVEL OCTANE (UK)

MELBOURNE, AUSTRALIA HAS CLAIMED TS PLACE ON THE INTERNATIONAL CLASSIC CAR MAP AFTER THE RECEPTION FOR ITS INAUGURAL MOTORCLASSICA CLASSIC CAR (UK)

... THE PEOPLE IN THE KNOW (INCLUDING SIR STIRLING MOSS AND OTHER EGULARS AT PEBBLE BEACH AND VILLA D'ESTE) RECKON THE ANTIPODEAN VERSION OF A CONCOURSE D'ELEGANCE WAS BANG ON THE MONEY... WHO KNOWS, BUT IN 10 YEARS FGROM NOW YOU MIGHT HEAR MOTORCLASSICA MELBOURNE BEING UTTERED IN THE SAME SENTENCE AS PEBBLE BEACH AND GOODWOOD AUSTRALIAN CLASSIC CAR

... WORLD CLASS... I HAVE NEVER SEEN SO MANY CLASSIC DESIGNS GATHERED TOGETHER IN THIS SORT OF ATMOSPHERE IN THIS MOST MAGNIFICENT HALL. IT IS A WONDERFUL DISPLAY OF BEAUTIFUL DESIGNS, A REALLY FASCINATING AND EXCEPTIONALLY RARE EXPERIENCE... I'D BE SURPRISED IF IT DIDN'T GROW BECAUSE IT WAS A GREAT SUCCESS SIR STIRING MOSS

... SOMETHING VERY UNIQUE... BOB JANE

THERE'S NOTHING HERE THAT ISN'T INTERESTING AND THERE'S NOTHING HERE THAT ISN'T SIGNIFICANT DAVID MORELY, JOURNALIST



SPACE RATES

CONCOURS LEVEL (CAR DISPLAYS ONLY)

SPACE ONLY (MIN. 20SQM)
- INCLUDES BARE SPACE ONLY, (POWER SUPPLY AND CUSTOM STAND BUILD AVAILABLE AT AN EXTRA COST)

AUD 120* / SQM

GALLERY LEVEL (CLASSIC MOTOR SHOW)

SPACE ONLY (MIN. 20SQM)
- INCLUDES BARE SPACE ONLY, (POWER SUPPLY AND CUSTOM STAND BUILD AVAILABLE AT AN EXTRA COST)

AUD 100* / SQM

SHELL SCHEME (MIN 12SQM)
- INCLUDES WHITE MELAMINE WALLING, CARPET, FASCIA (WITH YOUR COMPANY NAME), 120 WATT SPOTLIGHTS

AUD 175* / SQM

AUTO ART SHOW (MIN 2 PANELS)
- INCLUDES 3 METRES OF WHITE OCTANORM PANELING WITH 1 X 120 WATT SPOTLIGHT PER LINEAL METRE

AUD 500* / PANEL

* ALL PRICES QUOTED ARE EXCLUSIVE OF GST

YOUR PARTICIPATION INCLUDES:

- YOUR SITE
- LISTING ON THE OFFICIAL MOTORCLASSICA WEBSITE
- LISTING IN THE OFFICIAL MOTORCLASSICA SHOW GUIDE
- COMPLIMENTARY EXHIBITOR MANUAL
- SUPPLY OF PROMOTIONAL POSTERS AND BROCHURES FOR YOU TO DISTRIBUTE TO YOUR CUSTOMERS
- OPPORTUNITY FOR YOUR COMPANY TO FEATURE IN THE PRE-EVENT MARKETING CAMPAIGN INCLUDING E-NEWSLETTER
- PR PROMOTIONAL OPPORTUNITIES IN EVENT PREVIEWS AND ON-SITE EVENTS
- 24-HOUR SECURITY
- EXHIBITOR NAME BADGES AND LANYARDS
- USE OF THE MOTORCLASSICA LOGO FOR USE ON YOUR WEBSITE AND OTHER ADVERTISING
- EXPERT ADVICE ON HOW TO MAKE THE MOST OUT OF EXHIBITING AT MOTORCLASSICA
- DISCOUNTED ACCOMMODATION AND TRAVEL PACKAGES AVAILABLE

DEMOGRAPHICS

WHO ATTENDS MOTORCLASSICA?

IN 2011, MOTORCLASSICA WILL ATTRACT IN EXCESS OF 20,000 CAR COLLECTORS AND MOTORING ENTHUSIASTS WHO ARE STYLE CONSCIOUS, ASPIRATIONAL, BRAND-LOYAL AND HIGH-NETT WORTH INDIVIDUALS.

FURTHERMORE, OUR STUDIES TELL US THAT THEY ARE:

- 75 PERCENT MALE
- 77 PERCENT AGED 35 – 64
- 85 PERCENT HAVE AN ANNUAL HOUSEHOLD INCOME GREATER THAN \$160K
- 60 PERCENT REGULARLY ATTEND CAR CLUB EVENTS AND RACE MEETINGS
- 60 PERCENT OWN THREE OR MORE CARS
- 17 PERCENT VISIT FROM OUTSIDE VICTORIA

HOW DO WE ADVERTISE?

MOTORCLASSICA BENEFITS FROM A WIDE-RANGING MULTIMEDIA ADVERTISING CAMPAIGN INCLUDING:

CHANNEL 9 / GO! / SEVEN MATE
THE AUSTRALIAN
UNIQUE CARS
CLASSIC & SPORTS CAR
WISH
INTERNET
OUTDOOR BANNERS

HERALD SUN
AUSTRALIAN CLASSIC CAR
OCTANE
SPORTS CAR MARKET
DIRECT MAIL
E-NEWSLETTER
CLUB EVENTS & MEETINGS

PICNIC WITH THE CLASSICS

IN A RE-IMAGINING OF THE SUCCESSFUL 2010 HERALD SUN PICNIC WITH THE CLASSICS, MOTORCLASSICA WILL ONCE AGAIN HOST AN OUTDOOR CLUB EVENT WITH ENTERTAINMENT ALL WEEKEND. FOR THREE DAYS, PICNIC WITH THE CLASSICS WILL TRANSFORM MUSEUM PLAZA INTO A CLASSIC MOTORING CARNIVAL FEATURING CLUB CARS, FOOD AND LIVE MUSIC, ALL FOR INCLUDED IN THE PRICE OF YOUR GENERAL ENTRY MOTORCLASSICA TICKET!



FROM THE EVENT DIRECTOR

WELCOME

ON BEHALF OF EXHIBITIONS & TRADE FAIRS, WE WELCOME YOU AND YOUR COMPANY TO PARTICIPATE IN MOTORCLASSICA - THE AUSTRALIAN INTERNATIONAL CONCOURS D'ELEGANCE AND CLASSIC MOTOR SHOW IN 2011.

IT IS FAIR TO SAY THAT AUSTRALIA HAS NEVER SEEN AN EVENT QUITE LIKE THIS ONE. OUR INAUGURAL EVENT IN OCTOBER 2010 WAS A MAJOR SUCCESS ON MANY LEVELS, GARNERING PRAISE IN LOCAL AND INTERNATIONAL CIRCLES AND IT IS WITH GREAT PLEASURE WE ARE ABLE TO BUILD AND DEVELOP THE SHOW.

WHETHER YOU ARE NEW TO THIS VIBRANT COMMUNITY OR AN OLD HAND, WE HOPE THAT YOU WILL BE ABLE TO BE A PART OF OUR SUCCESS AND HELP US IN CONTINUING TO GROW AND CREATE A CLASSIC MOTORING EVENT THAT PUTS MELBOURNE AND AUSTRALIA ON THE WORLD STAGE.

SEE YOU IN OCTOBER.

PAUL MATHERS, EVENT DIRECTOR



THE BEST OF THE WORLD'S CLASSIC CARS AND THE ICONIC ROYAL EXHIBITION BUILDING IN CARLTON, COMBINE TO CREATE A THREE-DAY CELEBRATION OF STYLE, GRACE AND PACE.

TO SECURE YOUR SITE OR TO ENQUIRE FURTHER ABOUT HOW YOU CAN BECOME A PART OF MOTORCLASSICA, PLEASE CONTACT

PAUL MATHERS EVENT DIRECTOR

MOTORCLASSICA / ETF
UNIT 6, 344 LORIMER STREET, PORT MELBOURNE AUSTRALIA
PH. +61 3 9321 6760 FAX. +61 3 9321 6751
EMAIL. PMATHERS@ETF.COM.AU
WEB. WWW.MOTORCLASSICA.COM.AU



MOTORCLASSICA

The Australian International Concours d'Elegance
& Classic Motor Show

EXHIBITIONS & TRADE FAIRS P/L

ETF IS ONE OF AUSTRALIA'S PREMIER EXHIBITION ORGANISERS, SPECIALIZING IN BOTH TRADE AND CONSUMER EXHIBITIONS. THE CURRENT EVENT PORTFOLIO CLEARLY DEMONSTRATES THE BREADTH OF ETF'S EXPERIENCE AND HIGHLIGHTS OUR ONGOING INVOLVEMENT WITH EVENTS OF AN INTERNATIONAL CALIBRE. ETF'S SUCCESS STEMS FROM THE PROFESSIONALISM OF ITS SERVICE WHICH IS ALWAYS UNDERPINNED BY THOROUGH INDUSTRY KNOWLEDGE AND EXPERTISE. ETF CONTINUES TO FOCUS ON DELIVERING SUCCESSFUL OUTCOMES FOR ALL STAKEHOLDERS INVOLVED IN OUR EXHIBITIONS. AS A CONSEQUENCE WE HAVE AN ENVIABLE REPUTATION IN THE EXHIBITION INDUSTRY - A REPUTATION OF WHICH WE ARE VERY PROUD AND WHICH WE WILL STRIVE TO ENHANCE AT EVERY OPPORTUNITY. ETF HAS BEEN ORGANIZING EXHIBITIONS AND TRADE SHOWS FOR OVER 30 YEARS (ORGANIZING OVER 500 EVENTS) AND HAS OFFICE IN MELBOURNE, SYDNEY AND GOLD COAST SUPPORTING A TEAM OF OVER 30 PROFESSIONAL STAFF.



**EXHIBITIONS
& TRADE FAIRS**

Classic Motor Show Exhibitor Application Form

1. BOOKING DETAILS

Preferred stand number: 1st _____ 2nd _____ 3rd _____

Dimensions : _____ m² x _____ m² = _____ sqm

a. SHELL SCHEME STANDS

(Incl walls, carpet, lighting, power, fascia sign)

Shell Scheme Rate AUD **180.00** per sqm x _____ sqm
Art Show Rate AUD **550.00** per 3m panel x _____ sqm

AUD _____

+10% GST AUD _____

Cost of Shell Scheme Stand (inclusive GST) AUD _____

GO TO SECTION 3

b. SPACE ONLY STANDS

Space Only (Gallery level) AUD **100.00** per sqm x _____ sqm
Space Only (Concours level) AUD **120.00** per sqm x _____ sqm

Cost of Space Only Stand (ex GST) AUD _____

+10% GST AUD _____

Cost of Space Only Stand (inclusive GST) AUD _____

Compulsory Public Liability Insurance (PLI) (\$10m Minimum)

- Please tick and include AUD165.00 (inc GST) in your
"TOTAL ACCOMPANYING THIS CONTRACT"
OR

Please attach your **Certificate of Currency** for Public Liability
Insurance (\$10m), failing this we will immediately bill you for the
amount above.

3. COST CALCULATION

DUE NOW: 40% "Cost of Shell Scheme Stand" OR "Cost of Space Only Stand" AUD _____

PLUS: PLI (if Applicable) AUD _____

TOTAL ACCOMPANYING THIS CONTRACT AUD _____

60% Final Payment DUE 1st September 2010 AU\$ _____

TOTAL COST OF PARTICIPATION AUD _____

A tax invoice will be sent with confirmation of space booking

OFFICE USE ONLY

Exhibitor Space Application Form complete and correct

Invoice has been raised for deposit

Accepted by ETF

SIGNATURE: _____

DATE: _____

4. EXHIBITOR CONTACT DETAILS

Company Name: _____

Executive Contact: _____

Job Title: _____

Address: _____

_____ Pcode: _____

Tel: _____ Fax: _____

Mobile: _____

Email: _____

Website: _____

Brand/products on display: _____

(PLEASE NOTE: Product display information is **COMPULSORY**)

5. METHOD OF PAYMENT

a. CREDIT CARD – merchant fees will apply (see below)

MasterCard (2.1%) Visa (2.1%) AMEX (3.2%)

Cardholders Name: _____

Card No: _____

Expiry Date: _____ Amount AU\$ _____

Signature: _____

b. CHEQUE

Payable to "Exhibitions & Trade Fairs Pty Ltd"

c. ELECTRONIC FUNDS TRANSFER

Account: Exhibitions & Trade Fairs Pty Ltd
Bank: NAB, 330 Collins Street, Melbourne VIC 3000
Branch No: 083-004 Account No: 79-896-4350
Reference: "Motorclassica" PLUS Invoice Number

6. TERMS AND CONDITIONS

I have read and agree that I will comply with the terms and conditions of this
Exhibition Contract. I agree to pay the total cost of participation as indicated on
this page and acknowledge that all payments are non-refundable. STANDS WILL
NOT BE HELD WITHOUT A DEPOSIT.

Signature: _____ Date: _____

Name (please print): _____

Job Title: _____

CANCELLATION POLICY

All payments are non-refundable. Stands will not be held without a
deposit. Please refer to Terms & Conditions.

COMPLETE AND RETURN FORM TO:

Exhibitions & Trade Fairs Pty Ltd (ETF)
Fax: (03) 9321 6751

MELBOURNE OFFICE:

Event Director: Paul Mathers

T: +613 9321 6760

F: +613 9321 6751

M: +614 0981 2347

E: pmathers@motorclassica.com.au

Exhibitions & Trade Fairs Pty Ltd
Website: www.motorclassica.com.au
ABN: 72 101 130 527



**EXHIBITIONS
& TRADE FAIRS**

EXHIBITION CONTRACT

- A. Exhibitions and Trade Fairs Pty Ltd, ABN 72 101 130 527 (the "Organiser") is conducting Motorclassica – the Australian International Concours d'Elegance & Classic Motor Show, from the 21st – 23rd October, 2011 (the "Exhibition") at the Royal Exhibition Building, Carlton Gardens, Melbourne, Victoria.
- B. The person or company identified as the exhibitor overleaf (the "Exhibitor") wishes to participate in the Exhibition and has applied to the Organiser for the right to occupy space.
- C. Upon acceptance of the Exhibitor's application by the Organiser, a binding contract is made between the Organiser and the Exhibitor on the date of acceptance of the application on the terms and conditions set out below.

TERMS AND CONDITIONS

- 1) The Exhibitor requests that the Organiser licence the space and shell scheme specified overleaf to the Exhibitor for the period of the Exhibition and the Organiser has agreed to grant such licence on the terms and conditions of this Exhibition Contract.
- 2) The Exhibitor must pay to the Organiser the total amount set out overleaf in accordance with the agreed payment schedule. If any payment is not made by the Exhibitor in accordance with the agreed payment schedule, the Organiser may, in its absolute discretion, terminate this Exhibition Contract and resell or otherwise use the space allocated to the Exhibitor. In such circumstances:
 - a) the Exhibitor shall be liable to reimburse the Organiser's costs and expenses arising directly or indirectly as a result of such failure to pay; and
 - b) the Exhibitor shall not be entitled to a refund of any moneys paid in respect of this Exhibition Contract, and shall remain liable to pay to the Organiser all moneys owing as at the date of termination, plus the next instalment amount due for payment by the Exhibitor.
- 3) If the Exhibitor wishes to cancel its participation in the Exhibition or reduce the size of its allocated space, written notice must be given in writing to the Organiser. In the event of such cancellation or reduction in size, the Organiser is entitled to a withdrawal fee equal to the amount of all moneys paid or payable by the Exhibitor to the Organiser before the date of termination, plus the next instalment amount due for payment by the Exhibitor. This withdrawal fee is a genuine pre-estimate of costs, loss and damage incurred by the Organiser as a result of the Exhibitor's withdrawal. Payment instalments received by the Organiser from the Exhibitor for any allocated space that has been reduced in size cannot be offset against future payment instalments that are required to be made by the Exhibitor for the smaller space retained.
- 4) The Exhibitor must use the Exhibitor's space only for the display and promotion of goods and services that relate to the subject matter of the Exhibition. All products and display material must be contained within the Exhibitor's space.
- 5) The Exhibitor must comply with all requirements and procedures described or referred to in the Exhibition Information Manual issued by the Organiser prior to the holding of the Exhibition, and all directions or instructions issued by the Organiser in relation to the Exhibition or the performance of this Exhibition Contract.
- 6) The Exhibitor must not damage the floor of the Exhibition venue that is occupied by the Exhibitor, or any walls of the Exhibition venue that adjoin the Exhibitor's space.
- 7) The Exhibitor must comply with all laws applicable to the holding of the Exhibition, including all rules and regulations stipulated by the Exhibition venue and any other regulatory body that exercises control over the Exhibition.
- 8) The Exhibitor must keep clean and tidy the space allocated to the Exhibitor to the satisfaction of the Organiser.
- 9) No lottery, raffle, guessing game, game of chance or side-show shall be conducted by the Exhibitor in its allocated space without the prior consent of the Organiser.
- 10) The Exhibitor must not make use of any microphone, sound amplification or musical instrument without the prior written consent of the Organiser.
- 11) No electrical work may be undertaken by or on behalf of an Exhibitor without the prior consent of the Organiser, which consent will only be granted on the basis that the work is performed by a qualified electrical contractor approved by the Organiser.
- 12) The Organiser may, in its absolute discretion, refuse an Exhibitor application, cancel an Exhibition Contract, relocate an Exhibitor's stand or amend the Exhibition floor plan at any time, in the interests of maximising the success of the Exhibition.
- 13) The Organiser may, in its absolute discretion, postpone or change the dates for the holding of the Exhibition, shorten or lengthen the duration of the Exhibition, change the hours during which the Exhibition is open to visitors or change the venue of the Exhibition.
- 14) The Organiser may require the Exhibitor to remove or stop any display or demonstration which, in the opinion of the Organiser, is creating a disturbance to the Exhibition or is unlawful.
- 15) The Organiser does not warrant or guarantee and specifically excludes any liability to the Exhibitor in relation to:
 - a) any difference between the estimated and actual number of visitors to the Exhibition;
 - b) any difference between the estimated and actual number of exhibitors or sponsors, or the identity of exhibitors or sponsors at the Exhibition;
 - c) timeliness or quality of services, or failure or deficiency in the provision of services, that are the responsibility of the Exhibition venue and its appointed contractors;

- d) cancellation, postponement, part time opening or relocation of the Exhibition;
 - e) cancellation, postponement, part time opening or relocation of any conference, seminar or speaker program that is scheduled to run in conjunction with the Exhibition, or the failure of any particular speaker to appear at the Exhibition or related conference, seminar or speaker program;
 - f) any event or circumstances outside the Organiser's control which impacts upon, prevents or limits the operation of the Exhibition or the performance of the Organiser's obligations under this Exhibition Contract.
- 16) The Organiser:
 - a) excludes all terms implied by law to the extent permitted by law;
 - b) excludes liability for injury to or death of any person, damage to any Exhibitor property, and any indirect, special, economic or consequential loss or damage or loss of revenue, profits, goodwill, bargain or opportunities or loss of anticipated savings incurred or suffered by the Exhibitor; and
 - c) limits its aggregate liability to an amount that does not exceed the total amount payable by the Exhibitor under this Exhibition Contract,in respect of the Organiser's liability under or in relation to this Exhibition Contract, the Exhibitor's participation in the Exhibition, the performance of this Exhibition Contract or any activity contemplated by this Exhibition Contract, whether for breach of contract, tort (including without limitation negligence) or under any statute or otherwise.
 - 17) The Exhibitor indemnifies the Organiser against all claims, damages, losses and costs that the Organiser may in any way be subject to as a result of any loss or injury arising to any person, including other exhibitors, members of the public, Exhibition staff, agents and contractors howsoever caused arising out of any act or default of the Exhibitor (including its officers, employees and agents) in connection with its participation in the Exhibition.
 - 18) The Exhibitor will not be liable to the Exhibitor for any loss suffered, nor be in default under this Exhibition Contract for any delay, failure or interruption resulting directly or indirectly from industrial action, blackouts, fire, war, terrorism, SARS, civil or military unrest, explosions, earthquakes, floods, labour disputes, acts of God or any other event or cause beyond the control of the Organiser, or if the attendance at the Exhibition is adversely impacted by any of the events or causes nominated by this clause. In all such circumstances the Organiser shall be entitled to retain all monies paid by the Exhibitor.
 - 19) The Exhibitor must complete all exhibits by 5pm on Thursday 20th October 2011 and must remove all exhibits and other materials from the Exhibition venue by 2pm on Monday 24th October 2011.
 - 20) If the Exhibitor has been allocated a space only stand, or if the Exhibitor wishes to display any material above 2.4 metres, the Exhibitor must submit design plans to the Organiser for approval at least 30 days prior to the commencement of the Exhibition.
 - 21) All products and equipment to be exhibited must be insured by the Exhibitor and the Organiser will not be responsible for, and expressly excludes liability for, any loss or damage to such products and equipment.
 - 22) The Exhibitor agrees that none of the rights and benefits granted to it by the Organiser shall be capable of assignment and that it will not without the written consent of the Organiser allow any other person or company to occupy any part of the space taken by the Exhibitor pursuant to this Exhibition Contract.
 - 23) The Organiser may, at any time, assign or otherwise deal with any of its rights under this Exhibition Contract by giving written notice to the Exhibitor.
 - 24) The Exhibitor must effect and maintain for the duration of the Exhibition (including move-in and move-out) public liability insurance with a reputable company approved by the Organiser on terms and conditions acceptable to the Organiser. At least 30 days prior to the commencement of the Exhibition, the Exhibitor must provide the Organiser with a Certificate of Currency evidencing such insurance or pay for the exhibitor public liability insurance policy arranged by the Organiser. The Exhibitor will not be permitted to enter the Exhibition venue without this insurance in place.
 - 25) The Exhibitor consents, under all relevant privacy legislation, to the disclosure of all Exhibitor contact information to contractors that are appointed by the Organiser to assist with the organisation of the Exhibition, and the use of the Exhibitor contact information by the Organiser for the purpose of informing you of other products, services and events that are promoted by the Organiser and its related bodies corporate. If you would like to gain access to the information the Organiser holds about you, or if you do not wish the information to be used in this way, please contact the Organiser's privacy officer at the Organiser address nominated overleaf.
 - 26) This Exhibition Contract is governed by the laws applicable in Victoria, Australia and both the Exhibitor and the Organiser submit to the exclusive jurisdiction of the courts of Victoria, Australia.
 - 27) Waiver of a breach of this Exhibition Contract or of any rights created by or arising by virtue of a default under this Exhibition Contract must be in writing and signed by the party granting the waiver.
 - 28) Variation of any term of the Exhibition Contract must be in writing and signed by the parties.
 - 29) All warranties and indemnities survive termination of this Exhibition Contract.
 - 30) No statement or representation about the Exhibition or otherwise concerning the subject matter of this Exhibition Contract may be relied upon by the Exhibitor unless expressly set out in these terms and conditions.