

HUNTER

BUSINESS REVIEW™

BUSINESS EXHIBITION

and
Conference

Newcastle

Jockey Club

Wednesday 28 March 2012

10am - 7pm

EARLY BIRD DISCOUNT UNTIL
NOVEMBER 18TH 2011



2012



For more information contact

Hunter Business Publications

(02) 4925 7760

expo@hunterbusinesspublications.com.au

The Concept

Hunter Business Publications has been publishing the Hunter Business Review for over six years and receives reader feedback on a wide range of matters. Throughout this time there have been a number of comments that continue to be received on a regular basis:

- Businesspeople are very time poor
- It is difficult to keep in touch with issues and opportunities
- Although the amount of available information is increasing exponentially, often its quality and applicability to an individual business is questionable
- Not all business can be effectively done by phone and email – face-to-face meetings can still often be a much more efficient way of establishing and developing working relationships, discussing individual needs, evaluating products and services, and creating solutions.

The Hunter Business Review was specifically designed to help busy businesspeople with the first three of these. Hunter Business Publications is now pleased to announce The 2012 Hunter Business Review Expo, a one day exhibition and conference designed to help inform local businesspeople, provide a rich networking environment and provide local businesses with the opportunity to exhibit their products and services, and have valuable face-to-face contact with their existing and potential customers.

For exhibitors – The 2012 Hunter Business Review Expo provides a cost and time effective means of promoting their organisation and its products / services. The cost of exhibiting includes a 3.3 m x 1.7 m shell, nameplate, spotlights and power point. There are also a limited number of free trestle tables available. Feedback suggests that for most exhibitors at exhibitions, the biggest cost is time. For this reason, the event will run for one day only from 10 am to 7 pm. Setup can be done from 3 pm - 5 pm on the previous afternoon, or from 8 am – 10 am on the day.

For attendees – The 2012 Hunter Business Review Expo provides the opportunity to visit over 60 stands (planned) and discuss their needs with experts in their respective areas – all under one roof. The conference will cover a broad range of business-related topics and allow attendees to gain valuable information for their business.



The Conference

There will be a range of conference sessions throughout the day. Most will be fairly short (around 30 minutes) and all will provide valuable Q&A opportunities.

The conference session is still to be organised, but the following topics are currently planned

- Planning for Success
- Carbon Tax – what it means for the Hunter (subject to legislation passing)
- Marketing your Business
- Creating a business website that works
- Social media & business
- Business growth tips
- Funding & cashflow
- Workplace relations
- Harnessing innovation for prosperity
- Defence & Aerospace in the Hunter
- Economic outlook for the Hunter – discussion session
- Attracting, developing & keeping good staff
- Challenges for Hunter manufacturers
- Business communications – the latest and coming technologies
- Current hot legal issues for business



Exhibiting

Exhibition stand costs

1 stand	\$1500 + GST **
2 stands	\$2500 + GST **
4 stands	\$4500 + GST **

Each stand includes:

- 3.3 metre wide x 1.7 metre deep shell
- One name sign
- Two spotlights
- One, 7 A power outlet
- 15% discount on advertising in the March 2012 issue of the Hunter Business Review (if booked before March 2012 issue deadline)

(Space-only opportunities are also available upon application.)

**** 20% discount on total cost for bookings and 1/3 deposits received by 18 November 2011**



Sponsorship opportunities

The 2012 Hunter Business Review Expo offers a limited number of sponsorship opportunities to provide organisations with even greater benefits and the ability to further leverage their participation. These opportunities include:

Gold sponsors (1 only)

\$7,500 + GST **

- Two stands at The 2012 Hunter Business Review Expo (valued at \$2500 + GST)
- Full page advertisement in March 2012 issue of Hunter Business Review (valued at \$2260 + GST on casual rate)
- One pull-up poster or equivalent at entrance to The 2012 Hunter Business Review Expo as well as the conference room
- Logo on the The 2012 Hunter Business Review Expo website with link to sponsor's website
- Logo included in promotional material

Silver sponsors (limit of 2)

\$5,000 + GST **

- One stand at The 2012 Hunter Business Review Expo (valued at \$1500 + GST)
- Half page advertisement in March 2012 issue of Hunter Business Review (valued at \$1420 + GST on casual rate)
- Logo on The 2012 Hunter Business Review Expo website with link to sponsor's website
- Logo included in promotional material

Bronze sponsors (limit of 4)

\$3,000 + GST **

- One stand at The 2012 Hunter Business Review Expo (valued at \$1500 + GST)
- Quarter page advertisement in March 2012 issue of Hunter Business Review (valued at \$880 + GST on casual rate)
- Logo on The 2012 Hunter Business Review Expo website with link to sponsor's website
- Logo included in promotional material

** 20% discount on total cost for bookings and 1/3 deposits received by 18 November 2011



EXHIBITION BOOKING AGREEMENT

Company Name	<p>Number of Stands</p> <p>(please tick box)</p> <p><input type="checkbox"/> 1 stand \$1,500 + GST</p> <p><input type="checkbox"/> 2 stands \$2,500 + GST</p> <p><input type="checkbox"/> 4 stands \$4,500 + GST</p>		
ABN			
Contact Name			
Job Title			
Phone			
email			
Address			
<table style="width: 100%; border: none;"> <tr> <td style="width: 33%; border: none;">Suburb</td> <td style="width: 33%; border: none;">State</td> <td style="width: 33%; border: none;">P/Code</td> </tr> </table>		Suburb	State
Suburb	State	P/Code	
Base cost of stands (excluding GST)			
Less discounts (if applicable)			
TOTAL (excluding GST)			

I hereby agree to and shall honour the Terms and Conditions provided by Hunter Business Publications to Exhibit at **The 2012 Hunter Business Review Expo**.

Signature

Date.....

To be signed by authorised person only

Please return the signed agreement by fax to (02) 4925 2570, by email to expo@hunterbusinessreview.com.au, or by mail to PO Box 853, Hamilton NSW 2303.

Upon acceptance of this agreement by Hunter Business Publications Pty Ltd, an invoice will be issued. This agreement becomes valid upon receipt of the first payment as set out in the terms and conditions.

Terms and Conditions

Hunter Business Publications Pty Ltd herein referred to as "HBP" or "the Organiser"

1) Acceptance of Application

An application to exhibit at and/or sponsor The 2012 Hunter Business Review Expo is only accepted by HBP upon receipt of the application and the initial deposit according to the contract. HBP reserves the right to deem an exhibitor or sponsor appropriate or otherwise before acceptance and approval of an application.

2) Liability and Risk

2.1 The employees, agents, contractors, volunteers and other persons associated with an exhibitor will only occupy and use the exhibition space booked.

2.2 Exhibitors contract at their own risk.

2.3 The Exhibitor hereby indemnifies and releases the Newcastle Jockey Club, subcontractors and each of the sponsors of The 2012 Hunter Business Review Expo against all actions, suits, costs, claims and demands made against HBP due to their fault or negligence.

2.4 HBP is not liable for any damage or loss to exhibitors' exhibits, equipment, fixtures, fittings or any other possessions that they may suffer whatsoever during the event and during packing and transporting to and from the event.

3) Insurance

HBP will take out public liability cover for the event to a level of not less than \$20 million

It is strongly advised that each exhibitor seek to cover their equipment, exhibits and display material with adequate insurance and also effect public risk insurance at the expense of the Exhibitor

HBP may direct Exhibitors to obtain and maintain the following insurances in respect of the event including but not limited to:

1. Public Liability Insurance of \$10 million coverage for any one claim against personal injury or damage to property.
2. Workers Compensation Insurance covering all employees of the Licensee, their contractors and subcontractor.
3. Personal Accident Cover in respect to volunteers.
4. Motor Vehicle Third Party Insurance in respect to vehicles on the venue and those utilised to transport to and from the venue.



4) Consequential Damage

The Organiser will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract.

5) Equipment and Services Provided

5.1 Venue and Facilities

HBP shall organise the venue, conference room, facilities, parking, access for vehicles, stand shells and electricity to all stands as requested.

One PA System will be supplied and operated by the Organiser.

Wireless broadband services will be available at the exhibition.

Standard stand inclusions:

- 3.3 metre x 1.7 metre exhibition shells
- One name sign per stand
- Two spotlights per stand
- One 7 amp power outlet per stand

Special requests will be considered and evaluated by the Organiser.

5.2 Logistics for Exhibitors and Storage

- The venue will be open from 3 pm to 5 pm on Tuesday 27 March 2012 and from 8 am to 10 am on Wednesday 28 March 2012 for exhibitors to set up.
- On Wednesday, 28 March 2012 at 7 pm the event will officially close and all exhibitors will pack and vacate venue facilities by 9 pm.
- The exhibition shells and other equipment will be dismantled from 7 pm on 28 March 2012.
- Special arrangements will be considered for exhibitors for storage if required.

6) Security

6.1 The Venue will be locked and patrolled from approximately 5 pm on 27 March 2012 to 8 am on Wednesday 28 March 2012.

6.2 All equipment and other possessions shall be the responsibility of the individual exhibitors. Care should be taken with all possessions, particularly valuables.

7) Compliance with Law

The Exhibitor and/or Sponsor shall promptly comply with all Laws (including OH&S procedures) whatsoever and whenever applicable, all directors from Government Agencies and these Terms and Conditions.



8) Signs, Posters, Attachments and Marketing Material on Stands

- 8.1 No promotional material shall be fastened by hooks, screws or adhesives to the display screens or the venue's facilities.
- 8.2 Signs, posters and attachment material may be temporarily fixed with Velcro to the walls of the stands, and banners may be displayed after consultation at locations approved with the Organiser.
- 8.3 Exhibitors' marketing material, demonstrations and samples are to be restricted to the stand area secured in the contract.
- 8.4 Gold sponsors reserve the right to display a pull-up banner or similar approved material at the entrance.
- 8.5 Sponsors reserve the right to have one insert in the expo bags.

9) Merchandising

Exhibitor items for sale must be approved by the Organiser before the event.

10) The 2012 Hunter Business Review Expo Marketing

- 10.1 HBP shall organise marketing media, material and other tools for the event.
- 10.2 Exhibitors and Sponsors will receive an electronic copy of the The 2012 Hunter Business Review Expo logo for use in their own marketing, provided it is not altered in any way.
- 10.3 Exhibitors and Sponsors will receive hard copy invitations to the event for circulation to clients and business associates.
- 10.4 Exhibitors and Sponsors will receive 15% discount on advertising in the March 2012 issue of the Hunter Business Review.

11) Additional Conditions and Regulations

The Exhibitor, agents, contractors and invitees of the Exhibitor are also to observe the conditions, rules, regulations and procedures as set by the Organiser. Any violation of the Exhibitors and/or Sponsors agreement shall be grounds for immediate termination of the same.

12) Floor Plan and Allocation of Stands

Stands will be allocated taking into account as much as possible the preferences of Exhibitors. Allocation will be offered in chronological order of deposits or payments being received by HBP.

The Organiser may in the event of any circumstance which renders it necessary vary the floor plan or stand space allocation for Exhibitors. Exhibitors will accept such re-allocation without any claim for a reduction in charges or otherwise.



13) Cancellation or postponement

If the event is cancelled or postponed as a result of a subjective decision of the Organiser, all deposits and monies paid shall be refunded.

In the event that the event is cancelled or delayed through no fault of the Organiser, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events, then Exhibitors and Sponsors shall not be entitled to any refund or to claim for any loss of damage.

14) Assignments and Subletting

No Exhibitor shall assign, sublet or share the whole or any part of the stand allotted without the knowledge and consent of the organiser.

15) Payment Schedule

15.1 Unless otherwise arranged with HBP, first payment of 1/3 of the total amount due is required within 7 days of contract acceptance. The remainder is due on or before 29 February 2012.

15.2 If a payment is not received by the due date without prior arrangement with HBP, the Organiser reserves the right to cancel the Sponsorship or Exhibitor booking.

16) Exhibitor/Sponsor Cancellation Policy

In the event of the cancellation of a Sponsorship and/or Exhibition stand/space booking, HBP reserves the right to retain all monies received.

17) Hours of Operation

The Exhibition will be open from 10 am to 7 pm on 28 March 2012. The hours of operation may be subject to change, with all Exhibitors and/or Sponsors notified accordingly if this is the case.

