



PROSPECTUS

2019 AFTA

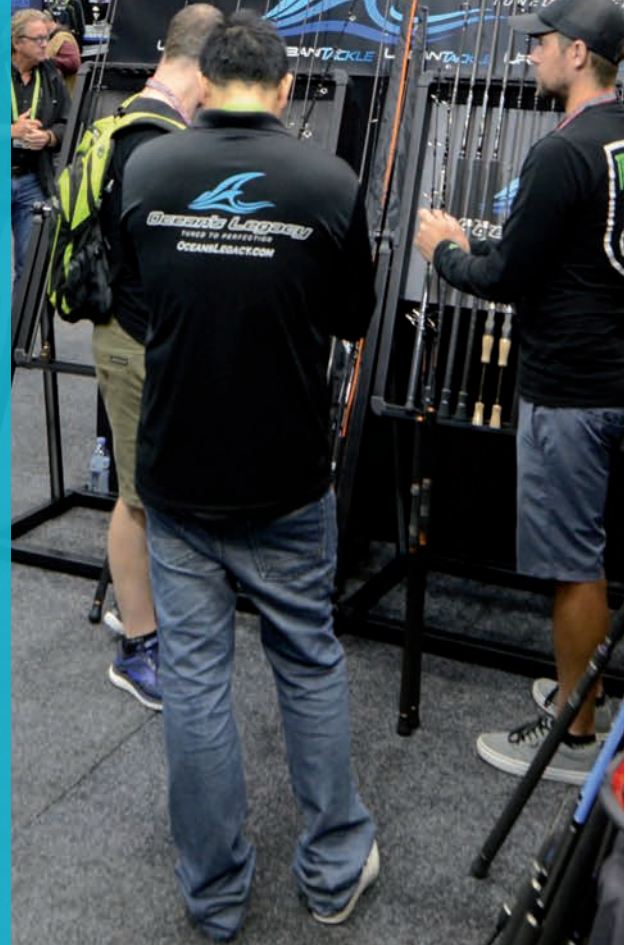
TRADE SHOW

THURS 15TH -
SAT 17TH AUGUST

GOLD COAST CONVENTION
AND EXHIBITION CENTRE

WWW.AFTA.NET.AU

URBAN TACKLE





KEY EVENT DETAILS



DATES

Wed, 14 th August	Move In
Thurs, 15 th August	Trade Day 1
Friday, 16 th August	Trade Day 2
Sat, 17 th August	Public Day



SHOW HOURS

MOVE IN

Wed, 14th August 7am - 7pm

TRADE DAY 1

Thurs, 15th August 8am - 4pm

TRADE DAY 2

Friday, 16th August 8am - 4pm

PUBLIC / TRADE DAY

Sat, 17th August 9am - 4pm



LOCATION

Gold Coast Convention and Exhibition Centre
2684-2690 Gold Coast Hwy
Broadbeach QLD 4218
www.gccec.com.au



ORGANISER

Australian Fishing Trade Association
PO Box 3119
Loganholme QLD 4129
www.afta.net.au
0427 267 545

AFTA 2019

We look forward to seeing you at the 2019 AFTA Trade Show - the only official trade show in Australia dedicated to the Fishing, Marine and Outdoors industries.

Secure your space at the 2019 AFTA Trade Show being held at the Gold Coast Convention and Exhibition Centre from **THURSDAY THE 15TH TO SATURDAY THE 17TH OF AUGUST 2019.**

Don't miss the opportunity to get your brand and new products in front of over 500 attendees representing over 250 tackle related businesses from across Australia*.

The Trade Show gives industry wholesalers and suppliers a not to be missed opportunity to unveil new products from around the world to the Australian market.

The AFTA Trade Show continues to grow it's features and experiences to deliver maximum benefit exhibitors and attendees alike.

The annual Gala Dinner is a sell-out feature of the Trade Show recognising outstanding new product being released into Australia and celebrating the achievements of those within our industry.

2019 will also include a PUBLIC DAY on Saturday the 17th of August. This will give you the opportunity to talk to and share your new products with end users. Note that this is not a retail event and exhibitors will not be able to sell at the show, the event is demonstration and information supply only.

We look forward to welcoming you to the 2019 AFTA Trade Show on the Gold Coast in July!

*based on 2018 attendance.



Let's do business on the Gold Coast in August 2019.

AFTA ON THE GOLD COAST



Close proximity to Brisbane
Gold Coast major airports.



Plenty of dining and entertainment
options



Hundreds of accommodation options
within walking distance to the Trade Show.



PLAN YOUR TRADE SHOW WEEK:

2019 AFTA Annual General Meeting

The AFTA Annual General Meeting will be held on Wednesday the 14th of August at the Gold Coast Convention and Exhibition Center. Join fellow AFTA members in reviewing the association's financials, achievements and goals.

Members are also able to vote on representatives to the AFTA Board of Directors. Details on nominating to join the AFTA Board will be made available to AFTA Members prior to the AFTA Trade Show.

AFTA Industry Forum

Join AFTA board representatives on Wednesday the 14th of August at the Gold Coast Convention and Exhibition Centre for an information session on key issues affecting recreational fishing across Australia and what industry is doing to secure Australia's fishing future.

End of Trade Day Social Drinks

Enjoy an hour at the end of the first day of the show to network and socialise with industry colleagues when we set up temporary bars within the Trade Show halls for a happy hour.

Gala Dinner and Awards Night

The annual Gala Dinner and Awards night will be held on Friday the 16th of August at the Gold Coast Convention and Exhibition Centre. Seats are limited at this event so you encouraged to secure your tickets early. Tickets can be secured by completing ticket booking form on the website.

The Gala Dinner is where the Best in Show award winners are announced. Exhibitors are encouraged to start planning early submit their new product entries for the 2019 Best In Show awards

Make plans to take advantage of the full week of Trade Show activity - it's a great way to stay up to date and be involved in your industry.

- AFTA President, Colin Tannahill

WHAT'S ON IN 2019



OPEN TO THE PUBLIC ON SATURDAY

AFTA will be opening its doors to the public for one day - Saturday, the last day of the show. This is an opportunity to showcase new release products to your end users and put your pro-staff to work for the day on the stand! Tickets for the public day will go on sale in July.



BEST IN SHOW AWARDS

Australia's only awards celebrating new and innovative product across our industry across categories ranging from Best Rod to Best Boating Accessory. Awards are presented at the annual Gala Industry Dinner.



GALA DINNER & AWARDS NIGHT

The AFTA Gala Dinner is a celebration of our industry's achievements including best in show product awards, Australia's best tackle stores and the recognition of individual achievements and services to the industry through inductions to the AFTA Hall of Fame.



INDUSTRY MEETINGS & NETWORKING

Join AFTA for an information session on key issues affecting recreational fishing across Australia and what industry is doing to secure Australia's fishing future. Have your say on the future direction of your association at the AGM held during Trade Show week.

SPACE RATES 2019

STAND SIZE	AFTA MEMBER RATE*/M ²	NON-MEMBER RATE*/M ²
9 - 12m ²	\$280	\$350
13-30m ²	\$235	\$290
31-70m ²	\$195	\$250
70-200m ²	\$175	\$200
200m ² +	\$130	\$250

*Prices listed are GST inclusive.

Shell Scheme Space includes: 2.4m high walling (black carpet); carpet flooring; fascia signage on aisles, 1 x 4amp power point and 2 x track spotlights.

Exhibitors are allocated a set number of exhibitor passes based on stand size. Exhibitor passes are issued under the exhibitor's business name. Should additional passes be required, these can be purchased from AFTA at a cost of \$10.00 (inc. GST) each. Exhibitor passes are allocated as follows:

STAND SIZE	TOTAL PASSES ALLOCATED
9- 12m ²	4
13-30m ²	8
31-70m ²	15
70-200m ²	25
200m ² +	35



The AFTA Board have held display rates at the AFTA Trade Show for the third year in a row.



SECURING YOUR SPACE

The 2019 AFTA Trade Show will be released in stages. You will be offered the opportunity to book your preferred exhibition space and location as per the date schedule outlined - this schedule is based on the number of continuous years you have exhibited at the AFTA Trade Show.



Doing Business at the Trade Show on the Public Day - What you need to know:

- This is still a trade event. NO TACKLE RETAIL activities to be undertaken on the public day.
- Exhibitors will be able to sell promotional items limited to hats, stickers and catalogues.
- There will be 1 presentation area for exhibitors to book 15 min time slots for product demonstration and information sessions.
- Trade Show hours have been adjusted to allow exhibitors time to make any necessary adjustments to their stand the afternoon prior to the public day - closing at 4pm.
- Public day show hours are 9am to 4pm.

The 2019 AFTA Trade Show Floor Plan will be released as per the following schedule:

1	Exhibited 5 + Consecutive Years	Wed, 16 th Jan
2	Exhibited 4 Consecutive Years	Wed, 23 rd Jan
3	Exhibited 3 Consecutive Years	Wed, 30 th Jan
4	Exhibited 2 or Less Consecutive Years	Wed, 6 th Feb

Exhibitors will have one week to submit their exhibition space preferences before the floor plan is released to the next group of exhibitors.

Unless otherwise stated on the booking form, all exhibition spaces will be assumed to be shell scheme.

Please make yourself aware of the terms and conditions of exhibiting at the 2019 AFTA Trade Show which can be found

at the end of this document including payment schedules and cancellation policy.

A 30% deposit of total exhibition space fees is required within seven days of booking. The nominated space request cannot be guaranteed if payment is not received.

Full and final payment for space rental must be received by AFTA no later than Friday the 19th of July 2019.

To have an application for space at the 2019 Trade Show considered, an exhibitor must:

- Be an Australian based company with a registered ABN.
- Be registered for GST in Australia.
- Be the authorised distributor for the brands/products in Australia.
- Operate from a business premises suitable to the product being distributed.



2019 Gala Dinner & Awards Night

The Gala Dinner and Awards Night is a highlight of the Trade Show.

WHEN:

Friday, 16th August 2019

TIME:

7pm - 10pm

TICKETS:

\$85pp

\$765 for a table of 10.

Tickets can be purchased using the form online.

Seats are limited - make sure you book early.

You don't want to miss it.



TERMS AND CONDITIONS

DEFINITIONS:

Exhibitor: The business/company/organisation granted display space by the Association.

Association: Australian Fishing Trade Association

Trade Show: 2019 Australian Fishing Trade Association Trade Show

GCCEC: The exhibition venue – The Gold Coast Convention and Exhibition Centre.

1. Legal Requirements

1.1 The exhibitor hereby agrees to comply with and observe:

- a. All legislation and the requirements of any competent authority relating to the use or occupancy of the exhibition space by the Exhibitor.
- b. The rules and regulations outlined by the Association for the purposes of the Trade Show. The Association is entitled at any time to add to, delete or amend any of the terms and conditions of exhibiting.
- c. The rules and regulations outlined by the GCCEC regarding site occupancy.

2. Scope of the Exhibition

2.1 All exhibits may be fishing, marine or associated products and services. The Association will determine the scope of the exhibition and the Exhibitor shall not display any exhibit which the Association in its discretion determines does not fall within the scope of the Exhibition, or is for any other reason unsuitable for the Exhibition or which in the opinion of the Association is not in the best interests of the Exhibition.

3. Children

3.1 Children under the age of 16 are not permitted on the Exhibition site during the events move in and move out periods as the site is classed as a construction zone. Any children found within the Exhibition site during the move in and move out periods will be asked to leave.

4. Application for Exhibition Space

4.1 The Association reserves the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition.

4.2 The Association must approve all applications for exhibition space.

4.3 To have their application for space considered, an exhibitor must:

- a. Be an Australian registered company with a registered ABN.
- b. Be registered for GST in Australia.
- c. Be the authorised distributor of the brands/products in Australia.
- d. Operate from business premises suitable to the product being distributed.

4.4 Priority space applications will be open to exhibitors in accordance with the schedule outlined on page 6 of the 2019 AFTA Trade Show Prospectus. At the conclusion of the round offers, space applications will be treated equally and space preferences will be awarded in order of applications received.

5. Payment

5.1 The Exhibitor agrees to pay the Association the total Stand Cost and all monies payable by the Exhibitor to the Association in respect of the exhibition at the time and in the manner stipulated by the Association.

5.2 An initial deposit of 30% of the total Space Rental Costs must be submitted to the Association with the Exhibition Space Booking Form. Space will not be confirmed until the deposit is received.

5.3 Full and final payment for Space Rental must be received by the Association no later than 5pm on Friday the 19th of July 2019.

5.4 In the event that full and final payment is 7 days in arrears, the contract with the Exhibitor may be cancelled by notice in writing to the Exhibitor. In this event, all monies previously paid shall be forfeited to the Association and the Exhibitor shall have no right or claim under the contract.

6. Exhibitor Cancellation

6.1 If requested by the Exhibitor on or before 5:00pm Friday the 29th of March 2019 the Association may release the Exhibitor from part or all of its obligations under this contract and the Exhibitor will be liable to pay 30% of monies due under this contract.

6.2 If requested by the Exhibitor between 5:00pm Friday the 29th March 2019 and 5:00pm Friday the 24th of May 2019 the Association may release the Exhibitor from part of all of its obligations under this contract and the Exhibitor will be liable to pay 50% of all monies due under this contract.

6.3 For any cancellation requests received after 5:00pm Friday the 24th of May 2019 the Association may release the Exhibitor from part of all of its obligations under this Contract at the Exhibitor will be liable to pay all monies due to the Association under this Contract.

6.4 No exhibitor will be granted access to occupy their exhibition space until full payment is received for all Stand Costs and any additional exhibition fees and charges.

7. Sub-Letting

7.1 The Exhibitor shall not sub-let, share or part with allocated Exhibition Space or any part thereof without prior written consent from the Association. Where such consent has been obtained an additional site sharing fee will be payable to the Association.

7.2 Sub-letting includes renting, sharing, donating or in any way allowing another company, organization, club or person to display or advertise in an Exhibitors allocated exhibition space.

8. Public Liability Insurance

8.1 All exhibitors are required to have their own Public Liability Insurance.

8.2 The Exhibitor must provide the Association with a Certificate of Currency for Public Liability Insurance with minimum \$10million cover. The Certificate of Currency must note the Australian Fishing Trade Association and the Gold Coast Convention and Exhibition Centre as interested parties.

8.3 No exhibitor will be granted access to occupy their exhibition space until a copy of their Certificate of Currency is received by the Association.

9. Contract

9.1 By signing and returning the Exhibition Space Application Form the Exhibitor has agreed to enter into a Contract with the Association and agrees to be bound by the Terms and Conditions of Exhibiting as outlined in this document.

10. Construction of Stand

10.1 Exhibitors must submit to the Association prior to a date specified by the Association for approval detailed drawings and specifications for stand construction. If the Association in conjunction with GCCEC does not approve of the drawings the Exhibitor shall make amendments and resubmit design specifications.

10.2 All exhibits shall be built and installed in the time frame outlined by the Association.

10.3 All exhibits shall be removed in the time frame outlined by the Association.

10.4 Exhibitors will not affix any items directly onto GCCEC flooring or walling.

10.5 All aisle ways are deemed to be Association space and no exhibit may be placed in this area.

11. Exhibition Requirements

11.1 All stands must be fully manned and operational during the opening hours of the Trade Show. This includes no pack down or dismantling of the stand during show hours.

11.2 Exhibitors engaging in practices which disadvantage other companies or detract from the overall Trade Show will be asked to cease these practices.

12. Responsibility

12.1 The exhibitor acknowledges that the Australian Fishing Trade Association will not be responsible for any loss or damage to the exhibitor's property and that all exhibitor material and equipment is the sole responsibility of the exhibitor.

13. Public Day

13.1 No retail transactions can take place by any exhibitor other than the following promotional items: Hats, Stickers and Catalogues.

13.2 Exhibitors may sell or provide promotional products listed in 13.1 as giveaways.