



# TRADE SHOW PROSPECTUS

3 - 5 AUGUST 2023  
GOLD COAST CONVENTION & EXHIBITION CENTRE



presented by

**LET'S FISH**  
australia



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# AFTA 2023

On behalf of the AFTA Board of Directors, we look forward to welcoming you the 2023 AFTA Trade Show on the Gold Coast, Queensland.

The Trade Show is our once a year opportunity as an entire industry to come together, to showcase new products, celebrate our achievements, discuss issues affecting all of our businesses and network with our peers.

The AFTA Trade Show is the only official Fishing, Marine and Outdoors trade show in Australia run by the industry for the benefit of the industry.

The 2022 event was a sell out. Book now so you don't miss out on being a part of the 2023 AFTA Trade Show.

- AFTA President, Mchael Starkey.

## Why Attend?

- Hundreds of Retailers
- Trade Days
- Public Day
- Industry Awards
- Gala Dinner
- Networking



## A Mix of Trade & Public

The AFTA Trade Show will be opening its doors to the public for one day - Saturday the 5th of August.

Two days of trade and one day of public means you have the opportunity to engage with both buyers and end users at the event.

Note that this is not a retail event and exhibitors are not able to sell direct at the show. Sample giveaways or promotional item giveaways are allowed. The objective of the Public Day at the show is to be demonstration and information supply to encourage people to purchase product through their local tackle store.

Exhibitors are required to participate in both the trade only days and public day of the event.

## KEY EVENT DETAILS:

### DATES & SHOW HOURS:

Wednesday 2 <sup>nd</sup> August	Exhibitor Move In 7am - 7pm
Thursday 3 <sup>rd</sup> August	Trade Day 8:30am - 5:00pm
Friday 4 <sup>th</sup> August	Trade Day 8:30am - 5:00pm
Saturday 5 <sup>th</sup> August	Public Day 9:00am - 3:00pm

### LOCATION:

Gold Coast Convention and Exhibition Centre  
2684 - 2690 Gold Coast Hwy  
Broadbeach QLD 4218  
[www.gccec.com.au](http://www.gccec.com.au)

### ACCOMMODATION PARTNER:

Dorsett Gold Coast  
1 Casino Drive  
Broadbeach QLD 4218  
Rates and information at [www.afta.net.au](http://www.afta.net.au).

### EVENT ORGANISER

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# What's on in 2023

MAKE THE MOST OUT OF YOUR TIME AT THE 2023 AFTA TRADE SHOW...



### Open to the Public on Saturday

AFTA opens its doors to the public on Saturday the 5<sup>th</sup> of August. This is an opportunity to showcase new re-release products to your end users and put your pro-staff to work for the day!



### 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.



### Industry Networking & Meetings

Join AFTA for the association's AGM held on Thursday afternoon followed by an industry networking session with key Recreational Fishing Government representatives as part of the Trade Show's Happy Hour Drinks.



### Gala Dinner & Awards Night

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



# Securing Your Space

The 2023 AFTA Trade Show will be released in stages. You will be offered the opportunity to nominate 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 (not including the 2020/21 cancelled show) and years of consecutive membership to AFTA (based from 2022).

**Please Note** - exhibitors must submit to AFTA overhead rigging plans and stand plans for builds / stand features that exceed 1.8m in height for approval.

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

### To have an application for space at the 2023 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.

Floorplans and Trade Show layout requirements are subject to revision to meet GCCEC Workplace Safety requirements. The AFTA Trade Show team will do their best to secure your stand preference and will advise you of any floor plan changes leading up to the event.

Unless otherwise stated, all exhibition spaces under 36m<sup>2</sup> will be assumed to be shell scheme; all exhibition spaces over 37m<sup>2</sup> will be assumed to be open space.

Please make yourself aware of the terms and conditions of exhibiting at the 2023 AFTA Trade Show including cancellation policies .

A 30% deposit of total exhibition space fees is required within seven days of invoice. An invoice will be issued by AFTA once your stand is has been allocated.

Full and final payment for space rental must be recieved by AFTA no later than Friday the 14<sup>th</sup> of July 2023.

## Event Release Schedule

The 2023 AFTA Trade Show will be released to AFTA members and wider industry for space bookings as per the following schedule:

1	5 + Consecutive Years	18 Nov 2022
2	4 Consecutive Years	30 Nov 2022
3	3 Consecutive Years	14 Dec 2022
4	2 or Less Consecutive Years	21 Dec 2022



# Space Rates 2023

Stand Size	AFTA Member Rate*/m2	Non-Member Rate*/m2
up to 36m <sup>2</sup>	\$240	\$320
37-89m <sup>2</sup>	\$200	\$265
90m <sup>2</sup> +	\$175	\$235

**Stands that extend across an aisleway attract a 10% premium site loading fee applied on invoice.**

Stands up to and including 36m<sup>2</sup> will be considered Shell Scheme unless otherwise specified. 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.

Stands over 36m<sup>2</sup> will be considered open space only. Open space includes: carpet only and dividing wall where two stands back on to each other. Additional walling, power and lighting can be ordered seperately.

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
up to 36m <sup>2</sup>	8
37-89m <sup>2</sup>	15
90m <sup>2</sup> +	25



# Gala Dinner & Awards Night



**Celebrate the year that was with your industry colleagues.**

The AFTA Gala Dinner and Awards Night is a highlight of the Trade Show event. It is a chance to celebrate our industry's achievements over the last 12 months, recognise outstanding new products and show appreciation to individuals for their work on behalf of our industry.

AFTA subsidises over 50% of the cost of each member's ticket to make it easier for members to be a part of this special night.

**Ticket prices**

\$65 per person - AFTA Members price  
 \$150 per person- AFTA Non-member price

*Ticket includes: 4-hour drinks package, dinner and desert.*

Seats are limited. Tickets will be available online closer to the show. Book early to avoid disappointment.



**Tickets are limited, book early to avoid disappointment. On sale 06/03/2023**

# Expand Your Show Presence

Looking for ways to increase your Trade Show presence past your stand? There is wide range of sponsorship opportunities across the AFTA Trade Show that can further engage your current and future customers. Sponsorships start from as little as \$1000.00 plus GST.

The following is a snap shot of the types of opportunities that are currently available - to discuss sponsorship investment and to tailor a package to match your business/brand objectives talk to the AFTA Trade Show team.

If you have any other ideas you'd like to explore to further enhance your brand's presence at the Show please feel free to discuss further with the AFTA Trade Show team.

## Naming Rights - Coffee Lounge Area

A lounge area at the show for attendees and exhibitors to meet over coffee. Can include branding and signage in the area.

## Naming Rights - Gala Dinner & Awards Night

Put your name on the industry's night of nights. Can include branding, signage, speaking opportunities and media presentation.

## Attendee / Guest Lanyards

Your logo on lanyards provided to attendees to access the exhibition halls.

## Happy Hour Drinks

Your branding and recognition at the in-show Happy Hour Drinks on Thursday the 5th August.



# Your Trade Show Checklist

Here is a checklist of tasks and forms you'll need to complete over over the next few months. You'll receive email notifications as various forms go live for completion with due dates.

- Complete online space booking form
- Register staff for Exhibition Passes by 14/7/2023
- Book Gala Dinner Tickets
- Send Company / Brand logos to AFTA for inclusion on website
- Submit stand design for stand construction over 1.8m high to AFTA
- Furniture hire from Exponet
- Additional lighting and power from Exponet
- Send AFTA details of any special guests / promotions for inclusion in Show advertising
- Supply at show Emergency Contact information
- Book freight to arrive no earlier than Monday 31st July 2023
- Supply current public liability insurance COC
- Complete GCCEC Site Induction for move-in.



# Terms and Conditions

## DEFINITIONS:

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

Association: Australian Fishing Trade Association

Trade Show: 2023 Australian Fishing Trade Association Tackle 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:

- All legislation and the requirements of any competent authority relating to the use or occupancy of the exhibition space by the Exhibitor.
- 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.
- 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 space applications.

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

- Be an Australian registered company with a registered ABN.
- Be registered for GST in Australia.
- Be the authorised distributor of the brands/products in Australia.
- 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 in the 2023 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.

4.5 Exhibitors must submit stand design plans to AFTA for any overhead rigging and builds/structures that exceed 1.8m in height for approval.

## 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 upon receipt of booking invoice.

5.3 Full and final payment for Space Rental must be received by the Association no later than 5pm on Friday the 14th July 2023.

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 3rd of March 2023 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 3rd of March 2023 and 5:00pm Friday the 2nd of June 2023

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 2nd of June 2023 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 \$20million 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 completing the online 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 for stand builds and stand features that exceed 1.8m in height. 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 and overhead space above 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.

## 14. COVID Rules and Regulations

14.1 Exhibition Staff, Exhibitors and Attendees are all required to follow the COVID rules and regulations outlined by the venue and State authorities as issued at the time of the event.