



Trade show, conference & public pet expo
Gold Coast Convention & Exhibition Centre
Friday 19 October 2018 - Trade only
Saturday 20 October 2018 - Public Day
Sunday 21 October 2018 - Public Day

WHERE
PETS
RULE



Prospectus

Why AusPet 2018

For the past 20 years AusPet (formerly know as Pet Expo) has been the annual show for the pet trade. With the decline in independent retailers, the PIAA has recognised the need to offer our exhibitors another platform to promote, sell and educate both industry and public about their products and services. So in 2018 AusPet will be a one-day trade and two-day public show.

AusPet is a model like no other, offering both trade and consumer exposure.

We look forward to working with your company on the first of many AusPet trade and consumer events.

Now in its third year, the AusPet Conference will run two concurrent streams, business and companion animal. You will have the opportunity to hear from industry leaders who will share their extensive knowledge and experience on a range of topics.

The AusPet annual dinner will be held on the Saturday evening in 2018 providing everyone the opportunity to attend.



About the venue

The Gold Coast Convention & Exhibition Centre is in the heart of the Gold Coast near great hotels, restaurants and the shopping district. Only 20 minutes from the Gold Coast Airport the GCCEC has ample parking (1300 spaces) and public transport right at the door.



AusPet is located in Halls 3 & 4 and on the northern grass area. There is direct load in at the back of the halls.





Return on investment

In conjunction with our media partners we offer a plan to deliver high booth traffic and quality visitors to AusPet 2018

Television

Nine
Network

Today
Show

Weather
Cross

Social Media
Activity

Celebrity
Engagement

Radio

Hot
Tomato

Advertising
Spots

Giveaways

Live Reads

Outside Broad-
cast (OB) during
the event

Social Media

Website

Celebrity
Engagement

Print

The Gold
Coast Bulletin

The Courier
Mail

Pet Industry
News

Ticket
giveaway
opportunities

Social Media



Facebook



Instagram

Website

auspet.net.au

Exhibiting

Attending

Pre-purchase
tickets online

PR & Publicity

Who & Why Exhibit at AusPet

The power
of face to
face
marketing



Generate
new
business



Access
to key
markets



Meet
decision
makers



Drive sales &
grow brand
awareness

The Australian Market

5.7 million

households have a pet



\$12.2 billion

is spent annually on
products & services
for pets



Options & Inclusions

Shell Scheme & Booth Fitting

Our event partner Expo Evolution can provide you with an octa style shell scheme, framework and walling, which will include lighting, carpet, power point, fascia with your company name and stand number along with any furniture requirement.

Space Only (Custom Stands)

Our event partner Expo Evolution can build your custom designed booth, or you can bring along your own purpose-built display.

Exhibitor Manual

A detailed exhibitor manual will be provided to all exhibitors which will provide you with all the information you need to ensure your experience at PIAA presents AusPet is a valuable one.

Use the PIAA presents AusPet Logo

We encourage all exhibitors to use our logo in their show marketing.

Publicity Opportunities

Make sure you let us know of product launches you might be doing at PIAA presents AusPet 2018. There may be some opportunities.

Discount Accommodation

All exhibitors are able to access the special accommodation deals we have available to coincide with the event.

Promotional Tools

We can provide you with promotional material to assist you with marketing your attendance at PIAA presents AusPet to your database.





AusPet Timetable

Wednesday October 17

6.00am - 10.00pm - Custom stand build

Thursday October 18

6.00am - 10.00pm - Exhibitor bump in

Friday October 19

8.00am - 8.30am - PIAA AGM

9.00am - 5.00pm - Trade Show

10.00am - 5.00pm - AusPet Conference

5.00pm - 10.00pm - Changeover

Saturday October 20

9.00am - 5.00pm - AusPet Public Show

7.30am - 11.30pm - Auspet dinner including industry
awards presentation

Sunday October 21

9.00am - 5.00pm - AusPet Public Show

5.00pm - 10.00pm - Exhibitor bump out

Monday October 22

6.00am - Noon - Exhibitor bump out

What is your investment to exhibit at AusPet

1 Trade Day & 2 Public Days

Booth cost 3x3 member \$370/sqm

Booth cost 3x3 non-member \$430/sqm

NPF/Rescue \$500

2 Public Days

Booth cost 3x3 member \$370/sqm

Booth cost 3x3 non-member \$430/sqm

NPF/Rescue \$500

Market Stall \$700

1 Trade Day Only

Booth cost 3x3 member \$270/sqm

Booth cost 3x3 non-member \$330/sqm

NPF/Rescue \$500





Sponsorship Packages

We offer a wide range of sponsorship opportunities for AusPet 2018.

AusPet Exhibition Hall Sponsor (Public Days) SOLD

The main Exhibition Hall will be overflowing with exhibitors and feature the AusPet grooming competition, loads of entertainment, education opportunities and of course, all sorts of different animals! The exhibition hall sponsor will have exclusive naming rights of the exhibition hall.

AusPet Trade Exhibition Hall Sponsor SOLD

The Exhibition Hall during the trade day will feature trade exhibitors and new products. The Trade Exhibition Hall sponsor will have exclusive naming rights of the exhibition hall during the trade day only.

Satchel Sponsor (Public Days) SOLD

Exclusive chance to market your brand on our PIAA presents AusPet satchels which will be distributed to all visitors to our event.

Conference Sponsor (trade day)

The Conference sponsor will have exclusive naming rights of the conference space including an opportunity for a 5minute introductory presentation and or session at the event.

Grooming Area Sponsor SOLD

The Grooming Arena will house the AusPet Grooming Competition on Friday, Saturday and Sunday mixed with grooming demonstrations & advice. The Grooming Arena sponsor will have exclusive naming rights of the arena.

Dog Sports Arena Sponsor - outdoor (Public Days)

Dog sports are fast paced events that attracts huge crowds. As the Dog Sports arena sponsor you will have exclusive naming rights of the arena.



Sponsorship Packages

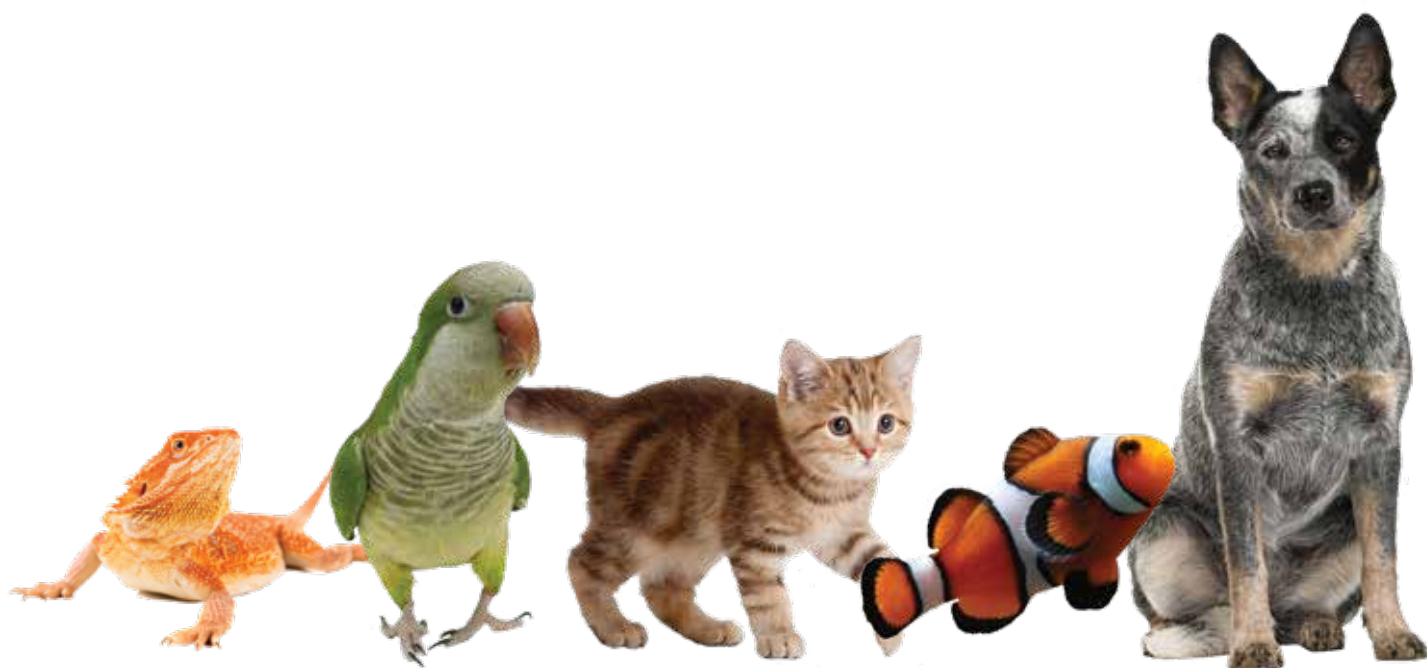
cont.

Animal Education Stage Sponsor (Public Days) **SOLD**

The AusPet Animal Stage will have some exciting high-profile guests and feature information sessions on training, veterinary, reptiles & aquatics. The Animal Education stage sponsor will have exclusive naming rights of the Animal Education stage.

AusPet Dinner Sponsor

The AusPet dinner sponsor will have exclusive naming rights of dinner space with an opportunity to present during the dinner.



If you'd like to discuss sponsorship opportunities please contact
Linda Chamarette
Events Manager
events@piaa.net.au
02 9659 5811 or 0414 945 990

About the PIAA

The PIAA is the peak national body representing the Australian pet industry. Apart from delivering services and benefits to our members, we are the voice of the industry.

PIAA has a diversity of member categories ranging from pet retail through to aquatics and pet services. Our focus is to provide education and professional development to the industry.

Linda Chamarette
Events Manager
Email: events@piaa.net.au

PO Box 7108
BHBC NSW 2153
Phone: +61 2 9659 5811
Fax: +61 2 9659 5822





EXHIBITOR APPLICATION

GOLD COAST CONVENTION & EXHIBITION CENTRE
FRIDAY 19 OCTOBER TO SUNDAY 21 OCTOBER

I. Exhibitor Details

Company:

Contact Name:

Address:

Suburb:

Postcode:

Email:

Website:

Telephone:

Mobile:

ABN/ACN:

II. Exhibition Stand Booking

PIAA Financial Member

Tick Box

Yes ☐

No ☐

Select your 3 preferred stand number(s)

1st

2nd

3rd

Stand dimensions (based on 1st choice)

metres x

metres

= \$

+ GST

Shell Scheme Display

Tick Box

Yes ☐

No ☐

TOTAL COST OF STAND BOOKING - MEMBER PRICE (based on 1st choice)

Friday only (no booth selection available)

Total sqm x \$270 per sqm = \$ + GST

Friday, Saturday & Sunday or Saturday & Sunday only (limited booths available)

Total sqm x \$370 per sqm = \$ + GST

TOTAL COST OF STAND BOOKING - NON-MEMBER PRICE (based on 1st choice)

Friday only (no booth selection available)

Total sqm x \$330 per sqm = \$ + GST

Friday, Saturday & Sunday or Saturday & Sunday only (limited booths available)

Total sqm x \$430 per sqm = \$ + GST

MARKET STALL \$700

Only available Saturday & Sunday to small business. Cost is inclusive of pop up market stall and trestle table = \$ + GST

NFP \$500

Proof of your NFP status is required. = \$ + GST

TOTAL = \$ + GST

III. Public Liability Cover

Yes, we need Public Liability Insurance Cover

Yes ☐

No ☐

=

\$200

+ GST

All exhibitors must provide a copy of their PL COC by 1/10/18. If a current certificate is not provided the exhibitor will be charged \$200 + GST

TOTAL COST OF STAND & PL INSURANCE

=

\$

+ GST

IV. Payment Details

PAYMENT UPON BOOKING: 25% of Total Cost (Due upon receipt of invoice)	\$	+ GST
PROGRESS PAYMENT: 50% of Total Cost (DUE DATE: 1st July 2018)	\$	+ GST
FINAL PAYMENT: 25% of Total Cost (DUE DATE: 1st September 2018)	\$	+ GST

V. Your Payment Options

A: Direct Deposit	Tick Box
Email your remittance advice to accounts@piaa.net.au using invoice number as reference	
Account Name: Pet Industry Association Australia Bank: CBA BSB: 062-102 Account No: 10120145	
B: Credit Card (Merchant fees apply and will be added to the amount nominated)	<input type="checkbox"/>
<input type="checkbox"/> Visa (1.28%) <input type="checkbox"/> Mastercard (1.23%)	
Credit Card Number: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
Name on Credit Card:	
Expiry date:	CVV:
Amount: \$	
Billing address:	Postcode:
Authorised signature:	
C: Cheque - Please make payable to Pet Industry Association Australia	<input type="checkbox"/>

VI. Terms & Conditions

I have read and agree to abide by the Terms and Conditions.

EXHIBITOR AUTHORISATION

Name (Please print clearly):

Company Name:

Title:

Signature: Date / /

VII. Complete & Return

PIAA
PO Box 1708, Baulkham Hills BC NSW 2153
Telephone: 02 9659 5811 Fax: 02 9659 5822
Email: events@piaa.net.au



PIAA
ABN: 47 001 782 770
Suite 45, 11-13 Brookhollow Avenue
Baulkham Hills NSW 2153
PO Box 7108 Baulkham Hills BC NSW 2153
p: 02 9659 5811 e: info@piaa.net.au



CONTRACT

CONDITIONS OF EXHIBITING

These conditions are to be read in conjunction with the Exhibitor Application Form. These conditions together with the Exhibitor Application Form constitute the terms and conditions upon which the Exhibitor has offered to the Pet Industry Association of Australia Limited (PIAA) ('the organiser') to license certain booth space from the venue referred to in the Exhibitor Application Form ('the premises') Gold Coast Convention and Exhibition Centre at an exhibition known as AusPet ('the exhibition').

The said offer may only be accepted by the organiser in writing. Thereupon, the organiser and exhibitor will be taken to have entered into a License Agreement ('this Agreement') of the premises in accordance with these terms. No act or omission by the organiser other than written acceptance of the exhibitors offer evidences any intention by it to enter into this Agreement. The 'exhibitor' is inclusive of all exhibitor staff and volunteers.

This contract becomes a binding agreement once signed. The organiser may amend terms and conditions and will notify the exhibitor in writing if amendments occur.

PAYMENT DISCOUNTS

The discounted member cost for exhibition stands only applies if the PIAA membership is current at 19-21 October 2018.

AGREEMENT

The organiser, at the request of the exhibitor hereby, licenses to the exhibitor and the exhibitor takes on license from the organiser the premises at a cost each particularised in the application form for the period from 18 – 22 October 2018 inclusive upon these terms.

This agreement shall commence on receipt of an exhibitor application form and all of the license fees shall become due and payable as noted. All license fees are exclusive of GST. The exhibitor shall pay the license in the following manner:

25% of the license fees upon signing and forwarding the exhibitor application form to the organiser

50% of the license fees are payable 1 July 2018

25% of the license fees are payable 1 September 2018

If an exhibitor application is received after 1 September 2018, 100% of the license fees will be payable.

If the exhibitor selects either the market stall or Not for Profit option, then 100% of the license fee is payable upon signing and forwarding the exhibitor application form to the organiser.

CANCELLATION

All exhibitor cancellations must be forwarded in writing to the organiser at events@piaa.net.au.

In the event that full payment is not received prior to 1 September 2018 or an exhibitor rescinds this agreement after this date, the organiser may by notice in writing to the exhibitor rescind this agreement and make the premises available for license to another exhibitor and in such case no refunds shall be issued of any monies paid as at 1 September 2018.

If the exhibitor rescinds this Agreement prior to 1 September 2018, the organiser shall pay to the exhibitor all of the license fees then paid, less an amount being 25% of the total license fees as per this contract.

FLOOR PLAN

The organiser reserves the right to allot spaces in accordance with the theme and arrangements of the exhibition at its absolute discretion. As far as possible the organiser will endeavour to accommodate the wishes of the exhibitor in relation to the location of the premises. The organiser however reserves the right to decline, prohibit or expel an exhibit, which, in its sole discretion, is out of keeping with the character of the exhibition for any reason whatsoever not limited to the appearance or conduct of the exhibitor at the premises. Exhibitors exhibiting all three days will have priority.

The organiser may in its absolute discretion alter the floor plan or relocate the premises to another area within the exhibition at its absolute discretion. The organiser will in such circumstances notify the exhibitor of such alterations and if possible offer comparable premises elsewhere within the exhibition. Such alteration may require an adjustment in respect of the license fees. Exhibitors may in such circumstances determine this license within 1 week of receipt of such notification and neither party shall be liable to the other in respect of any such determination.

YOUR EXHIBIT

No other person or business is to exhibit or occupy the space of the contracted exhibitor without the express written approval of the organiser. The penalty for subletting to another exhibitor is 25% of the total space sold. Display booth erected within the premises must conform to the organiser's specifications and the organiser reserves the right to refuse the erection of display stands within the premises, which are unsuitable or inadequate in the opinion of the organiser in its sole and absolute discretion.

Any display/structure that is above 2.4 metres in height and/or any alterations to 'normal' shell scheme provided must be pre-approved by the organisers. A formal plan of a display must be submitted for written approval no later than 1 month prior to the event.

The exhibitor shall use the premises at the risk of the exhibitor and hereby releases to the full extent permitted by Law the organiser and its agents, servants, contractors and employees from all claims and demands of every kind resulting from any accident, damage or injury caused by or contributed to or in any way relating to the premises and the exhibitor will and does hereby indemnify the organiser in respect thereof and the exhibitor expressly that the organiser shall have no responsibility or liability for any loss or damage to any property of the exhibitor in or about the premises.

The exhibitor at its own cost will keep the premises at all times clean and free from rubbish.

The exhibitor must have or show to have during the continuance of this license adequate insurance and adequate public liability risk policies in respect of the premises for an amount not less than \$20,000,000.00 or as advised by the organiser. A mandatory cost of \$200 (+GST) is applied to all exhibitors to cover this. If an exhibitor prior to the event, can produce a certificate of currency covering the dates of the event then the \$200 + GST will not be charged.

The exhibitor covenants that the display to be erected by the exhibitor within the premises shall be completed by no later than 8am on Friday October 19, 2018 and shall be in place for the entire duration of the exhibition. The exhibitor together with a member of their staff will be in attendance at the display booths within the premises at least 30 minutes prior to the advertised opening times of the exhibition. The exhibitor further covenants that no goods or display shall be removed or dismantled during the published exhibition times without prior written approval of the organiser.

The exhibitor covenants with the organiser that all products or displays will comply with all laws governing the construction and display of products and services on display within the premises. The organiser reserves the right to require the removal of any illegal products, which are on display.

The exhibitor covenants with the organiser that all advertising material shall be restricted to the area within the premises and the exhibitor shall arrange the exhibits so as to ensure that there is no harm or nuisance to adjoining exhibitors and for this purpose the exhibitor further covenants that it will not solicit or promote itself outside the area of the premises.

The exhibitor covenants with the organiser that all wiring, installation of spot lights or other electrical work, carpentry and all other building work shall be carried out by such persons as are approved of or directed by the organiser.

The exhibitor covenants with the organiser that it will obtain the organiser's express written approval to display livestock during the period of the exhibition within the premises. The exhibitor shall ensure that all such livestock are cared for and managed in compliance with all laws governing the keeping of such animals. The exhibitor further covenants that all animals used in display within the premises will at all times be attended by the exhibitor or a member of its staff and will be housed in appropriate containers. The exhibitor will ensure that there is no undue noise and/or odour which will cause offence to other exhibitors or invitees within the exhibition and the exhibitor will take all steps to ensure that floor areas are protected from the keeping of any animals within the premises.

The exhibitor covenants with the organiser that it shall only schedule private functions or special events during the period 18/10/18 – 21/10/18 so that they do not clash with or take place at the same time as an advertised AusPet event.

The exhibitor covenants that it shall abide by all reasonable directions issued from time to time by the organiser or by anyone employed or nominated by the owner of the premises upon which the exhibition is held.

The exhibitor acknowledges that the organiser shall determine the hours during which the exhibition shall be conducted and otherwise have complete control of the management decisions relating to programming of the exhibition. The decisions of the organiser shall be final and binding.

Nothing in this agreement shall make the organiser liable to the exhibitor in the event that the premises becomes unavailable by reason of damage caused by fire, act of god, public enemy, war or insurrections, strikes or for any other reason beyond the control of the organiser. In such circumstances however, the organiser shall reimburse the exhibitor all monies paid by the exhibitor to the organiser less any expenses incurred by the organiser to that time not limited to any costs payable with respect to securing the exhibition.

The exhibitor acknowledges that the venue has exclusive rights to the provision of food and beverages during the exhibition and all such items must be ordered and purchased through the venue.

Exhibitor who wish to direct sell at AusPet will be able to do so, providing the following criteria is met:

- Exhibitor takes total responsibility for their own cash/credit handling facilities, and
- Security notes are attached with invoice copy to the products purchased and
- The exhibitors stand is not compromised to make it look depleted of stock or untidy

All photography taken by the PIAA and/or its representatives at the event remains the property of the PIAA and will be used as deemed necessary by the PIAA.

By signing the exhibitor application form and making payment of 25% deposit (or full amount for market stall and NFP exhibitors) an exhibitor accepts and understands all the conditions of exhibiting at AusPet.

PRIVACY

By signing this contract, the exhibitor acknowledges that the organiser may pass information to third parties and use any promotional photographic images taken during the event. The exhibitor may note their objection to this point in writing at the time of signing.