



**TUESDAY 12 MAY 2009 10am – 6pm**  
**WEDNESDAY 13 MAY 2009 10am – 4pm**

[www.stationresort.com.au](http://www.stationresort.com.au)

## WHAT

The Snowy Mountains Trade Fair is the ideal opportunity for suppliers to the Southern New South Wales and Northern Victorian industries to show case their full range of products and services to people who make or influence the purchase decision at one location.

## WHY

- Allow potential buyers to use all five senses to gain a full appreciation of your product (sight, touch, taste, smell, hear).
- Develop a personal and direct relationship with new and existing clients.
- Show your full product range in real life rather than in a catalogue.
- Get immediate feedback on your product range.
- Raise your profile in the industry and add value to your brands.
- Locate new agents and distributors for your products.

## WHERE

The Snowy Mountains Trade Fair is held at The Station, 8228 Snowy River Way, Jindabyne located in the foothills of the spectacular Snowy Mountains.

## MARKETING

### **Direct marketing –**

Invitations are sent out to the trade fair's database of past exhibitors, businesses and Australian Hotels Association members based in the Snowy Mountains, Canberra as well as on the south coast.

### **Visual –**

Print advertisements will be taken out in the Rural Press publications and the AHA Hotel News. Town banners will be erected in Jindabyne and Cooma.

### **Audible –**

Radio advertising will be conducted on the local Capital Radio network.

### **Internet -**

The event details will be displayed at [www.stationresort.com.au](http://www.stationresort.com.au) and the event will be advertised on the worldwide web.

## WIRELESS BROADBAND

Wireless broadband is also available throughout the resort via Airlan Wireless Broadband. Cards can be purchased at Reception or alternatively log on at [www.airlan.com.au](http://www.airlan.com.au).



## ACCOMMODATION

Accommodation and meals are available on site for both exhibitors and visitors. All motel style rooms have ensuite bathrooms, television, tea and coffee making facilities and central heating. Rooms are not equipped with telephones or alarm clocks however mobile phones will operate in this area.

Single bed and breakfast rate - \$112 pp pn  
Twin share bed and breakfast rate - \$70 pp pn  
Triple share bed and breakfast rate - \$58 pp pn

Please call reservations on 1300 369 909 during business hours to book your accommodation.

## CONTACTS

The Snowy Mountains Trade Fair is organised by The Station, which is managed by Perisher Blue Pty Limited. Please direct all enquiries to Cathie Major, Hotels Operations Manager.

## EXHIBITION INFORMATION

### Stand Sizes

The Snowy Mountains Trade Fair in association with SBX (System Built Exhibitions) will provide over 80 stands ranging in size from 4.5m<sup>2</sup> to 12m<sup>2</sup>, all under the one roof. Stands are available at \$150.00 per square metre including GST, which includes 2.4 metre high wall panels which are covered in steel frontrunner fabric; two 150- watt track lights are provided to each booth, along with one double outlet, 4 amp capacity power unit; company name on fascia. Additional lighting and power is available for hire from SBX at [www.sbx.biz](http://www.sbx.biz). Tables, tablecloths, chairs and bar fridges are available for hire from The Station at an additional cost, please see the booking contract for prices.

### Allocation of Stands

Preference of stand allocations is given to companies returning from the previous year. All 2008 exhibitors who would like to exhibit again in 2009 will need to complete a 2009 Snowy Mountains Trade Fair Expression of Interest form. From Monday 6th April 2009, the preference of stand positions will be determined via full payment, proximity of similar industries and power requirements.

New interested parties/companies will need to register their interest online at [www.stationresort.com.au](http://www.stationresort.com.au).

### Payment

The Station accepts cheque, American Express, MasterCard, Visa and Eftpos. Full payment is due by 18<sup>th</sup> April 2008. A tax invoice will be provided on completion of the trade fair. The Station reserves the right to cancel any stand booking unless full payment is received.

### Equipment Hire

Additional furniture and power supply can be hired as outlined below:

<u>Furniture</u>	6 foot, 4 foot or tall bar tables @ \$11.00 each Normal chair or bar stool @ \$8.50 each	Tablecloth @ \$6.00 each Bar fridge @ \$86.00 each
<u>Power supply</u>	10 amp @ \$86.00 each 20 or 32 amp single phase @ \$115.00 each	15 amp @ \$97.00 each 20 amp three phase @ \$263.00 each

All prices include GST and a surcharge will be applied to any equipment hire that has not been arranged at least 5 days prior to the commencement of the trade fair.

### Set Up / Bump in

The Station will open for exhibitors to set-up on the day prior to the trade fair commencing from 8am and set-up must be completed by Tuesday at 10am. SBX will also be on site on Monday, therefore we suggest all exhibitors to take the time to set-up on the day prior so that the trade fair can run smoothly for all concerned.

### Pull Down / Bump out

The Snowy Mountains Trade Fair will finish at 4pm on the Wednesday so that exhibitors can commence dismantling their stands. We would encourage that exhibitors do not commence bump out prior to 4pm, as it is disappointing for buyers unable to see the exhibits they want to due to exhibitors dismantling early. The Station encourages that exhibitors with any leftover stock donate this to the local community, namely the Berridale Hostel as we do not condone goods being given to people not associated with any hospitality trade as has occurred in previous years.

### Security

The Station will provide security on site from Monday evening to Wednesday evening therefore all products will be secure whilst the venue is closed. Damage caused by exhibitors will be repaired with the cost invoiced to the site holder.

### Administration

Carefully fill out your booking contract form and return to The Station indicating your preferred site and equipment required. All booking forms must be signed, as this constitutes acceptance of The Station's binding contract.

### Legal Requirements

As required by law all persons exhibiting alcohol will be required to provide The Station with their RSA certificates and all persons exhibiting gaming machines will be required to provide The Station with their RCG certificates. The Station is required to register the Snowy Mountains Trade Fair as a temporary event with the NSW Food Authority and will require all exhibitors displaying food to provide their NSW Food Authority License Number.