

# NEW EXHIBITOR INFORMATION SHEET

REEDMININGEVENTS

Exhibitions are a trading platform for buyers and suppliers. They provide exhibitors the opportunity to showcase and demonstrate their latest products and service to their potential customers.

## Stand Options

When exhibiting, you are usually given the choice of the following:

### Space Only

This option provides floor space only (carpet or other flooring is not included). This is the best option for you, if you are planning to have a custom designed stand built. All custom stand builds will need to provide documentation for our approval.

### Space & Shell Scheme

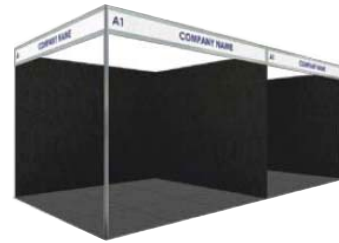
This is the most popular option for exhibitors. In this option we provide both exhibition space and standard shell scheme (also commonly known as a booth). Shell scheme includes walls (typically carpeted, Velcro compatible), fascia (signage with your company name and stand number) and lighting.

### Upgrade Options

Each exhibition will provide different stand upgrade options. Typically, it will include a different type of walling to the standard shell scheme, designed to catch your customer's attention. Stand upgrades include a 'Walk-On Package'. Please see specific exhibition stand upgrade flyers or ask your account manager for more information.

### Walk-On Package

This is a furniture package that includes 2 chairs, 1 table, a brochure rack or a lockable cabinet, pot plants, power point, stand tracker (a device to scan visitor badges to capture their information electronically) and nightly stand cleaning.

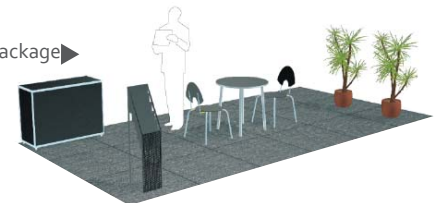


Example of Shell Scheme



Example of Upgrade Options  
(Options are different for each exhibition)

Example of Walk-On Package



## Things to consider when booking a stand:

It is important to think about what kind of products or promotional items will be displayed on your stand. If you have heavy equipment or machinery that requires power, air, water or gas, please communicate these to your account manager at time of booking as it might affect the position and size of your stand based on your requirements.

### Products and services you may require.

Besides the exhibition space and shell scheme; there are other items that you are likely to need for your stand. It is recommended that you order these items from show specific official contractors. Details will be provided to you in the Online Exhibitor manual. Examples of items you will need include:

- |                        |  |
|------------------------|--|
| Electrics & Lighting   | Materials Handling (eg. forklift services) |
| Freight                | Furniture & Stand Cleaning                 |
| Air/Water/Gas/Plumbing | Communications & Internet                  |



## Public Liability

Every exhibitor is required to have Public Liability Insurance for a minimum of \$10 million. This refers to damages or injury caused to third parties / visitors on or in the vicinity of your stand at the exhibition. This will automatically appear on your contract unless you provide us with a proof of your certificate of currency for the duration of the exhibition (minimum of 14 days prior to the exhibition).

## Floor Plan

Sold and held floor space is indicated by a hatched background. It is best to speak to an account manager about a suitable position for your business and to understand the exhibition traffic flow, which is different for each event.

## Promoting your presence

There are a number of marketing opportunities available to effectively drive your customers to your stand. These include the compulsory marketing package, advertising in the printed exhibition directory or show website and many other sponsorship items to suit a range of budgets. Please ask your account manager for the promotional opportunity flyer of the show you are interested in exhibiting.

## Exhibition Directory

The exhibition directory is the official guide for visitors, usually placed in the visitor bag, given out at the entrance of the exhibition. Visitors use this guide to plan their visit in the show as well as keeping it after the show as a reference guide to get in contact with exhibitors after the event.

## Marketing Package

The standard marketing package offers exhibitor exposure before, during and after the exhibition. The marketing package includes: One ¼ page advertisement space in the exhibition directory. Exhibitor Listing in the exhibition directory and on the exhibition website. Appearance in the product and brand listings. 1/2 & full page advertising upgrade available.

## Supplement

If you are contracted after the print deadline for the exhibition directory, you have the opportunity to be listed in the supplement, which is inserted in the visitor bag, distributed at the entrance of the exhibition. (Supplement listing does not include 1/4 page advertising)

## How to Book a Stand

Simply download the contract from the exhibition website, and return it via fax or email. Alternatively, contact one of the account managers who can walk through the process with you or visit [www.reedminingevents.com.au](http://www.reedminingevents.com.au) for more information.



## PROMOTIONAL OPPORTUNITIES

### Don't fade into the background!

There are a range of promotional opportunities to suit your budget and needs. Find out how you can maximise your exposure at AIMEX 2010 by using one or more of the following methods.



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

