

OZ WATER 12

8-10 MAY 2012 : SYDNEY

95% OF THE
OZWATER'11
TRADE EXHIBITION
WAS SOLD OUT
WITHIN 5 WEEKS -
DON'T BE
DISAPPOINTED
IN 2012!

AUSTRALIA'S NATIONAL WATER CONFERENCE AND EXHIBITION

TRADE EXHIBITION PROSPECTUS

The Ozwater'12 Trade Exhibition is the showcase of the latest water industry science, technology, products, services and innovation. It is a "must attend" event on the water industry calendar for anyone in the industry.

BENEFITS FOR EXHIBITORS

- "Ozwater Exhibitor Loyalty" program expanded for 2012
- Significant discounts for AWA Corporate Members
- Choice of a prime location if booking early

The Ozwater'12 Trade Exhibition has been designed for exhibitors to achieve maximum interaction with conference delegates and visitors. There is a distinct advantage by booking early to secure prime locations. A major draw-card for exhibitors is that all delegate catering will be served in the exhibition area amongst the exhibitors.

Exhibitors will be encouraged to look at new and interesting designs for the display stands and consider environmentally sustainable practices in all areas of participation.

WHO WILL ATTEND?

- Manufacturers
- Water Utilities and Retailers
- Water Professionals
- Government
- Educators / Academics
- Consultants
- Media
- Purchasing Officers
- Engineers
- Contractors
- Regulators
- Community Groups ... and many more!

WHY EXHIBIT?

At an exhibition you can utilise all five senses to enforce the power of your marketing message. Virtually all marketing goals can be achieved at an exhibition and all at the same time. Some of the potential results of exhibiting at Ozwater'12 will be:

- Attracting targeted buyers
- Long term brand building
- Researching the market
- Generating media coverage
- Collecting highly qualified leads
- Networking within the industry
- Attracting decision makers
- Immediate sales
- Launching new products
- Entertaining loyal and prospective customers
- Educating prospective customers



SYDNEY CONVENTION AND EXHIBITION CENTRE

www.ozwater.org

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DISPLAY OPTIONS

There are two high profile display options for exhibitors:

SHELL SCHEME DISPLAY

This is a standard shell scheme display booth arrangement. This option provides an easy, cost effective and functional solution to exhibiting. Shell Scheme displays are located in specifically allocated areas. The standard Shell Scheme package includes:

- 2.4m high Velcro® sensitive walls
- Two (2) spotlights per 9m²
- Carpet
- Fascia sign with company name (max 30 letters) and stand number
- One (1) power outlet (4 Amp)
- Shell Scheme upgrade options available - refer to www.ozwater.org for further information

Please note that corner stands will not attract a premium charge, however, these stands will sell quickly so exhibitors are encouraged to book early.

Minimum shell scheme size is 9m² with a maximum of 27m². Displays greater than 27m² must use a 'Space Only' display.

SPACE ONLY DISPLAY

This is the most creative and eye-catching way to attract buyers to your stand. Space Only displays require a little more effort whereby you can create and design your own display but this can be a significant point-of-difference between you and your competitors. The Space Only package provides raw floor space only and does not include any of the Shell Scheme inclusions listed above. Please note the entire venue will be carpeted.

This package can be tailored to suit your needs. Space Only displays are not available for areas less than 18m².

COMPLIMENTARY EXHIBITOR INCLUSIONS:

- One (1) complimentary "Exhibition Catering Package"⁽¹⁾ with every 9m² of purchased display space
- Two (2) complimentary Welcome Reception tickets per Exhibitor⁽²⁾
- Twenty (20) VIP Gold Card invitations for exhibitor's major clients and prospective clients
- Trade visitor invitations for exhibitor clients and prospective clients (printed and electronic versions)
- Inclusion in Exhibition Buyer's Guide (advertising and entry upgrades will be available)
- Complimentary Logo inclusion in Buyers Guide⁽³⁾

(1) Exhibition Catering Package includes morning and afternoon teas and lunch on each of the operational days of the Exhibition but excludes the final day's afternoon tea. Additional packages can be separately purchased up to one month prior to the event.

(2) "Exhibitor" means the person or company identified in the Exhibition Booking Agreement

(3) Logo inclusion will only apply if all exhibitor information is provided by required dates as specified in the Exhibitor Manual.

OZWATER FREQUENT EXHIBITOR LOYALTY RATES

The organisers of Ozwater acknowledge the costs associated with exhibiting in large scale trade exhibitions and therefore it has been decided to extend the "Ozwater Exhibitor Loyalty" program to assist frequent exhibitors by subsidising their on-going participation in the event, making it more cost effective to exhibit on an annual basis.

The "Ozwater Exhibitor Loyalty" program acknowledges continuing participation and support of the Ozwater trade exhibition by some exhibitors. Obviously, preference to the selection of locations within the event will be given to Loyalty Rate exhibitors in addition to other benefits.

OZWATER'12 EXHIBITION DISPLAY RATES

Exhibition display rates are based on 'per square metre' space utilization. If you require an organiser provided 'Shell Scheme' stand, there is a small additional charge as outlined below. A variety of exciting shell scheme upgrade options are available on application.

	Rates are AUD\$ and inclusive of GST	AWA CORPORATE MEMBER (per m ²)	NON AWA MEMBER (per m ²)
	Standard Rate	\$560.00	\$625.00
Only available if booked prior to October 1, 2011	Loyalty Rate 1 - 2011 Exhibitor	\$500.00	\$575.00
	Loyalty Rate 2 - 2010 & 2011 Exhibitor	\$445.00	\$530.00
	Loyalty Rate 3 (New for 2012) - 2009, 2010 & 2011 Exhibitor	\$385.00	\$485.00
	Shell Scheme (additional per m ²)	\$57.00	\$57.00

Conditions for "Ozwater Loyalty Rate" Exhibitors:

- Must exhibit under the same company name for each year claimed as contributing to the "Ozwater Loyalty Rate" status (or have same ABN or ACN number as used previously);
- Display space must not decrease by more than 25% over the previous year of participation;
- "Ozwater Loyalty Rates" will not be available for bookings made after October 1, 2011;
- Exhibitors must not share the display space, co-lease or co-exhibit with any other entity without written approval by the Organisers;
- Failure to adhere to the payment schedule specified in the Exhibition Agreement will result in the forfeiture of all "Ozwater Loyalty Rates" and the participation rates will revert to the "Standard Rate";
- Rates will apply only while space is available.

Please note that cancellation conditions do apply, you will need to refer to the terms and conditions outlined in the exhibition agreement for details.

All exhibition space will be confirmed based on receipt of signed agreement.

PAYMENT SCHEDULE

On signing of agreement	20%
1 November 2011	40%
1 February 2012	40%

If required, a tailored payment schedule can be organised to meet your needs.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Ozwater'12 Secretariat

Australian Water Association
PO Box 222 St Leonards NSW 1590 AUSTRALIA

Phone: +61 2 9436 0055

Fax: +61 2 9436 0155

Email: ozwater@awa.asn.au

ABN: 78 096 035 773

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TRADE EXHIBITION APPLICATION

ABN 78 096 035 773

APPLICANT DETAILS

(please complete all information)

Company Name: _____ ("The Applicant") ABN: _____

Name for Promotional Purposes at the Exhibition: _____

Contact Person (for correspondence): _____ Position: _____

Address: _____ Suburb: _____

State: _____ Postcode: _____ Telephone: _____ Facsimile: _____

Mobile: _____ Email: _____

Description of product or services to be exhibited: _____

Member: Australian Water Association (circle one) YES / NO Member Number: _____ Exp Date: _____

PREFERENCES

DISPLAY TYPE:
(circle one)

SHELL SCHEME / SPACE ONLY

STAND NUMBER PREFERENCES:
(from the official floor plan)

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PREFERRED STAND DIMENSIONS:

Frontage (m)

Depth (m)

Area (m²)

Shell Scheme packages include Velcro™ compatible walls, standard carpet, company named aisle fascia, 2 spotlights (per 9 square metres of space) and 1x4 amp power point. Non-transparent wall construction is not permitted to cover more than 50% of any side of any display stand. After 50% is reached, open construction is mandatory without the consent in writing of the Organiser. Design of custom built stands must be approved by both the organiser and the venue. Other exhibitor conditions and requirements are as specified in the official Exhibition Prospectus and Exhibitor Manual. Height restrictions and presentation standards apply.

PREVIOUS YEARS EXHIBITED* (Please tick appropriate)

NEW EXHIBITOR - 2012

2009

2010

2011

CONDITIONS & APPLICATION

I am a duly authorised person to make this application to participate in the Ozwater'12 Trade Exhibition on behalf of the company or organisation listed above. I understand that -

- (a) this is a non binding application and does not constitute any formal agreement to participate in Ozwater'12
- (b) preferential choice of location will be afforded to existing exhibitors
- (c) display space will be allocated on the basis of receipt of Application
- (d) an Agreement to Participate will be forwarded upon acceptance of the Application

Signed: _____
for and on behalf of the Applicant



Date: _____

Name: (Print) _____

Position: _____

ACCEPTANCE BY THE ORGANISER

Signed: _____
for and on behalf of the Organiser

Date: _____

OZWATER '12 Conference and Exhibition is organised by the Australian Water Association ("the Organiser") ABN 78 096 035 773.

PLEASE FORWARD BY EMAIL TO ozwater@awa.asn.au OR FAX TO 02 9436 0155