



AUSTRALIAN
4WD
& ADVENTURE SHOW
SYDNEY

PROSPECTUS

8th - 10th September 2023

Sydney Dragway, Eastern Creek

WELCOME

Sydney's BIG 4WD and Adventure Show is on this September at Eastern Creek Dragway! This exciting event will be held Friday 8th, Saturday 9th and Sunday 10th September.

This is the major 4WD and Adventure Show for NSW and is part of a national group that covers similar events in Perth and Adelaide. The Sydney 4WD and Adventure Show was back in 2022 after a two year break due to Covid. The 2022 event was extremely well received, with record numbers of exhibitors and crowds - event attracted 21,500 people (genuine numbers) and had many new attractions for Show visitors to enjoy.

The Sydney 4WD and Adventure Show includes display areas for exhibitors presenting a variety of products and services relating to the outdoor leisure industry. All the big brands in caravans, camper trailers and motorhomes, new 4WDs and SUVs, camping accessories, fishing gear, navigation, and electronics more. The Show is an interactive experience that equips visitors with the gear, the advice, and the inspiration to get out there and explore.

The Sydney 4WD and Adventure Show is designed to give Show goers an experience, with entertainment and attractions for all ages to get involved in. Show attractions and entertainment includes:

- Content Creator's area – show visitors can meet their favourite youtuber and check out their vehicles.
- 4WD Recovery Demos, Towing and Reversing Demos and Tech tips.
- Club 4x4 Adventure Hub.
- Overlanding Zone.
- Entertainment and special guests on the Engel Bush Camp Stage.
- The Supertank Fishing Show.
- Ultimate Rock Sports competition on Tough Dog Mountain.

The Sydney 4WD and Adventure Show is widely promoted via radio, regional television, local press, digital advertising, and social media. Collaborations with social media influencers (Instagrammers and Youtubers) means event news reaches larger and more targeted audiences than traditional media; and results in attracting new audiences to the Show.

MARKETING OPPORTUNITIES

Adventure Show News e-newsletter

Our regular newsletter is sent to a database of genuine 4WD and outdoor enthusiasts. Exhibitors are invited to submit new product information for consideration for the newsletter.

The 4WD Adventure Show TV program

The 4WD Adventure Show TV program is produced in WA and screened on Channel 7 metro and regional in WA, as well as being shown on 7PLUS and 7MATE. This is a true adventure program featuring Ronny Dahl, Locky Gilbert and special guests, and follows these adventurers on their travels across Australia. The program is produced by Premiere Events, and there are opportunities to be part of the regular Adventure Marketplace segments within the program.

Visit 4wdshow.tv

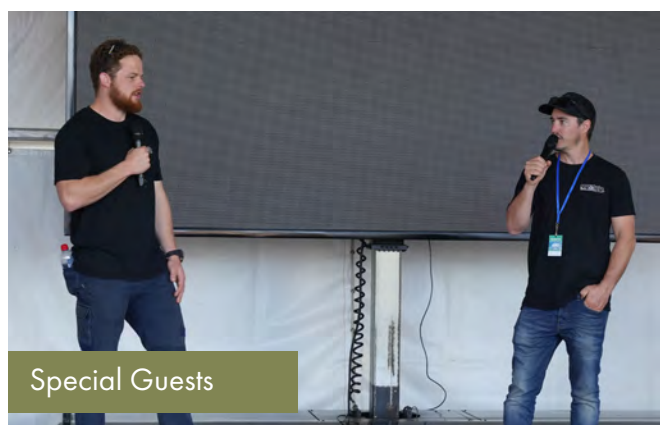
For more info on marketing opportunities, please contact karen@premevents.com.au

SPONSORSHIPS

The 4WD and Adventure Show offers different levels of sponsorships to Exhibitors. Contact us to find out how you can get involved.



Content Creator's Hub



Special Guests

EXHIBITOR INFORMATION

LOCATION

The Sydney 4WD and Adventure Show is held at Sydney Dragway, Eastern Creek, NSW.

SHOW HOURS

Friday	8th September	9am – 5pm
Saturday	9th September	9am – 5pm
Sunday	10th September	9am – 4pm

MOVE IN

Wednesday	6th September	8am – 6pm
Thursday	7th September	8am – 6pm

MOVE OUT

Sunday	10th September	4:30pm - 8pm
Monday	11th September	8am – 6pm

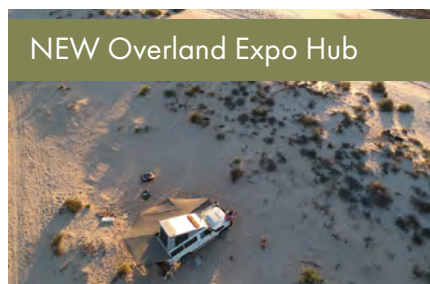
EXHIBITORS PLEASE NOTE

- Public Liability Insurance - A charge of \$150+GST for cover under our public liability insurance will be added to your balance invoice if a copy of your public liability insurance is not received at the time of the balance invoices being issued. If you do have your own cover please feel free to forward a copy with your booking. Your policy must clearly state that you are covered for the show duration including move in and out.
- Security is provided throughout the show, however, please be aware that all goods are displayed at your own risk and must be adequately insured.
- Additional Exhibitor Pass requirements must be submitted at least 7 days prior to the start of the show.
- All displays must be in place by 6pm on the Thursday before the start of the show. No access will be available after 6pm.
- All stands must be manned until the close of the show each day.
- Cancellation of space – please see terms and conditions.
- Payment for space must be received in full by 15 August 2023.

If you would like further information, contact Premiere Events on (08) 9386 9666 or email bookings@premevents.com.au

2023 SHOW FACTS

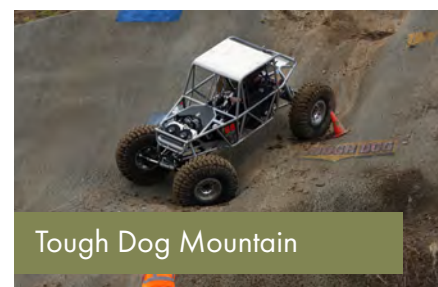
- 100% privately owned and Australian operated.
- The Show is run over three days from Friday 8th until Sunday 10th September 2023.
- The Show is held at the Sydney Dragway, Eastern Creek NSW.
- Free parking is available to both visitors and exhibitors
- The Show incorporates indoor booths inside the Super Marquee for exhibits.
- The Show attracts 22,000+ visitors across the three days.
- The 2023 Show will be marketed nationally via a \$200,000 marketing campaign.



NEW Overland Expo Hub



Fishing & Boating Zone






Tough Dog Mountain



Caravan & Camper Trailer Expo

FOLLOW US ONLINE



 @4WDADVENTURESHOWS
 @/4WDADVENTURE
 / SYDNEY4WDADVENTURESHOW
SYDNEY.4WDSHOW.COM.AU



*Please note that the booth numbers may have changed from 2022

SPACE RATES AND SIZES

OUTDOOR DISPLAYS

See below for site sizes.

The space rate for outdoor displays is:

Less than 49sqm	\$42/sqm + GST
50sqm-149sqm	\$32/sqm + GST
150sqm-199sqm	\$28/sqm + GST
200sqm-399sqm	\$26/sqm + GST
Over 400sqm	\$21/sqm + GST

Minimum booking fee \$660 + GST

ALL DISPLAYS

An administration fee of \$100 + GST is payable upon booking.

Public Liability Insurance: A charge of \$150+GST for cover under our public liability insurance will be added to your balance invoice if a copy of your public liability insurance is not received at the time of the balance invoices being issued. If you do have your own cover please feel free to forward a copy with your booking. Your policy must clearly state that you are covered for the show duration including move in and out.

SUPER MARQUEE INDOOR DISPLAYS

Indoor display spaces are located in the super marquee. All booths are 3mx3m, and include walls, fascia, 1x 4amp power outlet and 2x spotlights. Additional power is available; more information will be provided in the Exhibitors' Information, sent out in due course.

The rate for indoor displays is:

Single booth	\$1760 + GST
Two adjacent booths	\$2400 + GST

(Booths must be taken as a full booth setup. No floor space only).

Multiple booths located separately within the marquee will be charged at full booth rate for each booth.

ADDITIONAL COSTS YOU MAY HAVE:

Electrical bookings: Power does not come with hardstand sites; if you require power on your stand, you must book it through the Electrical Booking form which will be supplied with the Exhibitors Information.

Additional entry passes: Free passes are allocated to exhibitors on the basis of stand size, as follows.

Up to 18sqm	2 passes
19 - 49sqm	4 passes
50 - 99sqm	5 passes
100 - 149sqm	6 passes
150 - 249sqm	7 passes
250 - 300sqm	8 passes

Every 50sqm over 300sqm and up to 500sqm = 1 additional pass.

Notes on exhibitor passes:

- » Additional exhibitor passes may be pre-purchased at \$12 each. (note that there is a cut off time for pre-purchasing additional exhibitor passes)
- » Additional exhibitor passes can be pre-purchased up to 7 days prior to the first day of the show.
- » Allocated and pre-purchase exhibitor passes are valid for all days of the show.
- » After the deadline only single day passes can be purchased through the onsite show office at a cost of \$12 per pass per day.

BOOKING YOUR SPACE

- ① Complete the "Application to Exhibit" Form
- ② Attach deposit payment of 50% space rate, plus administration, plus GST. Payable by direct deposit or credit card (Credit card incurs 1% plus GST surcharge)
- ③ Email your booking form and payment to:
Premiere Events
bookings@premevents.com.au
- ④ Bookings will only be confirmed on receipt of a deposit payment.



APPLICATION TO EXHIBIT

Company Name (for invoicing).....ABN.....

Stand Name (for promotional purposes).....

Please ensure that spacing and capitalisation of stand name is correct, as this is what will be displayed in promotional materials. Also note that the below details will be listed in promotional material including a show program (if applicable) so please ensure that the contact details are correct for your company.

Address.....Postcode.....

Phone.....Fax.....Email.....

Contact Person.....Mobile.....

Signature of Responsible Officer.....Date.....

Please print name/position.....

In signing this form we accept the rules and regulations of the 2023 Sydney 4WD & Adventure Show as contained in the terms & conditions on page 7 of this prospectus. We also agree to fully pay for our space in full by 15 August 2023. Applications will be processed in order of receipt. Please be aware that due to demand we may not be able to fulfil your space request.

Exhibitor category

Primary Category (required).....

For marketing purposes please select **ONE** category from the list below which best describes your company

Secondary Categories (optional) (Secondary categories will be used where possible, in addition to your primary category)

4WD Accessories	4WD Clubs	4WD Training	Boating & Marine	Caravans Motorhomes & RV's
Camper Trailers	Camping & Accessories	Electronics/Navigation	Fishing	Lifestyle Products
Magazines/Publications	Marine Accessories	New Vehicles	Performance	Tyres
Other:.....				

Calculating your space cost:

Outdoor Stand
Site Preference

Please refer to site plan and state your preferred site number/s in the boxes above.

	@		=	\$
Total m ²		\$/m ²		Outdoor subtotal

Indoor Booth
Site Preference

Please refer to site plan and state your preferred booth number/s in the boxes above.

1	2	3	\$
			Booth subtotal

NOTE: If a copy of your Public Liability Insurance is not provided at the time of booking, you will be charged \$150 (+GST) to be covered under our policy.

	SITE TOTAL	50% DEPOSIT
Outdoor stand subtotal + Indoor booth subtotal =		x 50% =
Administration Fee (Non-refundable)	\$100	\$100
Public Liability Insurance (Cross out if supplying own insurance)	\$150	
GST 10%		
TOTAL	\$	\$

NOTE: If you book before the 31st March 2023, you will be eligible to pay only a 30% deposit.

Payment options

Direct Deposit I/we have direct deposited the amount of \$..... to your nominated bank account.

Account name Sydney 4WD Show BSB 086 136 Account number 195 542 423

These funds have been directly deposited on __ / __ / __ from the account in the name of

Credit Card Please note credit card payments incur a 1% plus GST surcharge.

Card No. Exp. Date /

Amount to be charged to credit card: \$..... Credit Card: Visa Mastercard
(Amex & Diners not accepted)

Cardholder's Name:..... Card holders signature.....
(As appears on card)

Please send booking form with attachments to:

Email bookings@premevents.com.au

TERMS & CONDITIONS

GENERAL

The exhibitor shall indemnify and keep the organisers indemnified against all losses, claims, demands, actions, proceedings, damages, costs or expenses or other liability arising in any way from the use of the Site by the exhibitor except to the extent that the same is caused or contributed to/by the negligence of the organisers.

BOOKING SPACE

All space bookings must be in writing with a booking form completed and sent in to the Premiere Events office. It is the exhibitor's responsibility to make sure that the booking has been placed and received by the show organisers. Once booked in exhibitors will receive a confirmation email with their invoice. If you do not receive an email from Premiere Event please contact us direct to ensure that the booking has been placed.

DEPOSITS/PAYMENTS

A 50% Deposit is required to confirm a site booking and final payment must be received in full no later than the 15th of August 2023. Failure to remit final payment by the due date could result in your site being sold or discounted to another exhibitor with the full price still payable by yourselves. A late penalty fee of 10% of the total site cost will be imposed for late payments.

SUB-LETTING

Subletting of stands is NOT permitted. The show director reserves the right to remove any signage or display stock not considered as part of the range specified for display and normally sold by the exhibitor. Any person or persons seen selling separately to the site who hold the booking will be asked to leave the grounds immediately. Failure to do so will have both the sub lessor and the exhibitor removed without refund.

LEGAL REQUIREMENTS

Exhibitors must comply with all applicable laws, industrial agreements, industrial awards, occupational health and safety and consumer protection practices.

INSURANCE

If providing own coverage, the Exhibitor must produce to the organisers a certificate of currency of public liability insurance policy with coverage of Ten Million Australian dollars (AUD\$10,000,000) endorsed for the show duration including move in and move out. The Exhibitor shall be responsible for the insurance of all property brought by the Exhibitor onto the Show Site. The Exhibitor must hold adequate workers compensation coverage for staff working on stands. Where a supplier to an Exhibitor is displaying on the site with the Exhibitor, they must also send through a copy of their public liability insurance to Premiere Events. If this is not received then the Exhibitor will be held liable for any claims that may arise on their site.

DISPUTES

Staff and Management of the Show will not involve themselves in disputes between Exhibitors.

CONDUCT OF EXHIBITOR

The Exhibitor shall ensure that their stand is open to view and staffed by competent representatives during the official opening hours of the Show.

The Exhibitor shall not exhibit its products or conduct its business from any other than their allocated space.

The Exhibitor shall not conduct or permit to be conducted any auction, lottery, raffle, guessing competition, or other game of chance, whether for charity or otherwise, at the Show without written consent from the organisers.

The Exhibitor shall ensure that the aisles, passageways and walkways on or adjacent to their space are kept completely free from obstruction during the Show.

Sound levels caused by the Exhibitor's use of display equipment such as videos and televisions shall not be intrusive to other Exhibitors. The organisers reserve the right to terminate the use of such equipment on the basis of unacceptable sound levels.

The Exhibitor shall not use individual public address systems in the Show site unless written permission has been obtained by the organisers. Where such permission is obtained the PA system must comply with the above noise levels.

MARQUEES

Marquees must be obtained through the preferred supplier for the show. This is so that the health and safety regulations can be adhered to. Marquees over 55sqm have to be certified structurally sound. In order that we can conform to the City's regulations a preferred supplier will be used. Installation of marquees other persons or companies will not be accepted.

PA SYSTEM

The show PA system is for the notice of an Emergency Evacuation and as such shall not be tampered with at any stage, any exhibitor found to be tampering with the PA system and or equipment shall be liable for any damage or costs incurred.

SITE MARK-OUT AND BOUNDARIES

All sites will be marked out and numbered prior to move-in. All exhibits must remain within their boundaries and displays are not to creep into walkways, aisles or other exhibits. Any exhibitor seen to be outside their boundary will be asked to reposition their display, however if the display does not fit within the space ordered a new site may be allocated with an additional charge being incurred. Failing this the exhibitor may be asked to remove items that clearly do not fit within their display area.

RECEIPT OF BOOKED EQUIPMENT & SERVICES

Exhibitors must notify the Show organisers before the conclusion of the Show if any pre-booked equipment or services (e.g. electrical bookings) have not been provided. Refunds will not be given for non-supply if notification is not made.

ELECTRICAL INSTALLATION

All electrical work will be carried out by the Show's official electrical contractors.

FOOD, DRINK, TOBACCO

The Exhibitor shall not sell, distribute or give away any item of food, drink or tobacco on the Show site without prior written consent of the organisers. No BYO alcohol is to be brought onto the site and all catering is to be organised through Diamond Brook Catering.

ANIMALS

No dogs or other animals are permitted in the Show except for assistance animals.

STEPS AND STAGING

Any steps or landings that rise to 1m or more off the ground need to have continuous balustrades. This applies to platforms 1m high or more and steps that lead to a platform 1m high or more. Steps need to be between 280mm and 355mm and rises should be between 115mm and 180mm.

SELLING AND PRODUCTION LIMITATIONS

Exhibitors are to only sell products and services that are part of their everyday business.

ALTERATIONS TO THE SPACE BY SHOW MANAGEMENT

The organisers reserve the right at any time to make such alterations to the space as they consider necessary in the best interest of the show, including altering the size, shape, or position of the space. Where possible Exhibitors will be informed of any changes ahead of the show.

POSTPONEMENT, ABANDONMENT OR CANCELLATION

If, for any cause beyond the reasonable control of the organisers, the holding of the show is postponed or abandoned or the show site becomes wholly or partially unavailable for the holding of the show, the organisers may at their discretion cancel the show and return such portion of the sums paid to it by the exhibitor in respect of the show as it shall determine.

In any case, the organisers shall not be liable, and are hereby released from liability, for any damage, loss (including consequential) or expense incurred by the exhibitor as a result of the postponement, abandonment or cancellation.

CANCELLATION OF SPACE

Cancellations must be advised in writing. If you cancel your space 72 days prior to the start of the show, you will receive a refund of monies paid less the applicable admin fee (plus GST) if the site is sold to another exhibitor for the same price or within 25% of the original price. Cancellations after the 72 day deadline will forfeit the deposit paid regardless of the site being sold to another exhibitor.

EXHIBITOR PASSES

Exhibitor passes are issued to each company for staff members working during the show only. They are not to be given to any other persons to gain access to the show. Show management reserves the right to take exhibitor passes off any persons found to be wearing them who are not working at the show and charge the exhibitor for entry to the show accordingly. The show makes available presale tickets to the exhibitor at a discounted price. These tickets can be purchased through the online ordering system in advance of the show.

SHOW PROGRAM

The official Show Program (if applicable) is printed in August. Any exhibitors who have not confirmed their booking by Friday 4th August 2023 (or any new bookings made after this date) will not be listed in the Program.

AUSTRALIAN **4WD** & ADVENTURE SHOW

SYDNEY



The Sydney 4WD and Adventure Show is an
initiative of 4WD NSW & ACT Inc.

www.4wdshow.com

For further information

Tel (08) 9386 9666

bookings@premevents.com.au

www.4wdshow.com.au