



AUSTRALIAN AIRPORTS
ASSOCIATION NATIONAL
CONFERENCE
BRISBANE 18

13-16 NOV

**EXHIBITOR
INFORMATION KIT**



AMPLIFY YOUR BRAND AT THE LARGEST AIRPORT EVENT IN ASIA-PACIFIC REGION

INTRODUCTION

THE INFORMATION IN THIS MANUAL HAS BEEN PREPARED TO ASSIST YOU WITH THE PLANNING OF YOUR EXHIBITION BOOTH AND PROVIDES YOU WITH ALL THE NECESSARY INFORMATION FOR YOUR PARTICIPATION AT THE AUSTRALIAN AIRPORTS ASSOCIATION (AAA) NATIONAL CONFERENCE 2018. TO ENSURE YOUR REQUIREMENTS ARE MET, PLEASE CAREFULLY READ THE INFORMATION IN THIS KIT.

CONFERENCE VENUE

Brisbane Convention and Exhibition Centre (BCEC)

Merivale Street and Glenelg Street
South Bank QLD 4101
+61 7 5504 4000
www.bcec.com.au

Accompanying this manual is the Brisbane Convention and Exhibition Centre Exhibition Manual, which contains important information such as their exhibition regulations, delivery and access details, electrical testing and tagging requirements and a list of services available for hire with the online ordering forms.

AAA MARKETING AND EVENTS TEAM

Anne Frisch

Marketing and Events Director Phone:
02 6274 3108
M: 0437 178 535
E: afrisch@airports.asn.au

Erin Livingston

Events Manager
P: 02 6274 3101
M: 0429 589 066
E: elivingston@airports.asn.au

EXHIBITION CONTRACTOR

ExpoNet has been appointed as the official Exhibition contractor for the Australian Airports Association National Conference 2018. They will contact you regarding your trade display, lighting, power, name board details and furniture requirements. ExpoNet will provide you with personalised log in details to access their Online Exhibitor Kit (OEK) where you will be able to order any requirements for your stand.

Website: www.expoconnect.com.au/Exhibitor/Login.aspx?sc=AAACQN8

The cut-off date for all exhibitor furniture orders and fascia sign orders is **COB Monday 22 October 2018.**

If you have not received your OEK link or have any specific enquiries relating to your exhibition booth, please contact:

ExpoNet Exhibitor Services Department

P: 02 9645 7000
E: esd@exponet.com.au
www.exponet.com.au

TRADE EXHIBITION LOCATION

The Trade Exhibition will be held in Exhibition Hall 1 of the Brisbane Convention and Exhibition Centre. The light breakfasts, morning teas, lunches, afternoon teas and networking drinks will be held in the exhibition from Wednesday 14 to Friday 16 November 2018.

TRADE EXHIBITION OPENING HOURS AND CATERING BREAKS

WEDNESDAY 14 NOVEMBER 8.00am to 5.00pm

Light Breakfast: 0800-0830
Morning Tea: 1030-1100
Lunch: 1245-1415
Networking Drinks: 1600-1700

Thursday 15 November 8.00am to 6.00pm

Light Breakfast: 0800-0844
Morning Tea: 1045-1115
Lunch: 1300-1400
Networking Drinks: 1600-1800

Friday 16 November 8.00am to 3.30pm

Light Breakfast: 0800-0900
Morning Tea: 1100-1130
Lunch: 1230-1330

EXHIBITION BOOTH INCLUSIONS

Stand Dimensions	Shell scheme booth as booked.
Walls	2.5m high polished aluminium frame with white melamine infill panels
Fascia	Aluminium frame with standard WHITE fascia board with BLUE lettering. Each fascia holds a maximum of 30 UPPERCASE characters including spaces.
Lighting	2 x LED track mounted spotlights per 9 square meters mounted onto the light track inside the fascia.
Furniture	1 x Trestle Table 2 x Chairs 1 x Table Cloth
Carpet	Charcoal carpet tile
Power	One 4 amp general purpose power outlet (single 3m x 3m booth) or two 4 amp general purpose power outlet (double 6m x 3m booth). Additional requirements may be ordered through Exponet via your online portal.
Additional requirements (e.g. furniture, audio visual)	

CUSTOM DESIGN BOOTH / RAW SPACE

All exhibitors using booths not of standard construction (custom builds, at your own cost) must contact BCEC to have the stand approved no later than the first week of October.

Access to the exhibition hall for custom booth builders is from **4.00pm Monday 12 November** or as negotiated with ExpoNet and custom stands must be dismantled and removed on Friday 16 November as directed by BCEC and ExpoNet.

BOOTH SET UP AND PACK DOWN SCHEDULE

Event Description	From	Time	To	Time
ExpoNet Build - Exhibition	Monday 12-Nov-2018	12:00	Monday 12-Nov-2018	23:55
Space Only In Date	Monday 12-Nov-2018	16:00		
Custom Stand Move In - Build Day	Monday 12-Nov-2018	16:00	Monday 12-Nov-2018	22:00
Exhibitors In Date	Tuesday 13-Nov-2018	07:00		
ExpoNet Exhibitor Service	Tuesday 13-Nov-2018	07:00	Tuesday 13-Nov-2018	17:00
Exhibitor Move In	Tuesday 13-Nov-2018	07:00	Tuesday 13-Nov-2018	17:00
ExpoNet Customer Service	Tuesday 13-Nov-2018	09:00	Tuesday 13-Nov-2018	17:00
Open Date	Wednesday 14-Nov-2018	08:00		
Close Date	Friday 16-Nov-2018	16:00		
Exhibitor Move Out	Friday 16-Nov-2018	16:00	Friday 16-Nov-2018	17:00
ExpoNet Dismantle - Exhibition	Friday 16-Nov-2018	17:00	Friday 16-Nov-2018	23:55
Dismantle Date	Friday 16-Nov-2018	17:00		
Exhibitors Out Date	Friday 16-Nov-2018	17:00		

EXHIBITOR REGISTRATION

Please [Click Here](#) to claim your exhibitor passes, networking functions and to secure accommodation.

If you have any questions at all, please contact our delegate services team on +61 7 3398 8788 or email aaabrisbane@nectarcc.com.au.

You can register Monday afternoon and Tuesday from 6.45am at the Conference Registration desk, you will need your name badge to access the exhibition to set up.

ACCOMMODATION

For a list of hotels, please refer to the conference website www.airportsconference.asn.au/accommoation. Accommodation is booked as part of your registration process. Please contact Georgie Baker on +61 7 3398 8788 or email aaabrisbane@nectarcc.com.au.

DELEGATE PASSPORT

The Delegate passport encourages delegates to visit each of the exhibitors that are participating to 'collect' a unique code, which is then entered through the conference app for a chance to win a raffle prize.

This is optional for exhibitors to participate in. Thank you to those exhibitors who have opted in, if you would like to participate in the delegate passport competition please email events@airports.asn.au **no later than Friday 5 October 2018**.

CONFERENCE APP

The 2018 National Conference App will be live two weeks prior to conference. You will receive an email letting you now it is live and how to download onto your mobile. Assistance will be available at the AAA booth if you need help.

EMAIL SIGNATURES

We have provided email signatures to promote your attendance at National Conference which you can download here <https://airportsconference.asn.au/signatures/>

EXHIBITOR DETAILS AND LOGO FOR PROGRAM AND CONFERENCE APP

If you haven't already done so please provide your organisation's logo (EPS preferred), your 80 word bio and contact details to events@airports.asn.au by **Friday 28 September 2018**. If this information is not supplied, name and contact details only from the original Acceptance Form will be listed.

BCEC ONLINE ORDERING

Exhibitors can place orders and request a quote for BCEC services by using the BCEC Online Ordering service. http://iebms.bcec.com.au/sop/sop_p1_steps_booth.aspx?eventid=43756&cc=SOP2&oc=10&ev=43756



FREIGHT AND DELIVERY OF GOODS

Agility Fairs and Events has been contracted for 2018 to specialise in exhibition freight forwarding - both domestic and international. Agility will deliver your goods to your exhibition booth.

Agility Fairs & Events offers the following services:

- » All local, interstate and international transport services including delivery onto each exhibitors' stand at the venue.
- » Storage of early consignments, packing materials during the exhibition and storage after the exhibition
- » For international exhibitors, a comprehensive international freight forwarding service tailored to each particular exhibitor's requirements.

Prior to the show, Agility will make contact to discuss and determine your individual freight and logistics requirements. In the meantime, for any queries please contact:

Seamus Campbell

Customer Service & Coordination Support Officer
Agility Fairs & Events

28-32 Sky Rd, MELBOURNE AIRPORT VIC 3045
P: +61 3 9330 9014 F: +61 3 9330 3337
E: scampbell@agility.com

Please note:

If you are using your own transport company, Agility cannot sign for delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider and/ or ensure you have a representative onsite at the time of delivery.

Agility Fairs & Events standard trading conditions apply for services provided - it is important that you are aware of these. Services include: transport, crantage, forklift, portorage, clearance, delivery, storage, positioning and all other onsite services.

Any freight not collected during the move out will be considered as "abandoned" freight. Agility will be instructed to remove prior the end of tenancy any items left behind will be disposed of.

FORKLIFT / MATERIAL HANDING

Agility will be operating a complimentary forklift service during bump in and bump out to assist exhibitors requiring forklifts, pallet jacks and flatbed trolleys.

If you require additional forklift and drivers Agility Fairs and Events. Charges apply for a forklift and driver. This service is available to all exhibitors who require this and must be booked and paid for at least 48 hours prior to the event build. Please note that contractors are not permitted to operate BCEC forklifts.

SAFETY VESTS / HIGH VISIBILITY SAFETY CLOTHING

All organisers, contractors and exhibitors and their staff must wear safety vests and closed in shoes whilst on the loading dock, service road or in the exhibition hall during the construction, bump-in and bump-out of this event.

Important note: Exhibitors must provide their staff and contractors with high visibility vests. Exhibitors and contractors will not be permitted in the venue unless high visibility clothing is worn.

Safety vests can also be purchased from the Information Desk in the Main Foyer or vending machines located on the Exhibition Hall concourse and Loading Dock entrance at a cost of \$10.

SECURITY

Please be aware of the following:

Exhibitor name Badges must be worn by all attendees at the Australian Airports Association National Conference to gain admittance to the exhibition during set up opening and pack down.

CAR PARKING

Brisbane Convention and Exhibition Centre provides undercover parking for 1500 vehicles, with direct lift access to the Centre's convention and exhibition facilities. Car parks 1-3 are accessible via Merivale Street and Car park 3 can also be accessed via Grey Street.

Exhibitors are entitled to a discounted parking rate of \$15. Please present your exhibitor badge and parking ticket for validation each day at a BCEC information desk.

LOCAL TRANSPORT

[Click here](#) to access an exclusive Brisbane Airtrain offer for your travel into Brisbane City.

Simply present a printed copy of this letter at the Airtrain station for your special discounted fare of only \$25.00 return (station price \$33 return) from Brisbane Airport into Brisbane City. Alternatively, you can get a ticket for \$15.30 one way to the city (station price \$17.50 one way).

PROGRAM

Please refer to the Conference website for detailed information about the Conference program, speakers and social program at www.airportsconference.asn.au

LIABILITY/INSURANCE

The Australian Airports Association and Brisbane Convention Centre accept no responsibility for any act, accidents, omissions on the part of service providers, the accuracy or content of any written or oral statements by speakers in connection with this event, delay, damage, personal injury or death.

The Sponsor/Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor display area, howsoever caused. The Sponsor/Exhibitor will indemnify the Organisers in respect of any claim and demands in respect thereof.

The Sponsor/ Exhibitor must take out adequate insurance in respect of all such claims. Australian regulators require all Sponsor/ Exhibitors to have adequate Public and Product Liability insurance cover based on a limit of indemnity to the value of \$10 million or above.

This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand or space. Sponsor/Exhibitors will need to be able submit their Public Liability Insurance Certificate upon request.



WAYS TO ENGAGE WITH DELEGATES

- Conduct a competition at your stand by promoting this through the Conference App.
- Use the Conference App to tell the delegates you are exhibiting and to set up meetings.
- Offer a specific trade show deal. Register to participate in the Delegate Passport Competition.
- Use branded giveaways, think outside the box. By giving away something people will actually use, they will consistently remember your brand over and over again – long after the trade show has come and gone.
- Have engaging staff on your stand, a team that have a positive and engaging personality, who have a genuine interest and knowledge of your products and the business.
- Technology. Not only is this a great way to engage customers by offering a more computer personal experience when discovering what you are offering, it is a great way to capture customer data and make potential sales.
- Consider the layout of your booth What do people see when they first approach you? How are they entering? From the front or the side? Will they be walking past or through your booth? By considering foot traffic patterns, you'll be able to place the components of your booth strategically. This is especially important if you have a corner booth – or a booth so large people can enter from all sides.
- Create a visual booth, keep the messaging simple and clear and prioritise visuals over text and use your brand colours

CHECK LIST

Please find following a check list to help you with planning your attendance at the Australian Airports Association National Conference 2018.

- Send your organisation's name, contact details and 80-word description to be included in the printed program by **Friday 12 October 2018.**
- Complete the online Exhibitor Registration link and return no later than **Friday 19 October 2018.**
- Arrange high visibility vests for your bump in and bump out. Take them with you, don't pack them with your booth materials as you won't be able to access the exhibition on without a vest.
- Confirm your stand and fascia requirements and order any furniture for your stand through ExpoNet no later than **Monday 22 October 2018.**
- Arrange for delivery of booth materials see contact details for Agility Fairs and Events





AUSTRALIAN
AIRPORTS
ASSOCIATION

Australian Airports Association (AAA)
Unit 2/4 Brindabella Circuit | Canberra Airport ACT 2609

www.airports.asn.au

