



SEAFOOD SHOW

TRADE FAIR PROSPECTUS

Executive Summary

Introduction

Sponsorship Opportunities

Exhibition Space opportunities

Location - Queenscliff

Queenscliff Seafood Feast

For more information:

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“THE ONLY SEAFOOD TRADE SHOW IN THE WORLD, OVER THE OCEAN”

THE AUSTRALIAN SEAFOOD SHOW
APRIL 2, 3, 6, 7, 2010
THE PIER, QUEENSLIFF, VICTORIA, AUSTRALIA

INTRODUCTION - THE 2010, SEAFOOD SHOW



The Seafood Show is the most powerful sales and positioning tool available to the Australian recreational and fishery industries at two major events, over the ocean.

Attracting visitors from the Australasia region, the Seafood Show hosts the decision-makers and purchasers who dominate the seafood and recreational fishing industry, making the Seafood Show the most cost-effective way to make contact with new and existing customers, launch new products, meet buyers, evaluate trends and discover what's new.

Located at the historical Pier, Queenscliff, the Seafood Show joins industry leaders with buyers and sellers at the largest seafood fair in Australia.

Exhibit at the Australian Seafood Show together with Australia's largest seafood festival, the Queenscliff Seafood Feast.

The Seafood Show will be your most productive days of the year

- ||| Access thousands of prospective buyers and product specifics.
- ||| Sell your products and processes, and generate new leads.
- ||| Introduce new products and technologies.
- ||| Gain invaluable insights into global and regional market trends.

Benefits to for Sponsors and Exhibitors include

- ||| Superior industry and corporate profile.
- ||| A significant marketing advantage.
- ||| Corporate goodwill from delegates and attendees.
- ||| Relationship marketing.
- ||| Creation of brand awareness and acceptance.
- ||| Demonstration of products and increased business potential.
- ||| Direct access to an audience of over 20,000 potential clients.

**“Register today for the 2010
Australian Seafood Show”**



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EXHIBITOR - TRADE FAIR SUMMARY



April 2nd and 3rd, 2010

Recreational and Retail Exhibitors will have access to over 20,000 customers and the unprecedented opportunity to not only showcase, but make direct sales from the exhibition of recreational fishing and seafood products, including marine safety and licensing.

The Cellar Door is the perfect culinary pairing for the Seafood Show. A selection of Australian wine producers will be invited to exhibit with tasting and sales from the exhibition floor.

Sell and promote your products and services to the largest Australian audience of seafood lovers and recreational fisherman.

Recreational exhibitor and visitor benefits:

- ||| Launch new products and direct sales;
- ||| Product demonstration and sampling;
- ||| Education awareness.

April 6th and 7th, 2010

Industry Exhibitors from all over Australasia will showcase every category of seafood products: fresh, processed, frozen, and value-added seafood services; storage, processing, manufacturing and handling equipment; a host of seafood-related services including freight-handling, insurance and information technology.

Meet with manufacturers, retailers, importers, exporters and wholesalers; institutional and chain buyers. They will crowd the exhibition with shopping lists in hand, eager to source, compare, and purchase seafood product, services and equipment.

Industry exhibitor and visitor benefits:

- ||| Source and compare seafood products, suppliers, and prices;
- ||| Learn about sustainable fishing, emerging industry trends and technologies;
- ||| Generate new leads and source the newest, most innovative products;
- ||| Information, seminars and speakers from industry leaders.



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EXHIBITION SPONSORSHIP OPPORTUNITIES



SIGNATURE (MAJOR) SPONSOR: The Signature Sponsor will be the most prominent exhibitor and will receive the following benefits: Four pop-up signs displayed during all public and industry charity dinners. Full page advertisement in the program. Three exhibition booths in the Sponsors Hall. Logo displayed on the front page of the website. Logo displayed on the front cover of the program book. Four complimentary tickets to the Industry fund-raiser dinner on Saturday, April 3. Five minute opening remarks and welcome by your company representative at the industry fund-raiser dinner.

GOLD SPONSOR: Two pop-up signs displayed during all public and industry charity dinners. Full page advertisement in the program. Two exhibition booths in the Sponsors Hall. Logo displayed on the front page of the website. Logo displayed on the front cover of the program book. Two complimentary tickets to the Industry fund-raiser dinner.

SILVER SPONSOR: Acknowledgment as the Silver Sponsor. One pop-up signs displayed during all public and industry charity dinners. Full page advertisement in the program. One exhibition booth in the Sponsors Hall. Logo displayed on the front page of the website. Logo displayed on the front cover of the program book. Two complimentary tickets to the Industry fund-raiser dinner.

SHOW PROGRAM: The official program of exhibits and events to identify booths to visit. Place your company's message in the hands of thousands of motivated buyers with an advertisement in the Seafood Show program.

SHOW CARRY-ALL BAGS: Display your company name and logo on environment friendly bags situated prominently in registration and Information areas. The sponsor produces the bags for this high visibility opportunity. Two sponsorships are available.

LANYARDS: Lanyards are one of the most requested items by visitors. Imprint your company's name and message on lanyards that will be distributed in the registration and other high-traffic areas. Four sponsorships are available -- sponsor produces own lanyards.

FREE-STANDING PANELS: Have your company name and message prominently displayed in four-color across an 8' free-standing advertising panel. Multiple locations available for panels, which are available on a first-come, first-served basis.

TABLE TENT CARDS: Customers will see your name featured prominently on their dining room table at the exhibition centre restaurant. Sponsorship is for one day in the grand dining room.

ENHANCED WEB LISTING PACKAGES: Be sure your company stands out from the rest of the exhibitor list by enhancing your company listing with a web-marketing package that suits your needs.



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CHARITY DINNERS - SPONSORSHIP OPPORTUNITIES



The Queenscliff Seafood Feast is a charitable event and Australia's Biggest Seafood Festival with 100% of the proceeds benefiting the Royal Children's Hospital.

Following in the foot steps of the philanthropic model that the Fisheries industry has embraced, the Seafood Show also provides for industry leaders to be socially responsible by sponsoring the Seafood Show dinners.

This is a unique opportunity to feature your signature product, prepared by celebrity chefs, served to the Fisheries philanthropic industry.

Friday, April 2

Good Friday Appeal Dinner 7:00pm – 11:00pm >>> fund-raiser featuring dinner sponsor produce.

Saturday, April 3

Geelong Hospital Dinner 7:00pm – 11:00pm >>> fund-raiser featuring dinner sponsor produce.

Sunday, April 4

Queenscliff Foundation Dinner 7:00pm – 11:00pm >>> fund-raiser featuring dinner sponsor produce.

Tuesday, April 6

Queenscliff Foundation Dinner 7:00pm – 11:00pm >>> fund-raiser featuring dinner sponsor produce.

Wednesday, April 7

Queenscliff Foundation Dinner 7:00pm – 11:00pm >>> fund-raiser featuring dinner sponsor produce.



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EXHIBITION SPACE OPPORTUNITIES



The Seafood Show is the only trade exhibition in the world presented over the ocean. The historical Pier at Queenscliff will be transformed into a world class exhibition space and conference center to host the annual Seafood Show.

When determining your participation in Australia's Seafood Show, we recommend that you consider:

- ||| How many persons you are bringing from your company.
- ||| The amount of space you require to display products.
- ||| How much meeting space you require to meet with existing and potential customers.
- ||| The sponsorship opportunities available at the show, choosing the right combination to maximize your impact and to extend your message on the show floor.

Exhibition Booth - Specifications

3m x 2.5m Booth | 2.4m high walls (blue velcro) | 2 x spotlights
1 x 240volt, 5amp power point | 1 x organisation name sign/fascia
Wireless internet.

2 x full delegate registration per paid booth (additional booth staff must be registered as Exhibitor Aides) .

Inclusion of a 200-word summary on your organisation and its services/products in the conference handbook along with your organisation's contact details.





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LOCATION - QUEENSLIFF



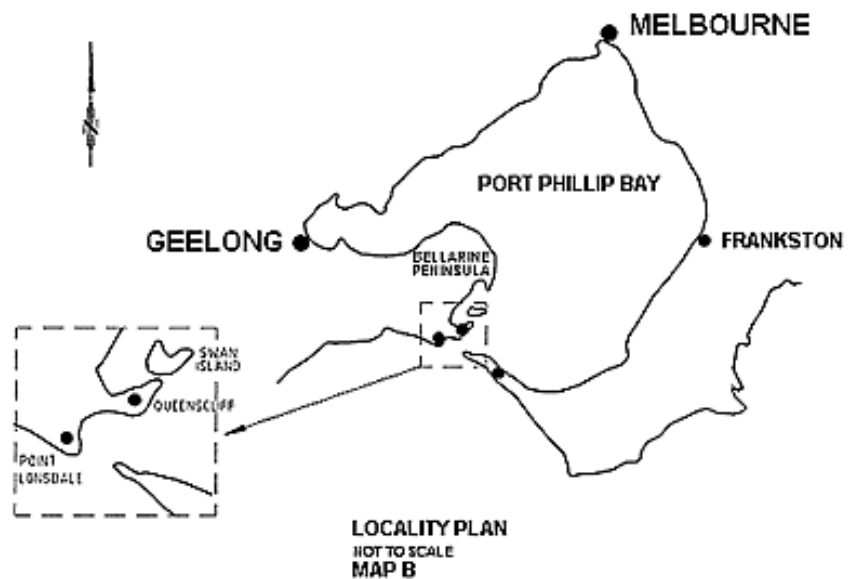
The seaside resort of Queenscliff is located just inside the entrance to Port Phillip Bay on the Bellarine Peninsula near Point Lonsdale.

Queenscliff was settled in the 1850s and soon became a strategic defence post given its proximity to the entrance of Port Phillip Bay which provides shipping access to the cities of Geelong and Melbourne.

The commercial centre of Queenscliff, characterised by historic shop fronts and buildings, is situated on Hesse Street, dominated by the ornate Vue Grand Hotel which was constructed in 1881. Grand hotels and guest houses can also be found along Gellibrand Street which is separated from the cliffs along the coast in this area by extensive parkland.

Queenscliff is surrounded on three sides by water, giving the town large stretches of coastline, consisting of a combination of sandy beaches, rocky outcrops, cliffs and historic piers. At Shortlands Bluff is the Queenscliff Lighthouse which was built in 1862 and includes a lookout near the base. Further north along the coast is the Black Lighthouse, unique in Australia, having been constructed from bluestone.

Queenscliff has been selected to host the Seafood Show for its historical and geographical significance and offers excellent accommodation and unique facilities.





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THE QUEENSCLIFF SEAFOOD FEAST



The kick-off to the Australian Seafood Show is the fisheries industry's annual philanthropic event, the Queenscliff Seafood Feast. Together, the two events offer exhibitors a comprehensive way to meet new customers, industry leaders and all of your seafood and equipment needs.

The annual Queenscliff Seafood Feast is Australia's biggest culinary celebration with the freshest of seafood available, with all proceeds going to the Royal Children's Hospital Good Friday Appeal.

Held on Good Friday the event is recognized by the Australian Fisheries Management Authority as the largest and best seafood event in Australia and attracts thousands to the family friendly day in search for some tasty morsels.

The Seafood Feast is held annually in beautiful Princess Park on Gellibrand Street Queenscliff, between Hobson and Symonds.

Queenscliff Seafood Feast Facts

- ||| One of the largest regional fundraisers for the Royal Children's Hospital.
- ||| Attended by over 15,000 families from across Victoria in one day.
- ||| The biggest Australian seafood festival.
- ||| Offers live entertainment from world class performers.
- ||| Prepares over 6.5 tons of donated seafood, by over 500 skilled volunteers.
- ||| Serves over 3,500 liters of regional beverages, including wine and beer.
- ||| Supported by the Australian Fisheries Management Authority and recognized as the only event of its kind.

www.seafoodfeast.org



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SEAFOOD SHOW - PRICE LIST

Single Exhibition Booth - 3m x 2.5m	AU\$ 3,500	Seafood Show, Signature (Major) Sponsor	AU\$ P.O.A
Show Carry-All Bags - two opportunities	AU\$ TBA	Acknowledgment as the Signature Sponsor.	
Lanyards - two opportunities	AU\$ TBA	Four pop-up signs displayed during all public and industry charity dinners.	
Free-Standing Panels - three opportunities	AU\$ TBA	Full page advertisement in the Show Program.	
Table Tent Cards - seven opportunities	AU\$ TBA	Two exhibition booths in preferred position.	
Enhanced Web Listing Packages	AU\$ TBA	Logo displayed on the front page of the website, with Hyperlink.	
Show Program - Advertisement Tariff*		Logo displayed on the front cover of the program book.	
Inside first, middle and last pages (Full page)	AU\$ TBA	Four complimentary tickets to the fund-raiser dinner on April 7.	
Inside pages (Full page)	AU\$ TBA	Five minute opening remarks and welcome by your company representative at the fund-raiser dinner on April 7.	
* The 2000 copies of the show program will be published.		Seafood Show, Gold Sponsor	AU\$15,000
Charity Dinners (fully tax deductible)*	AU\$ P.O.A	Acknowledgment as the Gold Sponsor.	
* You will need to provide 500 units of your signature product 5 days prior. (Your produce will be consumed on the night as an In-Kind Donation).		Two pop-up signs displayed during all public and industry charity dinners.	
		Full page advertisement in the Show Program.	
		One exhibition booth in preferred position.	
		Logo displayed on the front page of the website, with Hyperlink.	
		Logo displayed on the front cover of the program book.	
		Two complimentary tickets to the fund-raiser dinner on April 7.	
		Seafood Show, Silver Sponsor	AU\$10,000
		Acknowledgment as the Silver Sponsor.	
		One pop-up signs displayed during all public and industry charity dinners.	
		Full page advertisement in the Show Program.	
		One exhibition booth in preferred position.	
		Logo displayed on the front page of the website, with Hyperlink.	
		Logo displayed on the front cover of the program book.	
		Two complimentary tickets to the fund-raiser dinner on April 7.	

Approved Vendor Contact List

Photographic and display materials:
Dominic Borrello - ImageBox Group
e. dom@imagebox.com.au
t. 03 9696 9022

Exhibition stands and equipment:
Rebecca Eagleson
Expo Hire
e. rebecca.eagleson@expohire.com
t. 03 9676 7748

Electrical:
Corrective Services - Electrical Division
e. info@correctiveservices.net.au
t. 03 9018 5656

Function and marquee:
Bill Lucas - Occasions Party Hire
e. bill@occasionspartyhire.com.au
t. 03 5221 2022

* Outside vendors are not permitted without the written consent from the Seafood Show management.

All prices are inclusive of GST and fully Tax deductible (A charitable contribution to the Queenscliff Seafood Feast Inc)



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EVENT SCHEDULE & REGULATIONS

The Queenscliff Pier is a significant historical structure and the property of Parks Victoria. In accordance with the permitted use of the pier, the following regulations have been adopted and will be imposed. Exhibitors and contractors must ensure the following regulations and Job Safety Analysis (JSA) are strictly adhered to:

1. The safe use and preservation of the historic structure at all times.
2. Comply with all municipal, state and federal laws and with the provisions of any labor agreements, which might cover activities conducted within the exhibition facility, and with all rules and regulations of the Borough of Queenscliffe and Parks Victoria.
3. All materials used for the building, decorating, draping or covering of booths and/or stands must be non-flammable, or rendered so by being immersed in a fire-proofing solution.
4. Attaching or fixing any materials or structure to the facade of the Pier is strictly prohibited. The Marquees are engineered to withstand 150km wind conditions and will be secured using rigging, (ropes and or ties) affixed to the pier's sub structure and/or both pylons as approved by the building surveyor.
5. Exhibitors or contractors must perform all works under the supervision of the event manager, the Borough of Queenscliffe and/or Parks Victoria representatives.
6. No waste, fluids, rubbish or products are permitted to make contact with the pier or enter the ocean.
7. The movement of supplies, materials and equipment to and from the pier must be transported via approved lightweight vehicles, carts and forklifts. The total load of any vehicle, including load, must not exceed 1,500kgs.
8. All deliveries, installations and equipment movements must be supervised by safety officer.

TUESDAY, MARCH 30TH, 7:00AM - 7:00PM
Marquee construction | Exhibition Booth installation
| Electrical install | Catering install

WEDNESDAY, MARCH 31ST, 7:00AM - 7:00PM
Marquee construction | Exhibition Booth installation
| Electrical install | Catering install | Carpet installation

THURSDAY, APRIL 1, 7:00AM - 7:00PM
Completion of Exhibition Booth installation |
Recreational and retail Exhibitor installation

FRIDAY, APRIL 2, 11:00AM - 5:00PM
Opening ceremony | Recreational and retail public exhibition

SATURDAY, APRIL 3, 10:00AM - 5:00PM
Recreational and retail public exhibition

SUNDAY, APRIL 4, SEAFOOD SHOW - CLOSED

MONDAY, APRIL 5, 7:00AM - 7:00PM
Recreational and retail exhibitor pack-up | Industry exhibitor installation

TUESDAY, APRIL 6, 10:00AM - 5:00PM
Fisheries Industry exhibition and networking opportunity | Seminar: New technologies.

WEDNESDAY, APRIL 7, 10:00AM - 5:00PM
Fisheries Industry exhibition and networking opportunity | Seminar: Sustainable fishing practices.

THURSDAY, APRIL 8TH, 7:00AM - 7:00PM
Exhibitor pack-up and removal

FRIDAY, APRIL 9TH, 7:00AM - 7:00PM
Marquee and booth removal



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SEAFOOD SHOW - EXHIBITION SITE PLAN

- Section One is the main exhibition hall and conference center for the Seafood Show. The fully enclosed exhibition space offers hundreds of booths and flexibility to present your products.
- Section Two is located at the main entrance to the Seafood Show and includes 84 meters of fully enclosed exhibition space comprising of 28 booths. Each booth is 3m x 2.5m, enclosed by a 6m x 12m marquee providing enclosed visitor passage throughout.
- Section Three is located predominantly over the ocean (portion over beach) and includes 114 meters of exhibition space comprising of 38 individual 3m x 2.5m booths. The individual booths have been designed to take advantage of the ocean views with clear panel walls and open-air visitor passage.
- Signature, Gold & Silver Sponsors. The Sponsors Hall is located within the existing historical structure and offers high ceilings and unlimited possibilities. Measuring 7m wide and 30m long, the Sponsors Hall will be allocated proportionately to accommodate the three levels of Signature, Gold and Silver sponsorship.

- The Grand Dining Room will be the Seafood Shows premier destination, combining a dramatic atmosphere with ocean views and exciting cuisine. The Grand Dining Room will host a series of philanthropic dinners serving sponsors signature seafood product.



Aerial view of the Queenscliff Pier and section allocation. (not to scale)

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