



# PAN PACIFIC MASTERS GAMES

GOLD COAST AUSTRALIA 2-11 NOVEMBER 2018



PLAY IT, LIVE IT, LOVE IT!

# Sport & Leisure Expo

Exhibitor Information

# About the expo

## Background

A unique opportunity exists for sport and leisure related products and services to showcase and sell to a targeted market at the 2018 Pan Pacific Masters Games (PPMG). The Pan Pacific Masters Games is a biennial sporting event held on the Gold Coast offering 43 different sports from athletics to swimming through to the popular team sports of netball, dragon boating, cricket and the football codes. To participate, the only criterion for entry is the minimum age, which for most sports is 30 years of age.

The Gold Coast is home to some of the most outstanding sporting facilities in Australia. Many participants at this year's Pan Pacific Masters Games will be competing in world-class venues used for the Gold Coast 2018 Commonwealth Games. One such venue is the Gold Coast Sports and Leisure Centre, a new multi-purpose community facility which was built as part of the Carrara Sports Precinct redevelopment. This exciting new venue will host six sports including judo, netball, squash, taekwondo, volleyball and the ever-popular fitness challenge. This sporting action will be taking place right next door to the recently refurbished Carrara Indoor Sports Stadium, which is where the Sport & Leisure Expo and the Check In Centre will be held.

The official Games Village, including the live nightly entertainment will remain at the Gold Coast Convention & Exhibition Centre in Broadbeach, where participants will be able to access official merchandise, information and services such as results and sports medicine. Each night, after a full day in the field of play, participants visit the Games Village to celebrate with live music, food and beverages.

We welcome and encourage businesses from the areas of tourism, sport, nutrition, health and fitness to take advantage of this exclusive direct marketing opportunity at the 2018 Pan Pacific Masters Games.

## Features

Participants of the Pan Pacific Masters Games must visit the Check In Centre to collect their accreditation, sports bag and handbook. The layout of the area is such that participants will pass each exhibitor after completing the check in process, thereby maximising exposure and traffic for exhibitors.

With the event expected to attract more than 13,000 competitors and supporters from 20 different countries, the expo provides a great opportunity to tap in to a diverse yet targeted market. It is expected that at least 75% of competitors will pass through the Check In Centre between 1 and 4 November.

The expo features competitor draw cards including official event merchandise, games and sports information, a licensed bar and café, live music and of course the opportunity to cheer on their teammates at the adjacent Gold Coast Sports and Leisure Centre.



## The Check In Centre

Participants are required to collect accreditation at the Check In Centre. The Check In Centre will operate out of the Carrara Indoor Sports Stadium during the peak registration period and will then relocate to the Games Village for the remainder of the event to cater to those participants competing later in the event schedule. The expo will trade over this peak registration period from 1 to 4 November 2018.

Expo trading hours are:

Thursday 1 November	12pm - 8pm
Friday 2 November	8am - 8pm
Saturday 3 November	7am - 6pm
Sunday 4 November	8am - 5pm

# Why exhibit?

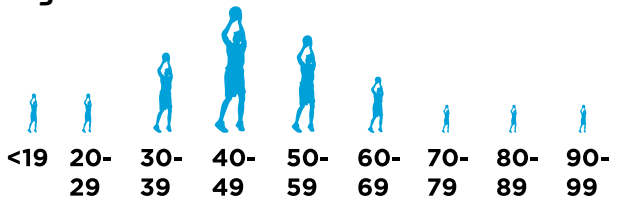
- Over 10,000 people are expected to visit the expo.
- Promote and directly sell to a targeted audience of people who have a genuine interest in pursuing an active and healthy lifestyle.
- Elevate your brand to a new level of national and international awareness.
- Align your products with the Pan Pacific Masters Games - the world's biggest and best biennial masters games.
- Turn over stock in a high-traffic environment or demonstrate, launch and market-test new products.
- Strictly limited opportunities - once capacity is reached, exhibitor invitations will close.
- Discover new suppliers, make industry contacts and research ways to improve your own products.
- Build your electronic database or membership base, or sell tickets to your event.
- See how your competitors and associates are doing business.
- Network, network, network!

## Who are you exhibiting to?

### Event Demographics

The 2018 event is shaping up to be the biggest yet, with the number of registrations significantly higher than at the same time in 2016. Statistics below from the 2016 event are provided to form a profile of the average Pan Pacific Masters Games entrant.

### Age

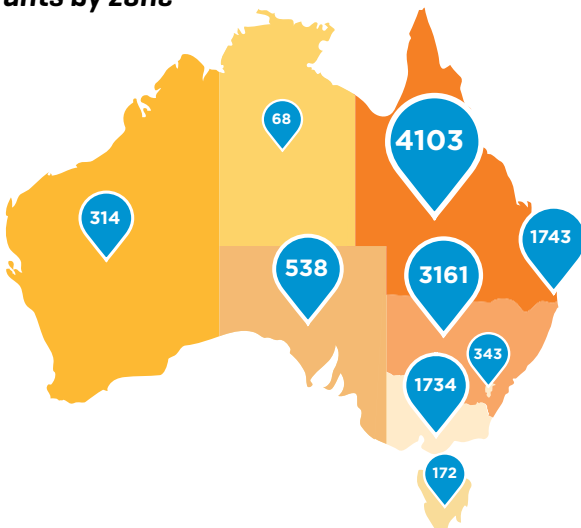


Statistics sourced from the 2016 Pan Pacific Masters Games registrations



**48%** Male  
**52%** Female

### Entrants by zone



### International participants

- Registered attendees in 2016 were predominantly from within Australia (91.96%)
- International entrants from 31 different countries.
- New Zealand entrants comprised almost half of the international contingent with 481 registrations.

# How is the expo promoted?

## Promotional activities

- Exhibitor name, details and website link will be published on the dedicated expo page on the Pan Pacific Masters Games website at [mastersgames.com.au](http://mastersgames.com.au) until the completion of the event
- An exclusive PPMG Sport & Leisure Expo email will be sent to over 40,000 newsletter subscribers, including event entrants, in the week leading up to the expo directing participants and visitors to the website
- Promotion to 30,000 followers on social media via the event's Facebook, Instagram and Twitter channels
- The PPMG Sport & Leisure Expo is advertised via several market channels including newspapers, official radio partners, local businesses and tourism bodies
- An exhibitor logo will be supplied to all exhibitors to post to their website and/or marketing collateral to let their customers know where to find them at the PPMG Sport & Leisure Expo.
- Street banner signage in Broadbeach business precinct and Carrara Sports Precinct

## Booth Packages



- Single (3m x 3m) and double (6m x 3m) booths are available and larger sized areas can also be arranged upon request.
- Packages include a white Octanorm booth with panels, lights, trestle table, two chairs, fascia signage and one power point.

We are pleased to advise that ExpoNet has been appointed the official supplier for the Pan Pacific Masters Games. Additional furniture items can be sourced directly through ExpoNet.

ExpoNet can also assist with any stand modification, fascia information, signage design and printing, additional lighting and power, wall mounted shelving and slatwall, furniture and audio-visual hire. Should you wish to discuss any of the above mentioned to be incorporated into your basic shell scheme package, please contact ExpoNet:



**ExpoNet - Exhibitor Services Department**  
[info@exponet.com.au](mailto:info@exponet.com.au)  
(02) 9645 7000

# About the venue



## Carrara Indoor Sports Stadium

Originally opened in 1989 by the Gold Coast Cougars, later to be rebranded as the Gold Coast Rollers, the Carrara Indoor Sports Stadium has since been home for a large range of community sporting organisations and major events.

Refurbishment of this multi-purpose indoor venue was completed, extending community usage of this facility for the next 20 years and beyond. The project has delivered upgraded spectator seating, technology upgrades, new internal and external cladding, and a new roof.

The venue is in the heart of the Gold Coast Sports Precinct centred between the Gold Coast Sports and Leisure Centre and Metricon Stadium, home of the Gold Coast Suns.

## Floor Plan and Flow

The expo floor plan is designed to maximise passing pedestrian traffic and to create an optimal spread of the various exhibitors for participants.

### Expo Booth Options

Booth	Detail	Price
Single	3 x 3m White Shell Scheme	\$1900
Double	3 x 6m White Shell Scheme	\$3450

To book your booth, please complete the enclosed Expo Booth Booking Form. If you have any questions prior to booking, do not hesitate to contact us directly on:

[expo@mastersgames.com.au](mailto:expo@mastersgames.com.au)  
(07) 5668 9888

### Booth Holder Access and Set-up Times

Exhibitors will have access to set up booths at the Carrara Indoor Sports Stadium from 9am Thursday 1 November. Booths must be ready for operation by 11:45am on Thursday 1 November. On days of operation, exhibitors will be able to access the expo 60 minutes prior to and must be ready 15 minutes prior to advertised opening times. To gain access, exhibitors must wear their official Pan Pacific Masters Games accreditation.

Due to health and safety regulations, it is imperative that all staff wear enclosed foot wear and that you bring your own high-vis vests for each staff member to wear during the bump-in and out periods. Additional information will be provided upon confirmation of booking.

### Parking

Complimentary parking is available for exhibitors and visitors and is located directly behind the stadium at the entrance to the expo.

### Restrictions

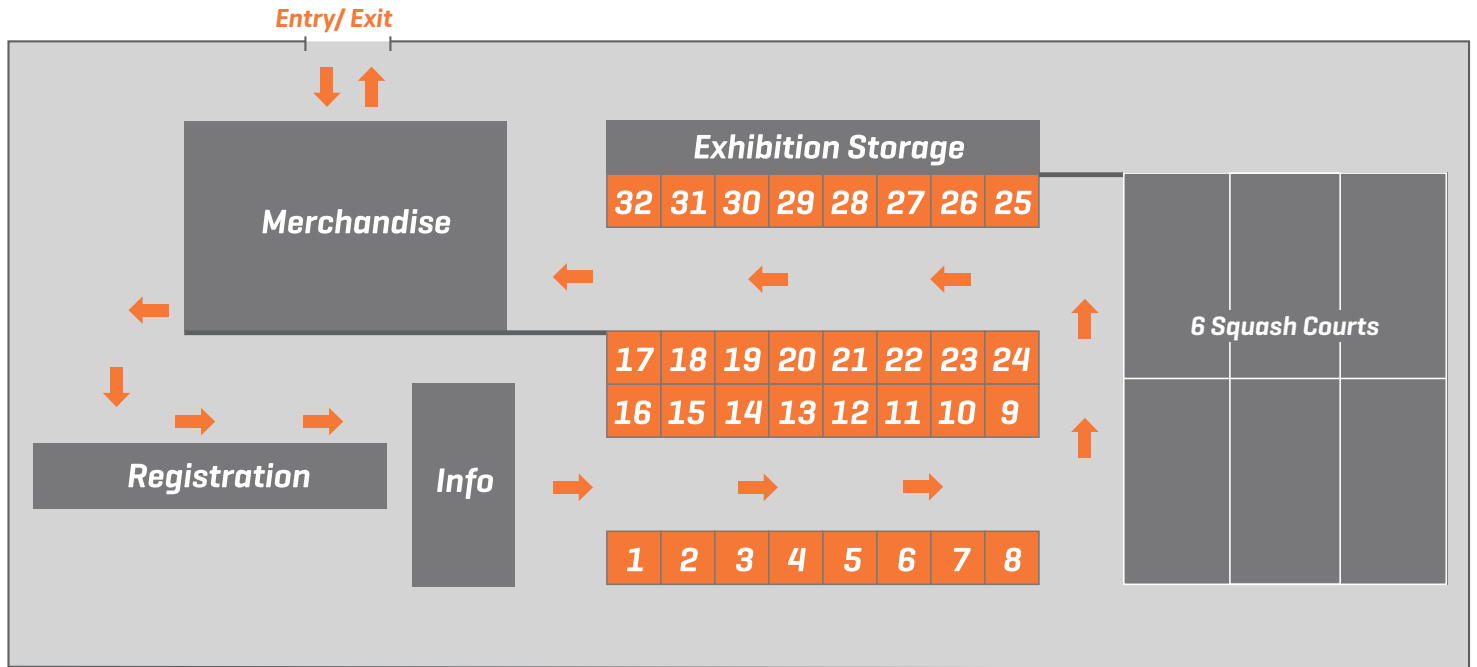
The Carrara Indoor Sports Stadium (CISS) maintains exclusive rights to the sale of food and beverage. No exhibitor or person shall bring into a licensed area, distribute or giveaway any item of food or beverage to visitors within the CISS without prior written approval from CISS management. Any food sampling must be of bite size or beverage items served in 50ml plastic cups or smaller. All food and beverage sampling does require approval 14 days prior to the event. For more information, please email CISS at:

[majorsportingvenues@goldcoast.qld.gov.au](mailto:majorsportingvenues@goldcoast.qld.gov.au)



# Expo map

## Carrara Indoor Sports Stadium



# Terms and Conditions

## **Conflict of Interest**

Exhibitors must not promote or sell any item or service that is reasonably considered by Pan Pacific Masters Games (PPMG) to be in conflict with existing sponsors or service contractors of the event. Exhibitors must supply details of their sale and exhibition items in the Expo Booth Booking Form. PPMG reserves the right to accept or decline any exhibitor or product/service they are offering.

## **Merchandise**

PPMG has granted the merchandising rights for the PPMG to an Official Merchandiser. The Official Merchandiser has the exclusive right to sell the Licensed Product which carries the PPMG logo and/or any acronym of PPMG. This product range includes a large number of souvenir merchandise items. Any exhibiting company's products must not conflict with the Official Merchandiser. Products for sale, giveaways or displays at the expo must be approved by PPMG prior to the event.

## **Furniture and Fittings**

PPMG will provide the exhibitor with the items specified in the expo booth packages and exhibition floor space. Furniture and fittings in addition to what is provided as part of the booth package can be arranged and can be ordered through ExpoNet at [exponet.com.au](http://exponet.com.au)

## **Power and Lighting**

Power is supplied as part of the expo packages. 240 volt, single-phase power (4amps) is available. If you require more power, please outline your needs upon booking. Standard lighting is included in each site. You will be required to provide your own extension leads with all cords and electrical devices displaying a current appliance test tag. Cords and electrical leads that are not displaying a current appliance test tag will be deemed to be non-compliant and their use will not be permitted. Organisers will not provide replacements.

## **Excessive Noise**

Exhibitors must ensure that any noise levels emanating from their site will be at a level that is considerate of others.

## **Security and Risk**

The exhibitor acknowledges that while all care is taken, PPMG shall not take any responsibility for any loss or damage to any exhibitor's stock, equipment, reputation or goodwill that may result for whatever reason either before, during or after this event. The organiser does not provide overnight security of the expo space and security of the exhibitors' property is the responsibility of the exhibitors at all times. PPMG recommends that the exhibitor has in place all appropriate insurances and takes all reasonable precautions in regards to the safekeeping of valuables.

## **Damage**

Exhibitors must not adhere or affix to, write on, screw into, hammer or modify the supplied structure. Nor shall any exhibitor insert any item under the surface of the booth without first seeking permission. If damage is made to any equipment or property associated with the event by the exhibitor, the exhibitor is liable for such damage and should inform the PPMG office immediately.

## **Insurances**

The exhibitor shall take out public liability insurance with a limit of liability of no less than \$10 million and will indemnify the organiser, its agents, servants, contractors and employees from all actions, claims, demands, losses, damages, costs and expenses arising from the participants use of the site and in particular but without limiting the generality of the foregoing against any loss, damage or injury from any cause whatsoever to the property of person caused by or contributed to by the use of the site by the participant or any servant, agent or other duly authorised by the participant whether such loss, damage or injury occurs on the site or not and whether caused by any act, omission, neglect, breach or default of the participant or any other person.

Exhibitors are required to provide a copy of their public liability upon booking to secure the exhibition space. The exhibitor shall ensure their liability (including Common Law liability) is in compliance with any applicable Workers Compensation Statute or Regulation to their employees. The exhibitor shall ensure that any subcontractors it appoints comply with all Workplace Health and Safety requirements, payment of correct Workcover premiums and currency of Workcover insurances, have all insurances at least equal to those specified that the exhibitor must hold in this agreement including Public Liability insurance, and comply with all obligations in relation to a Principal Contractor relationship with the exhibitor if applicable.

## **Force Majeure**

No party is liable for any failure to perform or delay in performing its obligations under this Agreement (other than any obligation to pay money) if that failure or delay is due to anything beyond PPMG's reasonable control including fire, storm, flood, wet weather, earthquake, explosion, war invasion, rebellion, sabotage and epidemic. If that failure or delay exceeds 30 days, the other party may terminate this Agreement with immediate effect by giving notice to PPMG. Neither party shall be liable to the other for any breach of any term of this Agreement if such breach arose by reason.

## **Cancellation and Refund**

Cancellation of the site by the exhibitor can be made up until 15 October 2018, however, a cancellation fee of equal to 50% of the booth costs will be charged. Any cancellation after 15 October 2018 will incur a cancellation fee equal to 75% of the booth costs.

PPMG maintains the right to cancel any booking that has not paid in full or has not submitted a Public Liability Insurance Certificate after 15 October 2018 and will charge a cancellation fee accordingly.

The organiser reserves the right, if it considers it to be expedient or desirable to do so, to cancel or to postpone the operation of this agreement by notice in writing in the event of any occurrence or happening which in the opinion of the organiser justifies it in so doing. If the cancellation is due to a breach of this agreement then PPMG reserves the right to retain monies paid.

## **Health and Safety**

Exhibitors must comply with all relevant health and safety regulations. Exhibitors agree to rectify immediately any health and safety breaches identified by the venue, organiser or the organiser's delegated officer. The organiser reserves the right to close the exhibitor's booth if a serious breach of health and safety is not immediately rectified.

All materials used by exhibitors at the exhibition are to be not readily ignitable and if combusted not emit toxic fumes.

## **Specific Exhibition Booth Information**

The PPMG will determine the final layout of the expo and exhibitor booths. Expo booth holders will be advised of their position once all booking forms and payments have been received. All reasonable consultation will occur to ensure that exhibitors have had input into their location. The exhibitor must not extend items outside the booth space unless prior agreement has been obtained from the organiser. The exhibitor shall not display materials that may be considered offensive by the event organizers.

Exhibitors cannot sub-let to other parties without permission of the organiser and exhibition booths must be left in a neat and tidy condition at all times.

## **Marketing & Promotion**

By applying to be an exhibitor at this event, you are giving consent to the publication and/or use in any form of media whatsoever of your name, image, voice, results, statements or otherwise, without payment or compensation and you agree that you will reasonably expect to receive marketing material, such as SMS, newsletters and entry forms, from Events Management Queensland and sponsors regarding its events.

## **Storage Policies**

A limited storage space is provided for exhibitors at the expo venue. Stored items within your booth, any boxes etc. must be covered and not seen by the public.

Exhibitors agree that they will adhere to bump-in and bump-out times and the expo booth will be fully staffed and operational for 15 minutes prior to and 15 minutes after the advertised public opening and closing hours.

## **General**

I consent to my details being disclosed to parties necessary in the conduct of the expo.

# Style Guide for Exhibitors

Much effort has been invested in providing a professional and efficient design for the expo and it is the organiser's expectation that the exhibitor booths are presented in the same standard. It is the organiser's objective to present an interesting and interactive expo to its visitors and to provide a space that will be conducive to exhibitors maximising their return on investment. If each exhibitor meets the following guidelines, the result will more likely be a high-traffic expo with high return for exhibitors and other stakeholders.

The following guidelines are designed to fulfill this objective:

## Minimum requirements:

- Boxes must not be visible to the public. Please place them under trestle tables or out of sight (floor-length tablecloths must be used on trestles (not supplied by organiser)
- Work with PPMG to tailor your booth with the sorts of brochure stands, counters and racks/shelves that will suit your merchandise or products
- Bring professional signage with you – posters, pull-up banners and the like
- Exhibitors are not to apply any signage or stickers to the external fascia of the booth as it looks untidy. A customised fascia sign is available from our supplier should you deem essential
- No hand-written or makeshift signs are to be used. If you anticipate reducing prices for the last day, bring this signage with you
- Come prepared with a stationery selection and cleaning supplies to ensure your booth is kept in good condition – yellow tack, double-sided tape etc.
- Discard rubbish, empty boxes and the like throughout the day
- Ensure your booth is as interactive as possible – have items to giveaway with your branding on it, games or interactive displays to attract people
- Where possible, use televisions or laptops to show footage or advertisements
- Always have a staff member present during the opening hours of the expo. Booths must not be left unattended for more than 15 minutes at a time
- Dress staff professionally in company colours, uniform or company badges to ensure they are distinct from visitors to the expo
- Have your contact details on hand (business cards or flyers) to capitalize on post-expo and follow up sales
- Create a means of collecting names/email addresses to add to your database
- Exhibitors are required to seek written approval from PPMG to have signage above their expo booth

- Coffee and food containers are not to be visible to consumers at anytime
- Power leads and boards are to remain out of site of consumers at all times
- Exhibitors have the option of reducing their carbon emissions by using a low watt light (at user's expense), and by using the venue's recycling facilities
- All electrical equipment must be tested and tagged.





# Expo Booth Booking Form

Trading Name: \_\_\_\_\_ ABN: \_\_\_\_\_

Text for Booth Signage (maximum 30 characters) : \_\_\_\_\_

Contact Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Suburb/City: \_\_\_\_\_ Postcode: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Booth Information

1. Select booth size

Single 3m x 3m (\$1,900)     Double 3m x 6m (\$3,450) (GST inclusive)

\*Booth location is not guaranteed.  
The organiser will do their best to accommodate all requests.

Each booth purchase includes:

- white shell scheme
- 1 x 1.8m table (please note - tablecloth not included)
- 1 x power point
- 2 x chairs
- 2 x booth lights
- 1 x company sign

Additional items can be ordered through ExpoNet once your booking has been confirmed.

2. List items you will be displaying and/or selling

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### BOOTH PRICE PAYABLE

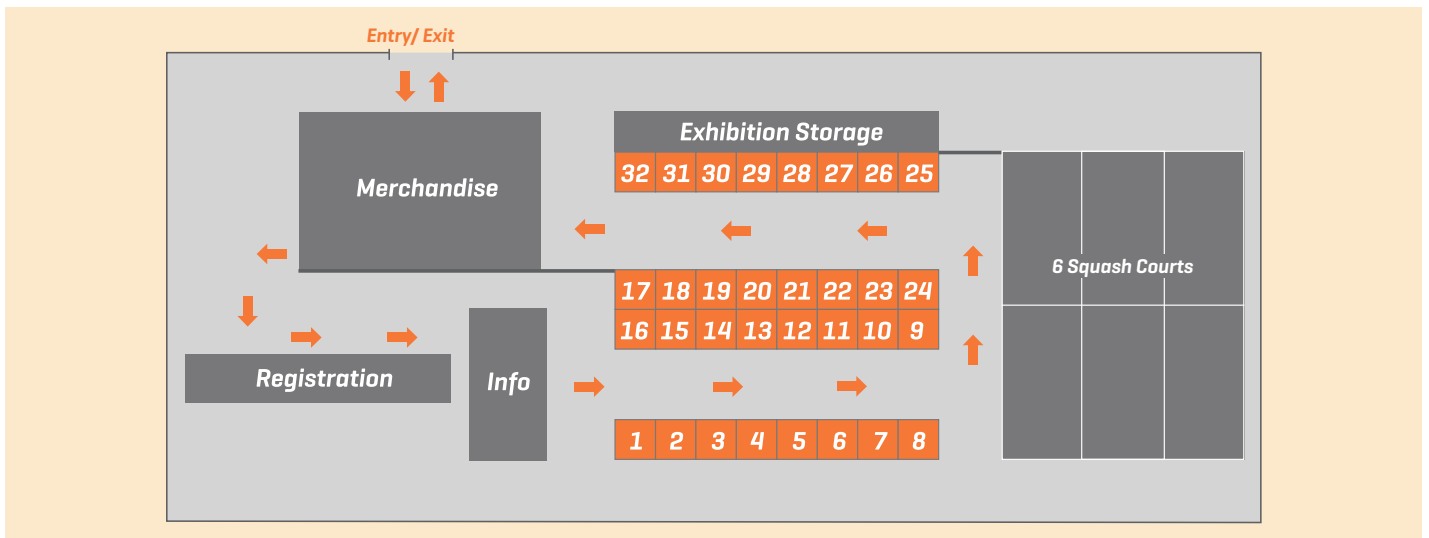
I hereby acknowledge having read the terms and conditions and Exhibitor Style Guide of this Agreement, and agree to be bound by them. Further, I agree that if I am acting as an agent or officer of the applying company or business I have the authority to enter into this agreement and by agreeing bind the company to the Terms and Conditions and Expo Style Guide.

Signed \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

(If completing online please ensure the above box is ticked)



### Location Preference

1st choice  2nd choice

Exhibitor passes required for bump in and bump out (1-5)

### Payment Details

Please do not send cash through the mail. Payment is accepted by Cheque, Bank Cheque, Money Order, Visa/MasterCard and Direct Deposit. Payment for overseas exhibitors is by Visa/MasterCard, international cheques or money order in Australian dollars (AUD) only. All cheques should be made payable to "Pan Pacific Masters Games". Return this complete invoice with your payment.

Please tick the appropriate box to indicate your method of payment:

- Cheque  Bank Cheque  Money Order  Credit Card (1.2% transaction fee)  
 Direct Deposit: BSB 334 056 Account number 5517 60911 Reference: Your Trading Name

Please debit my:  MASTERCARD  VISA Total amount payable: \$ (deposit upon acceptance)  
 \$ (final on or before 12/10/18)

Card number:  /  /  /  Expiry Date:  /  CCV:

Card holder's name:

Card holder's signature:

If completing electronically, please tick this box to authorise payment to the credit card details as listed above

\*All prices contain GST

NOTE: Payments will not be processed until booking is confirmed by the event organiser. Credit card payments will incur a 1.2% processing fee which will be added to the total.

Please return the above completed form either electronically or manually, the full payment and a copy of your Public Liability Insurance Policy by Friday 12 October 2018 to:

Pan Pacific Masters Games

P.O. Box 4920

Gold Coast Mail Centre QLD 9726

[Submit Form](#)