



AfMA 2012 Trade
Exhibition

Tuesday 20 March, Grand Hyatt Melbourne

Exhibition Packages



2012 Trade Exhibition

National Fleet Conference & Exhibition



The annual National Fleet Conference, held at the Grand Hyatt Melbourne, represents the Association's and the industry's most valuable educational and networking forum in the calendar year.

The program, aimed at Fleet Management professionals from all segments and with all sizes and makeup of Fleets, addresses a range of topics from environment to safety, from legislation to strategic planning, from cost management to vehicle selection and utilisation. It is a program designed by the Members for the Members.

The Conference also includes a Trade Exhibition which enables the delegates to source products and services from a diverse range of suppliers to the industry in a relaxed atmosphere.

There will be extensive opportunities for Exhibitors to network with the delegates to gain a better understanding of their concerns for the future and their collective and individual needs.

2012 Trade Exhibition



The 2012 Trade Exhibition will be held on Day 1 of the National Fleet Conference (Tuesday 20 March only). All meal breaks take place in the Exhibition area providing Exhibitors with ample time to speak to the delegates.

Catering stations for the Delegates will be strategically placed amongst the Exhibition booths to promote maximum flow throughout the space. Taking the feedback from the 2011 event into consideration, some changes have been made to the floor plan allowing better flow and visibility for all Exhibitors as well as some extra large booths to enable Exhibitors to build a more dramatic display. To allow the maximum contact time with the delegates, a dedicated catering station will be open to Exhibitors prior to the Delegate breaks.

Exhibitors will also have a choice in the appearance of their Booth. For the same cost, you may choose either the traditional velcro-ready grey or the sleeker white Syma booth. In addition, we have negotiated a special discount on selected furniture packages and one Conference ticket is included in each Booth package.

Benefits of Exhibiting



Conference attendance has continued to grow over the past three years and we expect well over 300 delegates to attend the 2012 Conference.

Delegates include influential senior executives and decision makers, including Fleet Managers, CEOs, Managing Directors, Financial Officers, Procurement Managers, OH&S Managers, Operations Managers, Fleet Administrators and Facilities Managers.



Each delegate receives a Conference bag which includes collateral from the Sponsors and information about the presentations. Sponsorship packages are available which provide Exhibitors with additional opportunities to increase their brand presence and ensure that all delegates receive hard copy information on their products and services.

AfMA will offer an incentive for the Delegates to encourage them to visit each and every booth and Exhibitors are encouraged to conduct their own 'lucky dip' prize draws.

Exhibition Booth Design

All booths will be supplied and built by Moreton Hire.

Each booth measures 3 metres wide by 2 metres deep and a choice of two styles is available as part of the basic package.

| | Corinthian | Syma |
|----------|--|--|
| Size | 3.0m x 2.0m | 3.0m x 2.0m |
| Walls | 2.4m high velcro compatible frontrunner covered panels | 2.5 high matt anodised aluminium frame with white laminated walls |
| Fascia | Matt anodized aluminum frame 380mm deep | Matt anodised aluminium frame 38cm high with white laminate infill |
| Sign | Applied directly to fascia insert. Computer cut vinyl lettering (max 26 characters) in a choice of primary colours | Applied directly to fascia insert. Computer cut vinyl lettering (max 26 characters) in a choice of primary colours |
| Lighting | Two 20w energy efficient spotlights per booth mounted on light track inside fascia | Two 20w energy efficient spotlights per booth mounted on light track inside fascia |
| Power | One 240 volts/1000 watts/ 4 amp general purpose outlet per booth regardless of size | One 240 volts/1000 watts/ 4 amp general purpose outlet per booth regardless of size |
| Carpet | Not included | Not included |
| |  |  |

Fee Structure

Basic Booth Package

Standard Size (3m x 2m)

\$2,895 (ex GST)

Extra Large (4.5m x 2m)

\$4,340 (ex GST)

(double booths are invoiced as two standard booths)

Includes: Basic Booth setup (choice of Corinthian or Syma shell)

One Trade Exhibition registration (access to Exhibition area only)

One full Conference* registration (access to Conference sessions and Exhibition area)

All meals (Arrival Coffee, Morning Tea, Lunch, Afternoon Tea, Cocktails)

Additional Conference* registrations

\$495 each (ex GST)

(Full access to Conference Sessions & Exhibition and all meals on Tuesday 20 March only)

Additional Exhibition registrations

\$195 each (ex GST)

(Access to Exhibition area only and all meals on Tuesday 20 March only)

* Registrations are for Tuesday 20 March only. Exhibitors may register for the workshops on Wednesday 21 using the standard registration form included in the Conference brochure or online.

Furniture Packages

The furniture packages below have been negotiated with Moreton Hire specifically for the 2012 National Fleet Conference & Exhibition. Additional items are available and all furniture must be ordered directly with Moreton Hire. All items are available in either Blue, Red, Black or White. These packages are not included in the base exhibition booth prices.

Package 1 \$180.45*
includes: 1 x Mode Dry Bar (cocktail table)
 2 x Poly Vogue Stools



Package 2 \$233.70*
includes: 1 x Computer Display Module
 2 x Poly Vogue Stools



Package 3 \$271.20*
includes: 1 x Lockable Cupboard/Counter
 2 x Poly Vogue Stools



Zig Zag Display Stand \$82.50 (ex GST)*
(add to any of the above)



EARLY BIRD SPECIAL: Additional 20% discount when ordered and paid prior to 30 September 2011
**All prices exclude GST, Damage Waiver and Delivery*

Display Guidelines

Exhibitors are encouraged to create interesting, colourful and interactive displays to maximise the number of delegates who attend your booth.

All displays must stay within the footprint of your booth. A limited number of extra large and double booths are available on a first come, first served basis.

Any additional charges imposed by the venue for moving large items (including vehicles) are the responsibility of the Exhibitor. It is the responsibility of the Exhibitor to arrange for all materials/furniture/etc to be delivered and removed from the venue.

The more inviting your booth is, the more time the delegates will spend with you so be creative and bring them something new!

Floor Plan

The Trade Exhibition is held in the Savoy Ballroom and the floorplan below is subject to change. In the event that additional booths are added, previously booked Exhibitors will be given first option to change their location. Booth and vehicle locations may not be exactly as shown. Catering stations will be set up in the centre of the room and in front of Booths 1 - 5 and Booths 23 - 26.

Standard booth size is 3m x 2m. Booths 5, 6 & 23 are made available as extra large booths and are 4.5m x 2m. Two smaller booths of 2m x 2m are available. There are also a limited number of double booths available which are 6m x 2m.





Further Information



Confirmation of packages

- Booths will be allocated strictly in order of receipt of signed application forms and/or a confirmation email. Please provide at least three choices of booths in order of preference. Should your first preference be unavailable, you will be allocated your next selection and so on.
- Once your booth has been confirmed, a non-refundable \$500 deposit will be required within 14 days.
- An invoice for 50% of the total cost (less the deposit) will be issued on 1 October with payment due within 30 days.
- The balance will then be invoiced on 1 December with payment due no later than 15 January 2012. Should full payment not be received by 15 January 2012, AfMA reserves the right to release the booth for resale.



Terms & Conditions

- AfMA reserves the right to modify or remove any of the inclusions to any of the packages listed.
- All decisions regarding allocation of Sponsorship packages are at the discretion of the Executive Director.
- All uses of the AfMA logo in promotional material or in any other form is subject to approval by the AfMA office prior to publication.
- Inclusion of sponsor logos on all printed material is subject to receipt of logos prior to print deadlines and in the correct format. All attempts will be made to provide sufficient notice of deadlines.
- Every attempt will be made to gain approval for the use of Sponsor logos in promotional material and non-reply to communications will be treated as acceptance.

2012 Exhibition Booth Application Form

Organisation _____

Contact Name _____

Mailing Address _____

Direct Phone _____ Mobile _____

Email _____

Signature _____ Date _____

Preferred Booth Number(s)
(please refer to floor plan)

| Item | Quantity | Unit Price (ex GST) | Total |
|---|----------|------------------------|-------|
| Small Exhibition Booth (2m x 2m) | | \$ 2,295 | |
| Standard Exhibition Booth (3m x 2m) | | \$ 2,895 | |
| Extra Large Booth (4.5m x 2m) | | \$ 4,340 | |
| Non-Member Surcharge* | | \$ 1,250 | |
| Additional Conference Registrations (Day 1) | | \$ 495 | |
| Additional Exhibition Only Registrations | | \$ 195 | |
| | | Subtotal | |
| | | 10% GST | |
| | | GRAND TOTAL | |

Additional Booth Information (will be sent to Moreton Hire)

| | | | |
|--|------------|-----------|------------|
| Choose a booth structure (please circle) | Corinthian | Syma | Custom |
| Choose a furniture package if desired (please circle) | Package 1 | Package 2 | Package 3 |
| Would you like to include brochure stands? (please circle) | yes | no | Qty: _____ |
| Do you require additional furniture? (please circle) | yes | no | |

Please note: All furniture orders will be billed directly by Moreton Hire and are NOT included in the above booth fees

Please read the full Terms & Conditions on the previous page. An up to date list of available booths can be accessed via the AfMA website or by contacting the AfMA office.

*Organisations wishing to Exhibit who are not current AfMA Members can submit their application for Supplier Membership with this form and the Non-Member surcharge will be waived.

Return completed applications to the AfMA office:
Fax | 03 9866 1304 Email | info@afma.net.au

Australasian Fleet Management Association

ABN | 71 365 485 449

Suite 30 Commercial Centre

431 St Kilda Road Melbourne VIC 3004

Phone | 03 9866 6056 Email | info@afma.net.au

Fax | 03 9866 1304 Web | www.afma.net.au