



# Exhibitor / Advertiser Application

Please complete & Fax to: (02) 8088 1395

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**If you have a product or service which you want dancers to know about, then you can't miss this opportunity to exhibit at the 2010 Australian Dance Festival!**

**Sell Your Product or Service  
Promote Brand Awareness &  
Interact directly with your target market**

Exhibiting at the Australian Dance Festival provides you with the opportunity to present your product/service to a captive audience of passionate dancers – and for the first time ever at the Sydney Town Hall – right in the middle of the Australia's largest city.

You **will** make your presence felt within the Dance and entertainment industry. This is not just opportunity to sell and promote your business, but a great opportunity to network with key players in the dance industry, including: dance celebrities, school owners, performers, professional dancers, retailers and agents from the media and entertainment sectors. Also, Jason Coleman as confirmed that he will once again be our patron for 2010 and will be present at the event.

## **Target Market:**

- 10 to 28 year old age bracket
- Both male and female attendees, with a predominantly female skew
- Love to dance, whether it is at a recreational, aspiring or professional level
- Parents support them financially, but some have their own disposable income
- No major financial commitments – their focus is doing what they want to do
- Their main aim in life is to "have fun" with everything they do. Living a healthy and active lifestyle is their secondary focus and an added benefit to their involvement in dance
- They are technologically savvy and up-to-date with the latest trends and fashion
- Geographically located across Australia and New Zealand.

## **Key Elements of our Promotional Strategy:**

- Sponsorship of group winners at Dance Eisteddfods across Australia & New Zealand
- Advertising in Dance Eisteddfod programs and websites across Australia and New Zealand
- 20,000 flyers distributed to over 200 High Schools across Australia using the Avant card network
- 6m x 3m posters to be erected in the 2 busiest train stations in Australia (Town Hall and Central ) 6 weeks prior to the event
- Cash & Kind incentives offered to dance schools and major dance celebrities around Australia to support and promote the event
- 30,000 flyers distributed at major dance events around Australia and sent out to dance schools across Australia and New Zealand who have agreed to support our event
- Posters and flyers to be distributed around Sydney metropolitan area including dance venues, cafes, libraries, music stores etc.
- Australian Dance Festival flags erected outside Sydney Town Hall (On George Street & Druiitt Street) up to one week before and during the event.
- Strategy to drive traffic to the Australian Dance Festival YouTube Channel using interesting videos featuring dance celebrities involved in our Festival
- E-newsletters sent to our own database of 10,000 dancers (gathered from events we have run in the past)
- Press release to be sent to major newspapers and magazines leveraging off the celebrity of workshop teachers and performers involved in the Australian Dance Festival.



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- State of the art website leveraging off our celebrity instructors and performers, including photos and videos of 2009 participants including: Jason Coleman, Matt Lee, Tallia Fowler (winner SYTYCD 2009), Timomatic, BJ Rorke, Stephen Tannos, Marko Panzic, Loredo, Gianni etc. etc. etc.

### Exhibitor Facilities (Cost from \$1,000 + GST)

The Australian Dance Festival will provide the following to all exhibitors:

- A dedicated 2 x 3 metre booth, including built up wall structure (valued at \$320) located in the Peace Hall (lower level of the Sydney City Town Hall).
- Please note your booth **DOES NOT** include a table or chairs.
- Each booth will have a fascia with your business name displayed at the front of your booth (corner booths will have a fascia on all aisle frontages).
- All booths will have 1 power point and 2 lights per 2m x 3m space.
- Phone lines for EFTPOS machines will be available (cost to be advised by Sydney Town Hall in July 2010).
- Please note wireless internet is available but at an additional cost.
- All exhibitors will receive 4 exhibition passes for staff and 10 exhibition passes for clients (valued at \$210). We are open to requests for more exhibition passes so please let us know if you require more.
- Listing on our exhibition directory distributed to all attendees of the event. This will provide patrons with your booth location.
- A link to your website will be posted on the Australian Dance Festival's website.

### **Bump-in Hours: Friday 3<sup>rd</sup> September**

11am to 6pm – Set up your booth

### **Exhibitor Hours: Saturday 4<sup>th</sup> & Sunday 5<sup>th</sup> September**

9.30am to 7pm

### **Bump-out Hours: Sunday 5<sup>th</sup> September**

7pm – Start packing up your booth and be completely moved out by 9.30pm

### **Other Advertising Opportunities Available:**

#### **Advertising on LCD Screens (Cost \$800 + GST)**

We will have TWO large LCD screens for you to advertise your business throughout the event:

1. The main performance stage (Main room at the Sydney Town Hall) will project advertisements for 30 minutes before the evening shows begin: from 7pm – 7.30pm. Here, you can be certain that your advertisement will be noticed and heard by the 2,000+ members of the audience.
2. The exhibition room will project advertisements from 9.30am to 7pm on a continuous cycle the entire time the exhibition is open. This is a great opportunity to capture the attention of consumers and send them in the direction of your booth. Please note the advertisements will not be played while workshops are held in the room, which are approximately 5 spots of 45 minutes per day.

**AND YES, for just \$800 + GST, your advertisement will be played on both screens.**

***If you require any more information about any of these options,  
please do not hesitate to contact Charlene on 1300 132 152.***



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**Organisation**

\*Please note: this is what will appear on your booth's fascia – so make sure it is what you want consumers to see.

**Contact Person**

**Billing Address**

**Phone**

**Mobile**

**Email**

**Please secure my reservation as: (tick appropriate box)**

Options	Format	Cost inc. GST	Qty	Subtotal
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**Exhibiting Options (for 2 days)**

<input type="checkbox"/> Exhibitor (single space)	2m x 3m	\$1,100.00		
<input type="checkbox"/> Exhibitor (corner booth)	2m x 3m (2 aisle frontages)	\$1,375.00		
<input type="checkbox"/> Exhibitor (centre booth)	2m x 3m (3 aisle frontages)	\$1,500.00		

**LCD Advertisements (30 second advertisement on TWO LCD screens)**

<input type="checkbox"/> On 2 LCD screens – shown during the exhibition and before the nightly shows.	Powerpoint / Flash	\$880.00		
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**Exhibition Room Workshop**

<input type="checkbox"/> Instructing spot in the exhibition room with LCD advertisement during workshop (45 minutes)	<input type="checkbox"/> Sat 4 <sup>th</sup> Sept 2010 <input type="checkbox"/> Sun 5 <sup>th</sup> Sept 2010	\$220.00		
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**TOTAL**

Participation as an exhibitor, performer, or LCD screen advertiser requires a 50% deposit with this application in order to reserve your place. Once your application has been processed, we will include a link to your website on "The Expo" page of the Australian Dance Festival's website.

**Cheque enclosed**

**Visa**

**Mastercard**

**Amex**

**Amount of Payment\***

Card Holders Name :

Expiry Date:

Card No :

.....  
Cardholder's Signature

# Terms & Conditions

**Definitions:** The Australian Dancers Guild is the event manager hereinafter referred to as the Organiser. The licensor/s of the Expo site/s is the Sydney Town Hall.

**Scope of Australian Dance Festival:** The Organisers will determine the scope of the Australian Dance Festival and reserve the right to refuse any exhibitor which in the opinion of the Organisers is not in the best interests of the Australian Dance Festival or is for any other reason not suitable for the Australian Dance Festival presentation or image.

**Exclusion of Oral Representations:** The Exhibitor hereby acknowledges that they each have entered into the contract without relying upon any oral representation by the Organisers, their agents, employees or other person on behalf of the Organisers and that the terms and conditions of the contract are as conclusively set out in these Terms and Conditions.

If the Exhibitor is rendered unable wholly or in part by force majeure to carry out its obligations under this Agreement, then this shall not affect the operation of the terms of this Agreement and the risk of frustration is to be borne by the Exhibitor.

The term "force majeure" means an act of God, a strike, a lockout, act of public enemy, civil commotion, war, blockade, riot, state of emergency, lightning, fire, storm, flood, washout, explosion, Government restraint, or any form of Governmental intervention (including where the event arises as a result of action taken by the Corporation as the relevant statutory authority) and any other cause which is not within the control of the party alleging it.

**Liability:**

1. The Organisers, The licensor/s, and all of their employees and agents and other representatives shall not be liable, and are hereby released from liability, for any damage, loss (including consequential loss), harm or injury to the person or property of the Exhibitor or any of the Exhibitor's employees, agents, students, assistants or other representatives, however caused, which may arise directly or indirectly during or in connection with the event.

2. The Organisers, The licensor/s and all of their employees and agents and other representatives shall not be liable, and are hereby released from liability, in respect of the expo site, any stand, structure, or building erected thereon and any action therein.

3. The Organisers, The licensor/s, and all of their employees and agents and other representatives shall not be liable, and are hereby released from liability, for any damage, loss (including consequential loss), or expense resulting directly from a total or partial failure of the public utility services supplied to the expo site caused by any factor.

**Insurance:**

1. All insurance including Public Liability insurance (minimum\$5,000,000.00) shall be the responsibility of the Exhibitor. A copy of the certificate of currency must be supplied to the organiser.

2. The Organisers, or The licensor/s will not take out any insurance in respect of the property of the Exhibitor and it is the Exhibitor's responsibility to insure all property brought by the Exhibitor to the Sydney Town Hall.

3. The Exhibitor will comply with all applicable legislative requirements in relation to workers compensation insurance.

4. The Exhibitor shall not without the prior written consent of the organisers do, or permit to be done, anything in relation to the event area whereby any insurance effected by the organisers or the licensor/s may be rendered void, voidable or any way unenforceable against any insurer or whereby the premium payable on the insurance may be liable to increase.

**Indemnity:**

The Exhibitor shall indemnify the Organisers, The licensor/s and all of their employees, agents and other representatives in respect of all actions, claims, demands, proceedings, suits, costs, damages, expenses and losses whatsoever (including but not limited to loss of profits, any compromises of actions, claims, demands, proceedings, or suits and all legal costs on a solicitor-own client basis in respect thereof) which the Organisers, The licensor/s and all of their employees, agents and other representatives may suffer or incur by reason of, or in relation to:

a) Any act, default or omission on the part of any one or more of the Exhibitor, their employees, agents or invitees, licensees, contractors and sub-contractors.

b) Any act, default or omission on the part of any one or more of the employees, agents or invitees, licensees, contractors and sub-contractors of the Organisers, The licensor/s when acting under the order, direction or control of any one or more of the Exhibitors, their employees, agents, contractors and sub-contractors

c) The Exhibitor withdrawing from the event: or

d) Any accident, damage, death, or injury suffered by any person in or using or entering or near the Venue an occasioned wholly or partly by any act, default or omission of any one or more of the Exhibitor, their employees, agents, invitees, licensees, patrons, contractors and sub-contractors.

**I have read the above terms and conditions and I accept and agree to be bound by them.**

Name.....Organisation.....

Position.....Signature.....Date.....