

2018 EXPO PROSPECTUS





EVENT PEOPLE

Event People have been passionately involved in all sides of multisport and festivals for over 15 years, including event management, brand management, retail, distribution, coaching, competing, marketing and sponsorship.

Event People are committed to the delivery of high quality events and the formation of mutually beneficial and valued corporate partnerships that reward everyone – our sponsors, our brand, our spectators and our athletes. We firmly believe if our athletes and spectators have an enjoyable event experience, we will all benefit from our involvement.

Event People owns and operates the Sufferfest Triathlon Series, Australian Beach Games, Mornington Running Festival, Beach Carnivale, Peninsula Busking Festival, Mulberry Tribute Band, and Colour Carnivale.





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fitness any time

CORETM24 HEALTH

GET MO
More Equipment! Mo

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quality of life improve
95% of patients
reduction in 5-year m

Obstructive
Sleep Apnea
74-80% resolution

Cardiovascular
SAGENIX

core24

Mitch

SPECIALISATION:
conditioning,
body

sing

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fitness any time you like

EVENT FACTS

Expo Dates/Venues

26-28 January 2018 – Frankston Vic
9-11 February 2018 – Bunbury WA
23-26 February 2018 – Lakes Entrance Vic
27-29 April 2018 – Newcastle NSW

Target Audience – All age groups and family members

Attendees – We are expecting over 2000+ competitors take part in each location. Approximately 25000-40000 people pass through the expo event area over weekend.

History – The Australian Beach Games Festival is an exciting multisport festival that brings together sports played on and around the beach, combined with entertainment and lifestyle over one mammoth weekend in five states across the country. Australians have grown up going to the beach for holidays and playing in the sand and surf. It is an integral part of Australian culture, and this event concept captures everything Australians love about it.

ABG in 2018 overview

- 5-6 stunning beach locations across Australia.
- 15+ sporting events to choose from across an action-packed weekend.
- Health and Lifestyle village including a food truck carnival combined with a unique beach festival of sport, music and wellbeing.
- Over 8,000 participants and 60,000 spectators over all locations.
- Open to teams, individuals, clubs, families and schools across Australia.
- National and International players competing at the games.
- Amusements rides.
- Live Concerts from some of Australia's leading artist and DJ's.

The Sports - Australian Beach Games offer participants a wide range of different sports, from triathlon to dodgeball, swimming and more. The variety of sports on offer provides the opportunity for participants to try a new sport, compete in multiple sports throughout the weekend and register as an individual or in a team.

The Social Side - The Australian Beach Games Festival is more about the social aspect than it is about competitive sports. The weekend includes a variety of social events, providing a festival atmosphere for both competitors and visitors. Examples of some activities include: Food Truck Festival, Live Music Daily, Free Family Activities and more.



Application Form

Company Name

Expo Site Name

ABN

Address

Contact Name

Contact Phone

Email

Brief Description of exhibited goods/services to be displayed/sold/promoted

Schedule of Events 2017/18 Season

Please tick which events and size space you wish to participate as Exhibitor

Please Tick	Date	Location	Event	3mx3m Per day	No of Days	6mx3m Per day	9mx3m Per Day	
	9-11 Feb	Bunbury	Bunbury	\$400		\$600	\$800	
	24-25 Feb	Lakes Entrance	Lakes Entrance	\$300		\$500	\$700	
	27-29 April	Newcastle	Newcastle	\$400		\$600	\$800	
	26-28 Jan	Frankston	Frankston	\$400		\$600	\$800	

#Please note all events are bring your own marquees if you require marquee we can get quote for you

Power Requirements

Please be aware that all power equipment must be tested and tagged before being used at the event.

Do you require power from us during the event? (10AMP only) Yes No

What electrical appliances will you be running: TV Lights Cash Register Eftpos Machine

Other: _____

Furniture Supply

Do you require to hire furniture from us? Yes No

What do you require to hire from us? _____

Please note that hiring equipment from us will come at an extra cost to your business

Booking Requirements

- On completion of filling the form out, please send back to Scott Hollow for acceptance.
- Submission of this form does not guarantee a spot at any of the Event People Expos
- Once written confirmation has been given and invoice processed a minimum of 50% deposit is required and balance will be required to pay no later than 2 weeks prior to the event.

Website Advertising

Event People has its own customized website which allows participants to easily access event information. The site has regular traffic passing through which increases closer to each event. Over the past year, there were 300,000 visitors to the Event People website plus 1.1 million page views. This is an excellent way to reach your target audience at minimal cost. If you would like to advertise on our website, please contact us to discuss advertising options and costs.

Terms and Conditions

Conditions of entry to the venue:

- Acceptance into the expo and location of the booth will be subject to confirmation by Event People. All exhibitors understand that they are responsible for any damage or injury cause by their activation, and must hold a current Public Liability Insurance Policy covering the event.
- Any waste created by the exhibitors whilst on site must be disposed of appropriately.
- Any exhibitor that leaves their stall after the event with rubbish around will be charged a cleaning fee of \$50.
- Promotional flags must be appropriately weighted down. Stakes must not be inserted into the ground within 0.5m of any underground services. There areas will be marked out prior to your arrival. If unsure please check with the Site Manager or Expo Manager as any damage resulting from not adhering to this guideline will be at the cost of the exhibitor.
- Exhibitors must not be removed and displays must not be dismantled either partially or totally before the closing time on the day of the exhibition.
- Event People reserves the right to remove any products not mentioned on this form in order to protect existing event Sponsors.

I/We have read the Terms of Contract, General Information and Exhibitor Restrictions and accept the rules and regulations.

Name: _____

Signature: _____ Date: _____

Please email the completed application form to:

Attn. – Scott Hollow
Event People
info@eventpeople.com.au
P: (03) 59884040



SCOTT HOLLOW
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