

# SANCTUARY COVE INTERNATIONAL BOAT SHOW

Where the marine business does business.

LOVE  
BOATING.

EXHIBIT AT  
SANCTUARY  
COVE BOAT  
SHOW 2012.

24 – 27 MAY 2012

Apply online today to exhibit at the  
Sanctuary Cove International Boat Show.

[www.sanctuarycoveboatshow.com.au](http://www.sanctuarycoveboatshow.com.au)

MEMBER OF:



SPONSORED BY:



CLUB  
MARINE

PROSPECTUS  
MARINA SPACE



## MARINA SPACE

(To see the Village and Marina Site Plan [click here](#))

To discuss the best location for your marina display, contact the Exhibition Manager, Harry Davis, at [harryd@sanctuarycove.com](mailto:harryd@sanctuarycove.com).

### NEW BOATS DISPLAY

The new boats display spreads from Marina A and includes B, C, D, E, F and includes the temporary connection walkway.

### PRESTIGE BROKERAGE DISPLAY

This additional display, introduced in 2010, features high quality used boats longer than 15m and presented through accredited brokers. Only vessels approved by Management may be displayed on the brokerage marina.

### SEA TRIAL DISPLAY AREA

This area offers you the opportunity to demonstrate your boat, product or service to potential customers. A section of the marina has been allocated to these boats, allowing you to provide practical demonstrations and sea trial opportunities for your invited clients. Each boat must comply with Maritime Safety Queensland requirements. Please see Terms and Conditions for exhibiting in this area.

## DISPLAY RATES

- Marina Display Fees are charged per linear metre on overall length (LOA) – not on the beam of the vessel.  
The minimum charge is set at 8m LOA.
- Vessels with a high beam-to-length ratio (such as multihulls and houseboats) incur an additional 50% charge on the LOA.
- For the display of larger commercial vessels and super yachts, please contact the Boat Show office regarding specific space, power and draft requirements.
- All rates quoted include GST.

## APPLICATION FEE

Non-refundable Application Fee \$100

## MARINA SPACE

BOAT TYPE	FEE	
Monohull	\$335 per m (LOA)	
Multihulls	\$502 per m (LOA)	Beam greater than 5m
House Boat	\$502 per m (LOA)	Beam greater than 5m
Sea Trial - Monohull	\$411 per m (LOA)	
Sea Trial - Multihull	Please contact Boat Show Office	



### CORPORATE PONTOONS

TYPE	FEE
WS3 - 11.5m x 2m	\$6,273
WS4 - 7.5m x 2m	\$4,090

### STRUCTURES FOR PONTOONS

TYPE	FEE
2m x 3m Structure	\$382
3m x 3m Pagoda	\$532
3.5m x 3.5m Pagoda	\$722
4m x 4m Pagoda	\$914
5m x 5m Pagoda	\$936
6m x 3m Structure	\$1,066
6m x 6m Pagoda	\$1,367

## MARINA SHORE POWER

- One 15 amp connection is included for each boat you display.
- If your display requires more than this supply or additional 3-phase connections, you must submit to the Boat Show office a power plan listing your requirements and indicating the location of these outlets no later than Friday April 6, 2012.
- Eventelec, the electrical contractor for the marina, will provide a price quotation for your additional temporary installations and bill you direct.
- There are a limited number of 3-phase outlets on large marina berths. Any exhibitor connecting to a 3-phase outlet will be billed for 3-phase usage even if single phase only is being drawn from that outlet.

## EXHIBITOR PASS ENTITLEMENTS

- Your exhibitor pass is your entry into the show each day.
- The allocation of these complimentary exhibitor passes will be calculated on the net total of your final Boat Show invoice.

NET TOTAL	PASS ENTITLEMENT
Up to \$5000	5
\$5001 - \$10,000	8
\$10,000 - \$15,000	10
\$15,001 - \$20,000	12
\$20,001 - \$30,000	15
\$30,001 - \$50,000	20
Over \$50,000	25

- You can purchase additional Trade Passes via the Exhibitor Kit available online in February 2012.
- Please note that, while your Exhibitor Trade Pass entitles you to free access to the Boat Show, it does not entitle you to free parking.

## EXHIBITOR PARKING

- There are three on-site car parking areas for exhibitors.
- You can request parking passes on the Display Licence Application.
- Please note that parking spaces are allocated for vehicles which can fit within a standard 5m x 2.5m car park.

**Car Park 2 (P2):** 1-day parking. \$65 each including GST. Located in the Rec Club area - about 700m to the entry.

Shuttle service operates.

**Car Park 2 (P2):** 4-day parking. \$150 each including GST. Located in the Rec Club area - about 700m to the entry.

Shuttle service operates.

**Car Park 3 (P3):** 4-day parking. \$125 each including GST. Located in the Cypress Point area on the western side of the Hyatt – about 600m to the entry. Shuttle service operates.

**Car Park 4 (P4):** 4-day parking. \$205 each including GST. Located right at the entry to the exhibition site. Very limited availability. One pass per exhibitor until sold out.

- Include your initial car parking requests on the Display Licence Application.
- Please note that Car Park passes to some areas sell out within weeks of bookings opening.
- To gain entry to Sanctuary Cove on Boat Show days a vehicle must clearly show the appropriate parking pass on the lower right side of the windscreen, and all occupants must have a valid entry pass.
- Any person (including an exhibitor) not holding a valid pass will be charged the normal public admission fee.

# PAYMENTS, DISCOUNTS & DEADLINES

## PAYMENTS, DISCOUNTS & DEADLINES

### PAYMENTS

Please read carefully the Terms and Conditions and Display Regulations. [Click here](#)

- A minimum 10 % deposit is payable with the Display Licence Application. We will begin processing your Application only when we have received the correct deposit or payment in full.
- A 40% second installment is due Wednesday, February 29, 2012.
- The deadline for final payment of exhibition fees is Friday, March 30, 2012.
- You can pay by cheque, credit card or electronic funds transfer.
- After that date exhibitors will be charged the late payment fee of \$385 and the Agreement may be cancelled. See Terms & Conditions 3.3.
- We will not issue passes (exhibitor, parking, guest) until all fees owing have been paid in full.
- Variations to orders for passes and other exhibitor requirements made after the March 30, 2012 deadline must be paid for in full within seven days of the adjusted tax invoice date.
- You will need to pay for late orders (received after Friday May 4th) by credit card.

- Exhibitor listing, editorial and any booked advertising will be withdrawn from the Sanctuary Cover International Boat Show Year Book if any outstanding monies are not paid by Friday, 30 March, 2012.
- All prices are quoted in Australian dollars and payments must be in Australian dollars.
- 10% GST is included in all fees quoted.

### DISPLAY FEE DISCOUNT

A 10% Industry discount on display fees may apply if you are a current financial member of:

- The Boating Industry Association in your state or country
- OR
- AIMEX (Australian International Marine Export Group)
- OR
- SYBA (Superyacht Australia).
  - The above associations are the only organisations entitled to an industry discount.
  - Discount on display fees does not apply on applications received after March 30, 2012.

### VARYING OR CANCELLING DISPLAY SPACE

- Once you receive written confirmation of your stand allocation, you are responsible for the full payment of the Display Fee by the due date, which is Friday, March 30, 2012.
- If you request that Management allocate additional space, all fees must be paid in full before any allocated space may be occupied.
- If you wish to withdraw from your contract or reduce your stand area before Friday, March 30, 2012, a refund, less the non-refundable Application Fee of \$100, will be paid only if the Display Space is re-let to a suitable exhibitor by that date. If we have not found a suitable exhibitor by that date, we will not refund any fees.
- We will not accept cancellations after the payment deadline of Friday, March 30, 2012, nor will any fees previously paid be refunded. At that date the full amount of the Display Fees, as detailed on your most recent invoice, is payable regardless of whether you wish to reduce your stand size or withdraw altogether. See Terms & Conditions Clause 9.

# GENERAL INFORMATION

## GENERAL INFORMATION

### INSURANCE

- **Sanctuary Cove International Boat Show will provide each exhibitor with public liability insurance to the value of AUD ten million. This cover is at no additional cost to you as a registered exhibitor.**
- Please note that this public liability insurance cover does not include exhibitor property. You install, display and remove your products at your own risk and are responsible for the insurance of your own property.

### SECURITY

- You are displaying goods at your own risk (see Terms and Conditions Clause 4 available on our website).
- Sanctuary Cove's 24-hour security service operates as normal around the Marine Village and on the marina.
- From the start of installation until the final removal time of 3pm Monday 28, May 2012, a contracted security company provides general security services across the entire exhibition site.
- On the marina, only exhibitors and their credentialed clients and contractors will have after-hours access.

### PUBLIC PARKING & TRANSPORT

- There is no public parking for Boat Show visitors at Sanctuary Cove.
- Visitors can drive to the public parking facilities at (TBC) and catch a return shuttle bus or ferry to the show. Parking and transport is free.

### EXHIBITOR GUEST PARKING

- A 1-day Guest Pass entitles the bearer to free parking and return bus or ferry transfer from the public car park (location tbc). Exhibitors can purchase 1-day Guest Passes for \$20 each including GST.

### HYATT REGENCY GUEST PARKING

- Guests staying at the Hyatt Regency Sanctuary Cove will park in the hotel car park.
- Hyatt security staff will verify bookings and supervise parking.

### AFTER-HOURS ACCESS AND PARKING

- After the 5.30pm on Boat Show days exhibitors and visitors may park at no cost in any of the designated parking areas. The parking space is limited, and any car left overnight without the correct parking pass will be towed away after 6.30am the following morning at the owner's expense.
- Be aware that, while pavilions and marinas are closed after-hours, the Marine Village streets are open to pedestrian traffic at night.

- On the marina, only marina exhibitors, and their credentialed contractors and guests will have access after-hours for maintenance or pre-approved functions.
- Pavilions will be open to exhibitors only between 8am and 9am for stand preparation and re-stocking during Boat Show days.
- Boat detailers and contractors employed by exhibitors can access boats for cleaning and maintenance, but must have left the exhibition site by 8.30am on Show days. These staff must have valid credentials and will be allocated temporary parking.

### EXHIBITOR KIT ONLINE

An Exhibitor Kit, containing all the information and order forms that you will need in organising your display, will be published on the boat show website [www.sanctuarycoveboatshow.com.au](http://www.sanctuarycoveboatshow.com.au)

We will email you in early 2012 advising when and how you can access the kit.

The Exhibitor Kit contains supplier information, and includes order forms for set-up services such as freight, forklift and cranes, furniture and AV, additional power, as well as for additional exhibitor passes and guest passes.

## EDITORIAL & PUBLICITY

### PUBLICITY & NEW PRODUCT LAUNCHES

Sanctuary Cove promotes the International Boat Show around the world. If you are launching a new product into the region or world market, please send information for possible use in publicity and press releases.

Please note - deadlines are early. Publicity is generated from as early as November 2011. Promotional opportunities such as the Official Yearbook have deadlines in early 2012.

All publicity generated by Sanctuary Cove International Boat Show is at the Boat Show's sole discretion. As an exhibitor you should generate your own publicity and mention your attendance at this Show to maximise opportunities to reach buyers.

Send potential editorial and press releases to:

Jeni Bone  
Media & Public Relations Consultant  
Sanctuary Cove International Boat Show  
PO Box 204  
Sanctuary Cove QLD 4212 Australia.

**E-mail:** [media@sanctuarycove.com](mailto:media@sanctuarycove.com)

(Send dot points or a press release and quality images. You need to specify if the product or service to be

launched at the Show is a world, regional, or Australian product launch. Please send full details for follow-up contact).

### THE SANCTUARY COVE INTERNATIONAL BOAT SHOW YEARBOOK

A high quality Yearbook is published for the Boat Show. Editorial inclusion remains at the discretion of Sanctuary Cove International Boat Show. Judgments are made on the newsworthy value of information and relevance to the Show's marketing goals. Any images provided for consideration must be supplied at a high resolution 300dpi or higher. Images not of this quality are unlikely to be used.

Please forward all editorial to:

**Email:** [media@mulpha.com.au](mailto:media@mulpha.com.au)

No later than March 9, 2012.

### ADVERTISING IN THE YEARBOOK

Trader Classifieds (ACP Magazines) have been appointed to produce the 2012 Yearbook. To secure a prime position in the yearbook you must book early, as page positions are allocated at the time of booking.

For advertising rates and deadlines please contact;

Shane Aughterson  
National Advertising Manager – Marine  
Trader Classifieds

**Ph:** 03 9567 4282

**Mob:** 0418 549 471

**Email:** [Shane.aughterson@traderclassifieds.com.au](mailto:Shane.aughterson@traderclassifieds.com.au)

### INTERNET INFORMATION

[www.sanctuarycoveboatshow.com.au](http://www.sanctuarycoveboatshow.com.au)

Sanctuary Cove's website receives many hits from boat buyers and visitors, especially in the weeks leading up to the event. In May 2011 alone, the boat show website averaged 210,000 hits per day.

**We will list your company as a confirmed exhibitor on the Boat Show website and create a complimentary direct link to your website.**

### DISCLAIMER

- Information in this prospectus is correct at time of publication and is supplied in good faith.
- The information is subject to change without notice.
- Sanctuary Cove International Boat Show does not accept responsibility for the accuracy of information as supplied by exhibitors, but endeavours to provide accurate and factual information in all media, public and website information.

# CONTACTS

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### CONTACT US

For further information please contact  
Sanctuary Cove International Boat Show  
PO Box 204  
Sanctuary Cove QLD 4212, Australia  
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**Ph:** +61 7 5577 6011

### Display Space Allocation

Harry Davis  
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**Ph:** +61 7 5577 6868

### Event Operations and Logistics

Phil Shaw  
Events & Operations Manager  
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**Ph:** +61 7 5577 6012

### Public Relations and Media

Jeni Bone  
Media & Public Relations Consultant  
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**Ph:** +61 7 5577 6549

### International and Government Liaison

Barry Jenkins  
International & Government Relations Consultant  
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**Ph:** +61 7 5577 6505

To go to the online Application Form for display [click here](#)