

November 1, 2011

2012 SANCTUARY COVE INTERNATIONAL BOAT SHOW EXHIBITOR APPLICATIONS OPEN

Exhibitors, the wait is over! From today, Tuesday November 1, the 2012 Exhibitor Prospectus and Online Application Form are available on the Sanctuary Cove International Boat Show website www.sanctuarycoveboatshow.com.au

For a limited time, previous exhibitors can book space with first option on securing their locations of choice. After that, space preferences will be allocated in order of the date applications are received. "Since the day after the 2011 boat show, exhibitors, current and new, were contacting us to reserve space for 2012," reports General Manager Events and Marketing at Sanctuary Cove, Sue Thomson.

"We are pleased to advise, online applications are now open and we encourage exhibitors in the marine industry, and the boating and lifestyle sectors to get in early to avoid disappointment."

The boat show team has been working since June on the new format, program enhancements and innovations for the 2012 show – the 24th edition of this world-class event.

Acknowledging the realities of the present climate, organisers have made a number of changes to assist exhibitors:

- Display rates have been reduced by 5% across all exhibition areas. Exhibitors who are eligible can also claim the 10% marine industry discount.
- The initial deposit has been reduced from 30% (which has applied over the entire 23-year history of the event) to 10% for 2012.
- Payments can be made in full or in three instalments – 10% with application, 40% by February 29th and the balance by March 30th.
- The boat show will again provide each exhibitor with \$10 million public liability cover for the 2012 boat show.

Several exhibition site changes are new for 2012, to further optimise opportunities for exhibitors. Exhibition site plans available on the website indicate two adjacent pavilions in The Marine Village car park area – Marinebusinessworld.com Pavilion (50 x 80m) and SCIBS Pavilion (30 x 40m). Each pavilion features a glass façade facing the re-configured open display area. The new SCIBS Pavilion also offers a range of smaller booths measuring 3 x 2m.

The Superyacht Australia Pavilion (30 x 45m) remains unchanged at its location in The Marine Village. The marina layout shows other slight modifications which will assist with visitor traffic flow and the overall show experience.

The 2011 Sanctuary Cove International Boat Show attracted more than 36,500 visitors. Sanctuary Cove International Boat Show attracts exhibitors, buyers and marine executives from around the world, many staging world or Australasian launches during the four-day show that has become renowned as an internationally significant event.

Sanctuary Cove International Boat Show is a member of the Australian International Marine Export Group (AIMEX) and Marine Queensland. Sanctuary Cove International Boat Show 2012 is proudly sponsored by Club Marine.

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All information, prospectus and booking forms for the 2012 Sanctuary Cove International Boat Show are available at www.sanctuarycoveboatshow.com.au

The \$A2 billion Sanctuary Cove, located on the northern Gold Coast, is Australia's leading and most successful master-planned community. Sanctuary Cove was acquired by current owners Mulpha Sanctuary Cove (Developments) Pty Limited in 2002. MSCD, an arm of Mulpha Australia Limited, which is a subsidiary of Malaysian listed Mulpha International BHD, has invested significantly in Sanctuary Cove over recent years, resulting in a major transformation designed to ensure the pre-eminent community remains at the forefront of master-planned living in Australia.

FOR MEDIA INQUIRIES:

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