

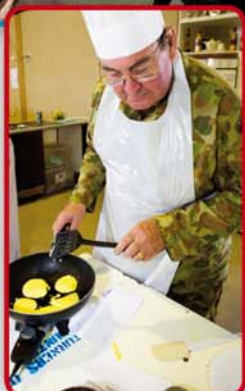


Commercial Space Prospectus

Newcastle Regional Show

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Introduction

Thank you for taking the time to consider this opportunity to become an exhibitor at the Newcastle Regional Show 2010. The Newcastle Regional Show has experienced highs and lows in its history; experienced wash outs and heat waves but 2010 gives the Association the chance to rebrand and revitalise the event.

With the support of the public, the Newcastle Show had good growth in 2009 and further changes are being implemented to ensure that 2010 is a strong year. The Committee strives to bring to the people of Newcastle and the Hunter Valley all the excitement of the traditional Show as well as new and innovative concepts to meet the changing attitudes and lifestyles of today.

Next year's Newcastle Regional Show will be providing the community of Newcastle and the Hunter Valley the opportunity to fly the flag of an awesome display of entertainment, action, agriculture and above all fun. We will provide the public with what they want to see, hear and feel.

The Newcastle Regional Show is gearing up to make the ground rumble, the sky light with fireworks and the sound of laughter echo throughout the day and night. For three days and two nights, the Hunter will have the time of their lives.

The vision of the Show Committee is to deliver an appropriate platform for the industries and businesses of the Hunter to showcase their achievements, as well as provide the people of the Hunter with an affordable form of entertainment within a comfortable family friendly environment.

In response to providing the best value for money, supporting Hunter families and understanding these economic times, the Committee will be introducing a new price structure. All general entry tickets will be \$10; that's adults at kids prices!

The Event also aims to benefit the local economy with contractors such as security, ride operators and logistical support largely provided by Hunter based companies, and by employing local people to ensure that revenue remains in the Hunter Valley. Already the event is shaping to be the biggest in many years with double the entertainment, numerous new events and displays in place and more to come.



The Entertainment Centre will be the focus of the exhibitions designed to reflect the lifestyle and economy of the Hunter Region. It is here that there will also be space set aside for a special "Psychic Fair".

The Show Committee will bring a greater focus back onto the traditional elements of a show, with more livestock, agricultural and industrial exhibitions rather than just a mass of carnival rides and show bags.

YOU can provide show patrons with the opportunity to see, taste, try and buy the NEW, the UNIQUE and the VERY LATEST innovations from all around the Hunter and the world. Show patrons love the gimmicky, quirky oddities they see at Shows and they love a bargain.

In the following pages you will find a commercial space opportunity to exhibit at the Newcastle Regional Show, the largest Regional Show in NSW, second only to the Royal Easter Show in Sydney.

The Newcastle Regional Show Overview

Show Dates:

Friday March 26th – Sunday March 28th

History:

The first Newcastle Show was held on 17th May, 1902.

Not for Profit Status:

The Newcastle AH&I is a registered not for profit organisation.

Location:

Newcastle Regional Show ground and Entertainment Centre

2009 Exhibitors:

90 Indoor exhibitors
70 Outdoor exhibitors

2009 Visitor numbers:

- 52,000 in attendance
- With additional attractions and a reduction in entry price, growth is anticipated for 2010.



2010 Attractions Confirmed:

- Massive fireworks Displays across two nights
- Precision Driving Team performances
- Woodchop Championships
- Psychic Fair
- IAW Pro Wrestling
- Jousting Demonstrations
- David Russell Motorcycle Stunt Riding
- The Pied Piper Show including Dog and Duck Fashion Parades
- New Showgirl competition format
- Crocodile Encounters
- Extensive Model Train Exhibition
- Baby Animal World
- Extended animal judging competitions
- Extended Children's stage including The Scallywags
- Top of the line showbag stands
- Great rides for the thrill seekers

Promotions:

Newcastle Regional Show will be marketed to the public via an extensive advertising & promotion campaign, using at least two television stations, four or more radio stations and the local press. Our strategic plan is to raise public and business awareness of the Show by promoting the event through all advertising and promotional mediums. Geographically, we will target a broad area, from the Central Coast, through to Port Stephens, mid North Coast and the Upper Hunter.

Press releases will be issued at various intervals and a free Show Guide will be prepared and distributed during Show week. You will have a wonderful opportunity to advertise in the Show Guide to promote your business and location at the Show!

What to see in the Pavillions

Exhibition Centre:

Competition entries in the 29th National Exhibition of Photography, Artworks and Sculpture entries, Handcrafts entries, Handcrafts Demonstrations, Cookery Demonstrations, Floral Art Competition entries, Judging of Cookery and Jam exhibits, Primary School entries for the Mini Gardens competition, an extensive Model Trains Display, and much more.



Entertainment Centre

Little Scallywagz Land entertainment stage will be run as well as the latest showbags and a showcase of products and services from national and local businesses. This year we are introducing a Psychic and Alternative Fair with over 50 attractions – psychic readers, massages, on stage guests, alternative remedies, feng shui and more

Agriculture Precinct

A varied mixture of agriculture products and bi-products with tastings and advice from stallholders. The display of Scarecrow exhibits from Primary Schools will be located here as well.

Commercial Space Opportunities

Entertainment Centre

Includes:

- Showbag World
- Scallywagz World, a children's entertainment stage,
- Psychic and Alternative Fair
- Stall holders should be aware that the building will have a certain amount of noise
- Building is Air Conditioned with concrete floor
- Access to all facilities
- NB. If you require a shell scheme and are not suitable for the Business Gallery (detailed below) please contact our office to discuss
- 3m x 3m Floor space only

\$660 per site (incl GST)

The Business Gallery

Includes:

- Special shell-schemed area within the Entertainment Centre
- Themed to showcase Hunter Businesses and our Sponsors
- Only complementary exhibitors will be accepted in this area
- Sites come with 2.5m wide Walls, Nameboard, 2 lights.
- Be aware that Entertainment Centre includes Showbag World and Children's entertainment stage at other end of building and there will be a certain amount of noise
- Building is Air Conditioned with concrete floor
- Access to all facilities
- 3m x 3m site

\$990 per site (incl GST)



Psychic & Alternative Fair

Includes:

- Special themed area within the Entertainment Centre
- Only complementary exhibitors will be accepted in this area
- Sites come in a variety of sizes with dividers
- Stall holders should be aware that Entertainment Centre includes Showbag World and Children's entertainment stage at other end of building and there will be a certain amount of noise
- Building is Air Conditioned with concrete floor
- Access to all facilities

Price on application

Showbag World

- Special area inside the Entertainment Centre with Children's entertainment stage on one wall

Please contact Show Office to enquire about sites.

Exhibition Centre

- (formerly Hall of Industry)
- Just inside Brown Road gate
- Contains Art, Photography, Handcrafts, Cookery, Horticulture, Mini Gardens, Floral Art
- Kitchen has cookery demonstrations
- A limited number of sites **may** be available in this building
- Only complementary exhibitors accepted to exhibit, eg Kitchen appliances, crafts, artists supplies etc.
- 3m x 3m site

• \$550 per site (incl GST)

Outdoor Sites (non food)

- Sites range from grassed areas, to paved or tarred, powered and unpowered
- Minimum site is 3m x 3m

\$440 per site (incl GST)

Agriculture Precinct

- A special agriculture themed area within the Show Grounds
- Located near the Griffith Road entry
- Comprises undercover areas (inside a tented exhibition area) and outdoor areas
- Only complementary exhibitors will be accepted



- Food sites within this Precinct will be priced according to Food Sites below.
- Site sizes are 3m x 3m indoor and outdoor

\$440 per site (incl GST)

Food Sites – Outdoor only

Please note: There are restrictions on the types of food, snacks, confectionery and beverages which can be sold and are listed below.

Outdoor – Hot Meals

- Sites that sell a variety of hot foods, eg Burgers, Meals on plates, kebabs, hotdogs, chinese food, Pizza and Pasta, Hot rolls, Steakburgers, Rotisserie food, etc.
- 6m x 3m standard van site

\$1650 per site + \$50 Council Inspection Fee (incl GST)

Outdoor – Beverages

- Sites that sell coffee, other hot drinks, cold drinks only
- Standard site 3m x 3m

\$660 per site + \$50 Council Inspection Fee (incl GST)

Outdoor – Confectionery

- Sites that sell Ice Cream
- Standard site 3m x 3m

\$660 per site + \$50 Council Inspection Fee (incl GST)

Outdoor – Snacks (non packaged)

- Sites that sell one product line, eg Hot Nuts, Corn on Cob, Cakes
- Standard site 3m x 3m

\$660 per site + \$50 Council Inspection Fee (incl GST)

Outdoor – Snacks (packaged)

- Sites that only sell packaged product food lines. These products are not sold loose, all are pre-packaged off site, eg Packaged nuts, packaged lollies
- Does not include packaged sandwiches
- No Council Inspection Fee required as the packaging is done off site
- Standard site 3m x 3m

\$440 per site (incl GST)



Restricted Foods:

- Pluto Pups
- Hot Dogs
- Chicken Burgers
- Fairy Floss
- Donuts
- Waffles
- Snow Cones
- Popcorn

Please note: Depending on sponsorship arrangements (yet to be determined) there may be other restrictions which we will notify you when confirmed.

Opening Hours

Friday 26th March from 9 am to 10 pm
 Saturday 27th March from 9 am to 10 pm
 Sunday 28th March from 9 am to 5 pm

All buildings and displays will close at 9pm during the show, except the Entertainment Centre, which will close at 10 pm.

All buildings will close at 5 pm on Sunday.

Move-out Dates & Times

Sunday 28th March - 5.30pm - 9pm
 Monday 29th March - 9am - 5pm

Please Note! All exhibits must be removed from the Showground by 5pm on Monday 29th March. Failure to do so will result in removal and storage of your product and equipment. All care but no responsibility will be taken.

You cannot afford to miss the opportunity to promote your business at the

2010 Newcastle Regional Show

We hope you will join us!

To contact the Newcastle Show office regarding sites:

sites@newcastleshow.com.au