



**A great opportunity to promote your Business
and be part of the
10th Anniversary Celebrations for the Sydney 2000 Olympics**

Sydney International Three-Day Event offers you a unique opportunity to promote your business to equestrian enthusiasts and the Greater Sydney community by advertising in the event program or showcasing your products and services in the shopping village.

The event will be held on the **26th to 29th August 2010** at the world class Sydney International Equestrian Centre, Saxony Rd, Horsley Park (just off the M7). Over 3,500 people are expected to visit the event over the 4 days of competition that will host the Final Selection Trial for the World Equestrian Games, CCI3*, Tarraleah Park CCI2*, CCI*, Over the Top Equipment CCN PreNovice, Tyre Feed Bins Australia CCN Preliminary (long format), the Gwiahir Stud Australian Young Event Horse Championships and GP Dressage competition.

With a prize pool of over \$16,000 this is the one of richest eventing competitions in Australia that attracts the best riders from Australia and New Zealand vying for World Equestrian Games selection. Over 200 horse and riders are expected to compete over the four days. Go to www.sydneyeventing.org to see **what's on when**.

*** Advertise in the Event Program**

1,000 copies of the Event Program are printed and distributed free of charge to spectators and riders on arrival. Advertising spaces are available in colour and black /white, a great way to run a promotion and build mailing lists.

Advertising rates (includes GST):

Full page, colour	\$275	Copy deadline 30 July 2010	Full page, black/white	\$165
Half page, black/white (landscape or portrait)	\$110		Quarter page, black/white	\$ 55

Specifications – Full page - A5, full bleed high res pdf.

*** Showcase your business in the New Look Shopping Village**

Be part of the growing shopping village to promote your products and services. Exhibitors may bring their own set up (i.e. trailer or tent) or hire a hoecker style marquee divided into 3x3m / 6x3m / 6x6m or 6x9m.

As in 2009 Sydney 3DE the main competition arena will be Arena 4 with the shopping village located in Arena 3 looking down on to the main competition arena and at the southern end of Arena 4 (see updated map)

Arena 3, directly behind the shopping village will be also be used each day starting off with the Young Event Horse classes on Thursday and Friday, the start of the cross country course on Saturday and a dog agility competition on Sunday.

To help promote your products and services during the event we will also for no additional charge:

- list your details on the event website with hotlink and in the Event Program (*please list details when booking*)
- provide on-course announcements (*details of special promotions or offers due by **Wed 22 Aug***)
- 2 access passes to the Adina Vineyard Café, complementary tea , coffee and glass of wine each day with gourmet meals and drinks on sale at reasonable prices, and
- inclusion of a small insert in the riders or volunteer packs (*must be provided by **Wed 22 Aug***)

**Please read the attached INFORMATION SHEET for more details, terms and conditions for exhibitors.
ENQUIRIES – Rose Read, Tradestand Coordinator – 0418 216364 – rose@sydneyeventing.org**

Booking Form - Shopping Village & Advertising

Please complete and return by no later than **30 July 2010** to **Rose Read**, email: rose@sydneyeventing.org Fax: 02 9929 9809
post: to Sydney International Eventing, Terramar, Medway Road, Berrima NSW 2577

Company Name			
Contact Person			
Postal Address			
Telephone		Fax	
Mobile		Email	

Please provide exhibitor details you would like featured in the Event Program:

Name:	Tel Number:
Web site:	

Advertising in Event Program *(All prices include GST - please circle space required)*

I/we would like to book advertising space in the event program **Yes/No**

Colour, Full page	\$275	Black & white - Full page	\$165
Black & White - ½ page	\$110	Black & White - ¼ page	\$55

Shopping Village *(All prices include GST, Please circle space require – 10% discount for CDI exhibitors.)*

OWN SET UP	No Power	Powered Site
Tent/trailer up to 9m ² (i.e. 3x3m)	\$175	\$275
Tent/trailer between 9m ² to 18m ² * (i.e. 3x6m)	\$325	\$425
Tent/trailer over 18m ² *	\$450	\$550

Own set up details, eg. *size of truck, trailer, annex:* _____

* **Note if you have an annex/awnings etc, this must be taken into account when booking space.**

MARQUEE PROVIDED	No Power	Powered Site
3x3m - <i>includes floor, table, 2 chairs, lights</i>	\$ 650	\$ 750
3x6m - <i>includes floor, 2 tables, 2 chairs, lights</i>	\$1100	\$1200
6x6m or 3x9m - <i>floor, 3 tables, 2 chairs, lights</i>	\$1400	\$1500
6x9m - <i>floor, 5 tables, 3 chairs, lights</i>	\$2100	\$2200

Please indicate your choice of stand number(s) or trailer location in order of preference:

1st Preference _____ **2nd Preference** _____ **3rd Preference** _____

I/we would like to book a camping site: Yes/No for ___ nights @ \$25 per night Total: \$ _____

Please circle which nights **WED 25/8** **THUR 26/8** **FRI 27/8** **SAT 28/8**

Please circle camping Vehicle type: **Caravan** **small truck** **large truck** **very large truck** **float** **other**

Set up time Wed 25th Aug between 9.00 am –4.00pm Your ARRIVAL TIME _____

I/We understand that booths will be allocated in order of receipt of booking form and payment.

Signed _____

Date _____

Payment Form - Shopping Village & Advertising

Please complete and return by no later than **30 July 2010** to **Rose Read**, email: rose@sydneyeventing.org Fax: 02 9929 9809
post: to Sydney International Eventing, Terramar, Medway Road, Berrima NSW 2577

Enclosed is my cheque made payable to "**Sydney International Eventing Inc**"

- I'm faxing my booking form, payment follows by mail
- I have transacted an Electronic Funds Transfer to the **Sydney International Eventing Inc** account

Name of Account: Sydney International Eventing Inc

Bank: Westpac **Branch:** Gladesville, NSW

BSB No: 032 184 **Account No:** 17 7615

Your Receipt No: _____

- Please charge my credit card: Bankcard Mastercard Visa

Credit Card number:	
Expiry Date:	Amount: \$ _____
Cardholders name:	Security Code: _____ (3 digit code on back of card)
Signature:	

Please send me a Tax invoices/receipt **Yes/No**

Information for Exhibitors

Layout – See attached draft maps. The layout is very similar to the 2009 3DE, however, we have moved the Hospitality and Information Tent to the side of Arena 4, opening up the southern end of Arena 4 for traders. Preference will be given to trailers for this location

Power - Generators will be used to supply power to the trade area where required.

For exhibitors who have their own set up, it is a good idea to bring **extension cords with you and a power board**. For safety reasons, all leads must be off the ground or covered in a safe manner for risk management purposes. We will have an electrician on site to assist with the set up to power etc. **For OH&S reasons all power leads must be tested and tagged as per Australian standards.**

Payment - Payments must be made with bookings. If the event is cancelled before 22nd August 2010, all fees will be refunded less a \$25 administration fee. Tax invoices / receipts are available on request.

Competition - The competition starts on Thursday morning at 8.30am in Arena's 4, 3 and 2.

Set up time – Wed 25th Aug between 9.00 am – 5.00pm. Please advise what time you will be arriving. Vehicle access will be limited to these times only and bump out. Parking will be provided nearby.

Trading hours - We request that all exhibitors open from 9am to 4.30pm on each day.

Venue Management Trade Agreement & Public Liability Insurance Currency Statement - All exhibitors MUST complete and return this form together with a copy of Public Liability Insurance when booking – available from www.sydneyeventing.org.

Security - SIEC has night security patrols but the Organising Committee is not liable for any missing / stolen goods.

The Organising Committee reserves the right to accept or decline any application for exhibiting at the event.

Accommodation - If you are looking for somewhere to stay, hotels in the area are listed below.

- Chifley Eastern Creek, 4.5*, corner Brabham & Peter Brock Drive, Eastern Creek. Tel: 02 8889 7700
- Holiday Inn Rooty Hill RSL Club and Resort, 55 Sherbrooke Street, Rooty Hill - 02 9832 3888
- Travelodge Blacktown, Cnr Reservoir & Holbeche Rd, Blacktown - 02 8822 2000
- Motel Formule 1, 377-383 Great Western Hwy, Wentworthville - 02 9769 1240
- Comfort Inn Hunts Motel, 679 Camden Valley Way, Liverpool 02 9601 5088
- The Fontainebleau Inn ***, 467 Hume Hwy, Liverpool - 02 9602 7455
- Penrith Panthers ****, Mulgoa Road, Penrith - 02 4702 7200

On site cabins - Small cabins are available for hire (\$45 per night). Rooms contain 2 bunk beds with mattress, small hanging cupboard, 2 chairs, wall heater, power point and lights. **Linen is not provided**. Rooms must be left clean and tidy and **no cooking** is allowed in rooms (NOTE PRIORITY IS GIVEN TO RIDERS, OFFICIALS AND VOLUNTEERS)

On site camping/powerd sites - If you wish to stay camp on site in your own van or hire a caravan to place on site a camping fee of \$25/night applies. No power is available at night to those camping in the trade area. Powered sites are available in the northern camping area which has good shower and toilet facilities.

Local Caravan Rental to place onsite at venue

Dolphin Caravan Hire Tel: 02 4572 7176

Please indicate what nights you will be camping on your booking form.