

Bates Sydney International Three-Day Event

11th-14th Sept 2008

www.sydneyeventing.org



Promotional Opportunities for your Business

Bates Sydney International Three-Day Event offers you a unique opportunity to promote your business to equestrian enthusiasts and the Greater Sydney community. The event will be held from the **11th - 14th September 2008**, at the world class Sydney International Equestrian Centre, Saxony Rd, Horsley Park (just off the M7).

An estimated 6,000 people are expected to visit the event. Around 200 competitors will compete in the Horseland CCI***, EFA NSW CCI**, Australian Sports Commission CCI*, NSW Institute of Sport CCN PreNovice, as well as the Asian Pacific Challenge Trophy, the Mitavite Inter-schools Derby and Carriage Driving Events.

* *Be part of the thriving Shopping Village*

Be part of the growing shopping village and promote your products and services directly to your customers. Exhibitors may either bring their own set up (i.e. trailer or tent) or we can supply hoeccker style marquees. The Shopping Village is located at the Main Arena adjacent to spectator seating, parking and food outlets. Competitions will be running in the Main Arena every day, including cross country day.

Two plasma screens will be set up in the shopping village on cross country day to televise the cross country action. If you have a Plasma TV screen in your stand we are happy to supply colour video feed & audio to your TV for a small fee of \$110.

The layout of the shopping village has been improved to bring the village closer to spectators and riders. Premium sites are also available on the Western Bunker where you have direct view of the competition (no pegged tents allowed). A preliminary layout is attached. This will be fine tuned after the closing date **Friday 22 August 2008** to ensure all traders are positioned close to catering, rider & spectator traffic flow.

To help promote your products and services during the event we will also

- list your details in the Event Program for free;
- promote your business via on-course announcements (*please provide details of any special promotions or offers by Wed 3 Sept*);
- display your products at the Riders Welcome Reception on Thursday Evening (*2 complementary tickets included*) and the Volunteers Post Cross Country Day Thank You Drinks on Saturday afternoon in the Club Equus & Adina Vineyard Hospitality Tent (*a small area will be set a side to display items or you may provide lucky door prizes*), and
- include a small insert in the riders pack (*needs to be provided by Wed 3 Sept*).

Exhibitor spaces are available at the following rates (includes GST):

Exhibitor with own tent/trailer up to 18m ² (<i>must include annexes/awnings</i>)	\$ 400
Exhibitor with own tent/trailer over 18m ² (<i>must include annexes/awnings</i>)	\$ 500
3x3m marquee provided (<i>includes floor, table, 2 chairs, lights</i>)	\$ 700
3x6m marquee provided (<i>includes floor, 2 tables, 2 chairs, lights</i>)	\$1000
6x6m or 3x9 marquee provided (<i>includes floor, 3 tables, 3 chairs, lights</i>)	\$1400
Video /Audio Feed on Cross Country Day to your Plasma TV Screen	\$ 110

Larger marquees are available on request.

* *Advertise in the Event Program*

The Event Program will be A5 in size, black & white with a colour cover and a number of colour pages. 1,000 copies will be printed and distributed free of charge to all spectators and riders. A copy of last year's booklet can be sent to you on request.

Exhibitor Advertising rates (includes GST):

Full page, colour	\$440	Full page, black/white	\$275
Half page, black/white	\$165	Quarter page, black/white	\$110

Copy deadline 22 August 2008

* *Booking Details*

ALL SHOPPING VILLAGE AND ADVERTISING BOOKINGS DUE BY 22 AUGUST 2008

Please complete and return the attached booking form to Rose Read **email** rose@sydneyeventing.org; **fax** 02 9929 9809; or **post** to Sydney International Eventing 41 Monash Road GLADESVILLE NSW 2111.

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Booking Form - Shopping Village & Advertising

Please complete and return by no later than **22 August 2008** to Rose Read email rose@sydneyeventing.org; fax 02 9929 9809; or post to Sydney International Eventing 41 Monash Road GLADESVILLE NSW 2111

Company Name			
Contact Person			
Postal Address			
Telephone		Fax	
Mobile		Email	

Shopping Village *(All prices include GST, Please circle space required)*

Exhibitor with own tent/trailer up to 18m² * \$ 400 **Yes/No**
Exhibitor with own tent/trailer over 18m² * \$ 500 **Yes/No**
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.**

3x3m marquee provided *(includes floor, table, 2 chairs, lights)* \$ 700 **Yes/No**
3x6m marquee provided *(includes floor, 2 tables, 2 chairs, lights)* \$1000 **Yes/No**
6x6m or 3x9m marquee provided *(includes floor, 3 tables, 3 chairs, lights)* \$1250 **Yes/No**

Power required? Please give details. _____ **Yes/No**

Please indicate your choice of stand number(s) or trailer location in order of preference: *(Stands 1, 2, 3, 4, 5, 16 & 16a have been allocated to merchandise and sponsors)*

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

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

Set up time Wednesday 10th Sept between 9.00 am – 5.00pm Your ARRIVAL TIME _____

Wet weather contingency all exhibitors will be relocated at no charge to the indoor arena if the Dressage and Show Jumping Phases have to re-located due to poor weather conditions.

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

Signed _____

Date _____

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

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

Colour, Full page \$440 Black& white - Full page \$275
Black & White - 1/2 page \$165 Black & White - 1/4 page \$110

25% discount off above prices Exhibitors. Copy/Artwork Deadline: 22nd August 2008

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Payment Form - Shopping Village & Advertising

Payments due 22nd August 2008

Please complete and return by no later than **22nd August 2008** Rose Read **email** rose@sydneyeventing.org; **fax** 02 9929 9809; or **post** to Sydney International Eventing 41 Monash Road GLADESVILLE NSW 2111

- 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 **Bank:** Westpac
Branch: Gladesville, NSW **BSB No:** 032184 **Account No:** 177615
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:	

Accommodation

If you are looking for somewhere to stay, we recommend the Holiday Inn, Rooty Hill - located just 15 minutes from the venue. The Holiday Inn is the Event's Preferred Accommodation Supplier and a discount rate is available for people attending the event. Please make sure you mention the event when making your booking.

Tel: +61 (0) 2 9832 3888 **Fax:** +61 (0) 2 9832 1347
Email: holidayinnrootyhill@ichotelsgroup.com
Address: 33 Railway Street, Cnr Sherbrooke Road, ROOTY HILL, NSW, 2777

Other accommodation options are listed on our web site: <http://www.sydneyeventing.org>