



www.sydneyeventing.org

SYDNEY'S WEEKEND OF EQUESTRIAN WORLD CUPS

7-9 May 2010

Including the HSBC FEI World Cup™ Eventing Qualifier & Greater Sydney World Cup Jumping Qualifier

Promote your Business

Sydney's Weekend of Equestrian World Cups 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 **7th, 8th & 9th May 2010** at the world class Sydney International Equestrian Centre, Saxony Rd, Horsley Park (just off the M7). Over 3,000 people are expected to visit the event over the 3 days of competition that will host the HSBC FEI World Cup™ Eventing Qualifier, the Greater Sydney World Cup Jumping Qualifier, and Young Horse eventing and jumping classes.

With a prize pool of \$40,000 this is the richest eventing/jumping competition in Australia and will attract the best of Australia and New Zealand's riders and horses vying for World Equestrian Games and World Cup final selection. Over 320 horse and riders are expected to compete over the three days in the Eventing, Jumping and Young Horse classes. 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
Half page, black/white (landscape or portrait)	\$110

Copy deadline 9 April 2010

Full page, black/white	\$165
Quarter page, black/white	\$ 55

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

* Showcase your business in the 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.

The Shopping Village will be set up in a similar format to the Sydney CDI being held the previous weekend (subject to minor variations) i.e. along the long side of the indoor arena and in the adjacent grass area and P4. **Traders wishing to stay on from the CDI will receive a 10% discount.**

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 23 April***)
- access to the Adina Vineyard World Cup Café, complementary tea and coffee, gourmet food, wine and drinks on sale at reasonable prices, and
- inclusion of a small insert in the riders or volunteer packs (*must be provided by **Wed 23 April***)

Please read the attached INFORMATION SHEET for more details, terms and conditions for exhibitors.

ENQUIRIES – Simone Monaghan, Tradestand Coordinator - 0406 607 677 - simmatt@tpg.com.au



Booking Form - Shopping Village & Advertising

Please complete and return by no later than **31 March 2010** to **Simone Monaghan, Tradestand Coordinator** email: simmatt@tpq.com.au Fax: 02 9929 9809 post: to Sydney International Eventing, 41 Monash Road, Gladesville NSW 2111

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 - includes floor, table, 2 chairs, lights	\$ 650	\$ 750
3x6m - includes floor, 2 tables, 2 chairs, lights	\$1100	\$1200
6x6m or 3x9m - floor, 3 tables, 2 chairs, lights	\$1400	\$1500
6x9m - floor, 5 tables, 3 chairs, lights	\$2100	\$2200

HAVE YOU BOOKED A SITE AT THE SYDNEY CDI **Yes/No** **eligible for 10% discount**

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 **FRI 7/5** **SAT 8/5**

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

Set up time Thur 6th May between 9.00 am – 5.00pm or Fri 8th May between 8 am - 12 Noon

Your ARRIVAL DAY AND 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 **31 March 2010** to **Simone Monaghan, Tradestand Coordinator email: simmatt@tpq.com.au** **Fax: 02 9929 9809 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 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 CDI i.e. along the longside of the indoor arena, the grass area between the indoor and arena 2 and P4. All efforts will be made to minimise any movement of trader sites between the CDI and Weekend of World Cups. CDI traders will have the option to stay in existing location.

Power - Generators will be used to supply power to part of 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 6th May 2010, all fees will be refunded less a \$25 administration fee. Tax invoices / receipts are available on request.

Competition - The competition starts on Friday morning at 8.30am in Arena's 1 & 2 and from 12 noon in the Indoor arena. There will be competition and entertainment in the indoor arena through to 9.00 pm on both Friday and Saturday evening

Set up time - Thurs 6th May between 9.00 am – 5.00pm or Fri 8th May between 8 am - 12 Noon. 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 and encourage you to stay open each evening. The trade areas will be lighted.

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. Storage of goods at SIEC between the CDI and Weekend of Equestrian World Cups can be arranged on request. Displays and equipment left on site are the responsibility of the exhibitor.

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

Kookaburra Caravans Tel: 02 4577 8780

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