

THE **Hutchwilco** NEW ZEALAND
BOAT SHOW

ASB Showgrounds,
Greenlane, Auckland

17-20 May 2012

Prospectus

New Zealand's largest Boat Show proudly brought to you by:

p-e
PREMIERE EXHIBITIONS LTD



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“ Boat shows are the only marketing channel that let buyers both compare their boat options side by side and board boats – elements rated by buyers as the two most important factors influencing their boat buying decision. ”

“ Boat shows are the marketing channel with the most influence during the “interest/considering” phase of a boat buyers decision. ”

“ 57% of buyers surveyed said the Boat Show had the most overall influence on their decision to buy a particular boat. ”

“ 70% of buyers attending a boat show purchased a boat within 3 months of the show. ”

“ 47% of buyers attend a boat show to either choose or buy a boat, 61% attend a boat show to make up their mind about a boat. ”

Above are quotes taken from a study by the National Marine Manufacturers Association that was published in the IBI Magazine.

Show Times

Show starts Thursday 17 May 2012.

Thursday 17 May 10:00am - 6:00pm

Friday 18 May 10:00am - 9:00pm

Saturday 19 May 10:00am - 6:00pm

Sunday 20 May 10:00am - 6:00pm

**ONLY ONE
LATE NIGHT!**

Exhibitor access to halls during show days from 8:30am.

For almost 60 years, the Hutchwilco New Zealand Boat Show has proved to be an exceptionally good place to do business. Almost without exception, exhibitors generate strong sales as a direct result of the show and, for many, the Hutchwilco New Zealand Boat Show is their major marketing event of the year with tens of millions of dollars generated during the 4 days of the show.

Show Promotion

One of the reasons The Hutchwilco New Zealand Boat Show is so successful is because it is so heavily promoted.

Our massive promotional campaign targets boat owners, fishers, divers and potential boaties throughout New Zealand, with a big emphasis on those in the top half of the North Island.

We do this in a number of ways:

- By partnering with the best and most effective media companies
- By using top flight marketing professionals
- By continuing to innovate and use new media to reach new audiences

The result is annual attendance figures far larger than any other boat show - and high levels of sales and inquiries that enable our exhibitors to survive and grow in even the toughest of times.

Here's just some of what we have planned for 2012:

The New Zealand Herald

The New Zealand Herald

The New Zealand Herald is the country's top selling daily newspaper and a long-time media partner for the Hutchwilco New Zealand Boat Show.

We not only run an extensive two-week advertising campaign in the Herald, together we also produce two specialist publications: a special promotional "wrap" and our Official Show Guide and Programme.

The wrap, which will be published on Monday, May 7, will see 25,000 copies of the Herald distributed with a four-page full-sized wrap. These four pages literally wrap around the paper and allow us to highlight the show, our gate prizes and our promotions in a very powerful way.

The show's Official Show Guide and Programme will be published in ALL copies of the Herald on Tuesday, May 15 and distributed free at the gate during the show.

With a print run of over 200,000 copies, this is the largest marine publication in the country!

With reasonable rates for advertising, the Official Show Guide and Programme provides a great opportunity for exhibitors to showcase their products and services (for more information see page 4).

Television

Professionally produced and allocated, the show's extensive high-rotate TV campaign runs from May 5 on both free to air and specially selected Sky channels and ensures a very high level of awareness in our target markets.

Marine media

The Hutchwilco New Zealand Boat Show enjoys strong relationships with all of New Zealand's boating, fishing and dive magazines and specialist websites. This ensures our comprehensive advertising campaign is strongly supported by stories outlining the show's attractions and promotions.

Other media

In conjunction with our professional marketing partners, we constantly monitor new media and new ways of telling New Zealanders that the show is on.

Email campaigns, billboards and, of course, our popular website and Facebook page are just some of the ways we complement our traditional media campaign.



Additional Profile and Awards

Official Show guide and programme

Strategically placed in over 200,000 copies of the biggest selling daily newspaper in the country and handed out free at the gate throughout the show, this is not only the **largest marine publication in the country**, it is probably one of the most effective.

The Guide not only promotes the show and its attractions, it also highlights the new boats, engines, electronics and other products being released at the show.

Advertising and promoting in the Guide is therefore a great way of ensuring interested show goers make a beeline for your stand.

Both advertising and promotional opportunities in the Guide are limited and, as always, those who get in first get the best positions and have best chance of free exposure.

To find out more contact the New Zealand Herald's **Razia Ali on 09 373 6945, email: razia.ali@apn.co.nz** or the show's promotions and marketing manager, **Mike Rose on (021) 735-015; email: mrpr@xtra.co.nz**

Want FREE publicity? read on...

Are you going to release a new model or a new range of products at the show?

Are you planning to do something exciting or very different on your stand (maybe having a well known personality on at certain times)?

Are you going to offer a special promotional prize?

Would you like us to help promote them – for free?

We'd love to but there's a catch... **you have to tell us about them!**

Contact us (in complete confidence if you wish) and let us know about your new products or promotions.

We have a number of ways we can promote them and the sooner we know, the more effective we can be.

Contact **Mike Rose on (021) 735-015; email: mrpr@xtra.co.nz** as soon as you can for more information.

Don't leave it to the last moment as the opportunities dramatically reduce the closer to the show we get (remember that some bi-monthly marine magazines deadline in February!)

Boat of the Show Awards

Universally recognised as New Zealand's premier boat show awards, these will again be judged on the Thursday and Friday of the show.

If you are interested in entering a boat in these awards, contact the boat show office and we will send you everything you need to know, including the entry forms, the conditions of entry and the criteria under which the boats are judged.

Stand of the show awards:

All exhibitors are automatically entered into the Stand of the Show Awards, sponsored by Marine Direct Ltd. These are independently judged by an experienced exhibition industry advisor in three categories:

- Best Commercial Stand of the Show
- Best Small Stand of the Show (for stands 64m² or less)
- Most Innovative Stand of the Show.

Innovative awards of the show:

These two awards are sponsored by Connex. If you have an innovative product you wish to enter please contact the show organiser:

- Most Innovative Local Product
- Most Innovative International Product

Award ceremony

The winners of both the Boat of the Show Awards and the Stand of the Show Awards will be announced in a fun-filled and very entertaining Awards Ceremony at Alexandra Park on Saturday, May 19, beginning at 6.00pm.

Sponsored by Boating New Zealand and New Zealand Fishing News magazines, the Award Ceremony features a three-course, sit-down dinner, complimentary beer and wines, a professional MC and some great entertainment. Tickets are limited and those who book first get the best seats.

Show Information

Stand space allocation and payments (Application form Page 17)

Priority stand status

Priority status is given to Exhibitors who held contracts with The New Zealand Boat Show in 2011 and where the 2012 floor plan allows.

To be considered for Priority Status, application forms and a 35% + GST deposit of stand area must be received by the show organiser no later than 30 November 2011.

General stand applications

All general applications are on a first come first served basis. Applications must be accompanied by a completed application form with at least 3 stand options and a 35% + GST deposit of the total stand space.

Please Note: the receiving and banking of the 35% deposit will not signify confirmation of the preferred stand area requested. The show organiser will allocate stands and will then send a tax invoice for the full amount.

Final payments

The balance of account/final payment must be received by The show organiser no later than 20th April 2012.

Applications received after the 20th April 2012 must be accompanied with full payment.

Please make cheque payable to: The New Zealand Boat Show.

If you wish to make a direct credit please make reference to your company name.

The account number is ASB 12-3198-0043009-00.

Cancellation of space

If cancellation of exhibition space occurs by the applicant all rental monies paid to date will be forfeited.

Stand prices

All prices listed exclude GST.

You will note on the stand pricing structure there is a two tier price level. (Refer pages 8-9)

Column - "Non Marine" - relates to companies wishing to exhibit at New Zealand's largest marine exhibition that are non-marine related companies.

Column - "Marine Exhibitors" - price structure relates to all exhibitors that are a part of the marine industry. ie (Marine Industry Association members and non members that support the industry).

Rebate

NZ Marine & New Zealand Boat Show Rebate.

A rebate system is available for financial members of NZ marine that have booked and paid their deposit prior to 27 January 2012. This rebate is based on 5% of stand value. The rebate will be posted to exhibitors after the show, subject to all Terms and Conditions (including payment structure) outlined in this prospectus is adhered to and exhibitors being financial members of NZ Marine during the period of the show.

Rebates do not apply to Second Hand Boat Fair boats or outside "Ex" stands.

Sub-letting

Subletting is not permitted. Sharing of stands must be approved by the organisers and will be charged accordingly. All exhibiting companies must be listed on the Application Form. Non-exhibiting companies that share or support registered exhibitors will not be permitted to have promotional material in view of the public, unless prior written permission is received from show organisers.



Show Information

Buildup / Courier delivery

The ASB Showground's located at 217 Greenlane West, Epsom, Auckland 1051, will be open for exhibitors to begin preparing their displays on the following dates and times: Exhibitor Passes should be worn.

TUESDAY 15 May 8.00am - 7.00pm

WEDNESDAY 16 May 8.00am - 7.00pm

NOTE: some exhibitors located in "hard to reach" delivery areas or stand areas surrounded by other exhibitors may be requested to work with the organisers to deliver boats on or before Tuesday 15 May.

All stand preparation/dressing must be completed on the Wednesday 16 May by 7.00pm.

Breakdown / dismantle and removal of exhibits & valuables

Monday 21 May 2012, 7.00am - 7.00pm

- Show organisers recommend all exhibitors remove small high value items such as cash boxes, TV's, DVD's laptops etc from their stand space at the close of the show (Sunday 6pm). Security will be circulating among stand holders offering a "sticker" pass that will identify items to the exhibitor whilst being transferred to vehicles. Please assist Security by using stickers.
- There must be no removal or part breakdown of stands prior to closing on Sunday 20 May at 6.00pm. If this rule is not adhered to you will be liable for a \$500 fine and the invitation to apply for stand space for 2013 will be reviewed by the organiser.
- Transfer and all storage is the responsibility of the exhibitor. The venue does not provide storage space for exhibitors during or after the show.
- All packaging/display material/literature is the responsibility of the exhibitor and must be removed from the venue.

Show information Office / Exhibitor Lounge

Show information and contractor site office is located in the main foyer next to the food court.

The exhibitor lounge, sponsored by NZ Marine, is located upstairs above the food court.

Passes

Exhibitor pass

This pass gives access and must be retained and worn whilst at the show for Build up, Show days and Breakdown.

On Entry to the show each day this pass will be "clicked" by Security on the space provided thus nullifying access again for the day. However a pass-out stamp will give the exhibitor continued access for the day.

Additional passes above allocation can be purchased. Please refer Page 19.

Day pass

These are collected at the Public Gate by Security giving access for show hours only (excludes car parking). Additional passes above allocation can be purchased. Please refer to Page 20.

Exhibitor parking

- Car Park Passes for the 2012 show days will be allocated as per entitlement on Page 19. The entitlements are Per Day. Any additional passes must be requested on Page 20. Each pass is to be surrendered at Gate 1 on entry.
- "Car Pass Out" passes will be available from Gate Security for those exhibitors requiring to remove their car and gain entry later that same day.
- Casual parking is available at Alexandra Park situated next to the Showgrounds for \$6.00 per entry. No pass out system is available.

PLEASE NOTE: Passes will not be sent out unless a signed application form has been received by the show office.

Stand Category Specifications

“A” Bare concrete floor stand areas

- Walkways only carpeted by show organisers
- Exhibitors required to arrange own quality floor covering (refer contractors page 15)
- One power outlet per exhibitor min
- Ambient Hall lighting
- Panel system 2.3 high - Velcro receptive - Colour Black

“B” Fully carpeted concrete floor

- One power outlet per exhibitor min
- Ambient Hall lighting
- Panel system 2.3 high - Velcro receptive - Colour Black

“C” Fully carpeted wooden floor

- One power outlet per exhibitor min
- Ambient Hall lighting
- Panel system 2.3 high - Velcro receptive - Colour Black

“EX” Are outside stand areas with access to a single-phase power outlet.

To ensure marquees are available for “Covered sites”, bookings must be applied for prior to 20th April.

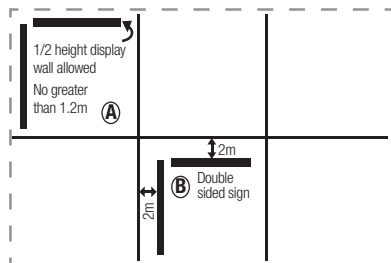
“EX” stands can be purchased as a package with marquee. Please refer to Terms & Conditions and Pricing structure. All “EX” stands are peg free zones due to underground cables.

Open sides of stands

as indicated by dotted line on site plan

A Open sides must remain open or have a display wall with maximum height of 1.2m. This modification to stand area requires written permission from the show organisers.

B Hanging signs or banners that face over an adjoining stand (either side or rear) must not be positioned to adjoining stand display walls by 2m.



Exhibits

Displays / Props / Stand design

While all encouragement by the organisers for exhibitors to make their stands interesting, innovative and themed appropriately, please note:-

The use of boat/marine equipment/vehicles etc to create the desired effect must be from a company registered with the show organisers.

For example - If you want to have a boat on your stand to promote your club, product or service - you can only use a boat from a registered exhibitor and it is a brand that is normally sold by that exhibitor.

For assistance to find appropriate products for stand props please contact the show organisers.

New / Secondhand boats / Products

The focus of the show is to promote and sell new products and services. Any second hand products wishing to be sold at the show must be located within the Premiere second Hand Boat Fair area.

Premiere Class Boat Fair

- Boats must be from the standard range of new brands the exhibitor has in their retail outlet and on display inside the halls at the 2012 Hutchwilco New Zealand Boat Show. The exhibitor must be a recognised authorised dealer.

Boats

- Boats must be of a “Premiere” class i.e extremely well presented. The intention is to have available the best of the best 2nd hand vessels including late model or “classics”.
- All boats must have at least 20 boat hours running time recorded.
- Only signage that promotes the exhibitor can accompany each boat - no signage from finance companies/electronic companies/fishing brands/magazines etc to be on display.
- Boats are to remain on site for the FULL duration of the show.
- Bookings accepted on a first come first served basis. Please complete the Premiere Class Boat Fair application form (page 18) and fax or send to show organisers.
- All terms and conditions apply as per the prospectus.
- The organiser reserves the right to alter terms and conditions if necessary.
- A windscreen “For Sale” information sheet will be provided by the show organisers and must be shown at all times.
- No Rebate applies to the Second Hand Boat Fair stands.
- Price \$195.00 + GST per vessel



Stand Price List

Hall	Cat	Stand No.	Length/Depth	M ²	Price Excl GST Non Marine Exhibitors	Price Excl GST Marine Exhibitors
1	B	100	3.6 x 3.0	10.80	\$2,260	\$2,152
1	B	102	3.6 x 3.0	10.80	\$2,260	\$2,152
1	B	106	10.8 x 3.0	32.40	\$4,879	\$4,646
1	B	109	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	110	16.0 x 3.0	48.00	\$6,184	\$5,889
1	B	119	6.0 x 3.0	18.00	\$3,345	\$3,185
1	B	120	16.2 x 15.0	243.00	\$20,700	\$19,715
1	B	126	9.0 x 3.6	32.40	\$4,879	\$4,646
1	B	130	7.2 x 3.6	25.92	\$4,337	\$4,130
1	B	131	18.6 x 14.4	267.84	\$21,999	\$20,952
1	B	136	12.6 x 10.8	130.00	\$13,043	\$12,422
1	B	140	4.8 x 4.8	23.04	\$3,977	\$3,788
1	B	142	6.0 x 3.6	21.60	\$3,796	\$3,615
1	B	148	14.4 x 7.2	103.68	\$10,841	\$10,325
1	B	151	14.4 x 10.8	155.52	\$15,043	\$14,326
1	B	155	14.4 x 3.6	51.84	\$6,505	\$6,195
1	B	156	4.2 x 3.6	15.12	\$2,983	\$2,841
1	B	158	3.6 x 3.6	12.96	\$2,712	\$2,583
1	B	160	3.6 x 3.6	12.96	\$2,712	\$2,583
1	B	161	4.8 x 3.0	14.40	\$2,893	\$2,755
1	B	166	3.6 x 3.6	12.96	\$2,712	\$2,583
1	B	169	4.2 x 3.0	12.60	\$2,637	\$2,511
1	B	170	9.2 x 7.2	42.70	\$5,740	\$5,467
1	B	176	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	177	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	185	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	186	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	190	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	193	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	194	3.0 x 3.0	9.00	\$1,883	\$1,794
1	B	197	6.0 x 3.0	18.00	\$3,345	\$3,185
1	B	198	4.0 x 3.0	12.00	\$2,511	\$2,391
2	A	200	12.5 x 7.2	90.00	\$9,697	\$9,235
2	A	205	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	209	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	210	11.4 x 10.8	97.20	\$10,299	\$9,809
2	A	211	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	215	7.2 x 7.2	51.84	\$6,505	\$6,195
2	A	218	7.2 x 7.2	51.84	\$6,505	\$6,195
2	A	219	21.6 x 7.2	155.52	\$15,043	\$14,326
2	A	220	10.8 x 7.2	77.76	\$8,673	\$8,260

Hall	Cat	Stand No.	Length/Depth	M ²	Price Excl GST Non Marine Exhibitors	Price Excl GST Marine Exhibitors
2	A	223	7.2 x 7.2	51.84	\$6,505	\$6,195
2	A	225	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	229	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	230	10.8 x 7.2	77.76	\$8,673	\$8,260
2	A	233	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	240	18.0 x 14.4	155.52	\$15,043	\$14,326
2	A	241	10.8 x 3.6	38.88	\$5,421	\$5,163
2	A	243	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	248	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	249	7.2 x 7.2	51.84	\$6,505	\$6,195
2	A	252	14.4 x 3.6	51.84	\$6,505	\$6,195
2	A	255	7.2 x 7.2	51.84	\$6,505	\$6,195
2	A	258	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	260	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	261	15.0 x 12.6	91.80	\$9,848	\$9,379
2	A	262	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	268	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	269	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	271	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	272	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	275	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	280	14.4 x 7.2	103.68	\$10,841	\$10,325
2	A	281	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	284	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	285	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	288	7.2 x 3.6	25.92	\$4,337	\$4,130
2	A	290	21.6 x 7.2	155.52	\$15,043	\$14,326
2	A	291	3.6 x 3.6	12.96	\$2,712	\$2,583
2	A	297	14.4 x 10.8	77.76	\$8,673	\$8,260
2	A	298	14.4 x 7.2	103.68	\$10,841	\$10,325
3	A	300	9.0 x 7.2	64.80	\$7,589	\$7,228
3	A	305	21.6 x 7.2	155.52	\$15,043	\$14,326
3	A	310	33.5 x 24.5	346.20	\$26,097	\$24,854
3	A	325	10.8 x 7.2	64.80	\$7,589	\$7,228
3	A	330	10.8 x 7.2	77.76	\$8,673	\$8,260
3	A	333	18.0 x 7.2	129.60	\$13,010	\$12,390
3	A	340	25.2 x 21.0	216.00	\$19,288	\$18,370
3	A	345	18.0 x 7.2	129.60	\$13,010	\$12,390
3	A	348	18.0 x 14.4	259.20	\$21,547	\$20,521
3	A	350	7.2 x 7.2	51.84	\$6,505	\$6,195
3	A	355	25.2 x 10.8	272.16	\$22,225	\$21,167

Hall	Cat	Stand No.	Length/Depth	M ²	Price Excl GST Non Marine Exhibitors	Price Excl GST Marine Exhibitors
3	A	361	10.8 x 7.2	77.76	\$8,673	\$8,260
3	A	363	20.5 x 10.8	211.50	\$19,053	\$18,146
3	A	365	16.8 x 5.0	75.00	\$8,442	\$8,040
3	A	369	15.6 x 5.0	78.00	\$8,693	\$8,279
3	A	375	28.5 x 12.2	340.94	\$25,822	\$24,592
3	A	380	32.4 x 14.4	466.56	\$32,390	\$30,848
3	A	384	25.2 x 21.6	544.32	\$36,456	\$34,720
3	A	391	10.8 x 3.6	32.40	\$4,879	\$4,646
3	A	397	14.4 x 3.6	51.84	\$6,505	\$6,195
3	A	398	28.8 x 18.0	453.60	\$31,713	\$30,202
4	B	410	4.4 x 4.3	10.80	\$2,260	\$2,152
4	B	412	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	413	6.0 x 3.0	13.50	\$2,780	\$2,648
4	B	414	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	415	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	418	7.4 x 3.0	21.80	\$3,821	\$3,639
4	B	420	4.3 x 3.3	16.00	\$3,094	\$2,946
4	B	421	6.6 x 6.0	30.60	\$4,728	\$4,503
4	B	424	5.0 x 3.0	11.90	\$2,490	\$2,372
4	B	426	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	430	6.6 x 6.0	30.60	\$4,728	\$4,503
4	B	436	6.6 x 6.0	30.60	\$4,728	\$4,503
4	B	439	5.0 x 1.8	9.00	\$1,883	\$1,794
4	B	440	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	442	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	444	3.0 x 3.0	9.00	\$1,883	\$1,794
4	B	450	3.6 x 3.0	10.80	\$2,260	\$2,152
4	B	451	5.0 x 3.4	8.70	\$1,821	\$1,734
4	B	456	8.0 x 7.2	35.30	\$5,121	\$4,877
4	B	459	9.0 x 5.2	31.86	\$4,833	\$4,603
4	B	460	7.2 x 5.0	24.57	\$4,169	\$3,970
5	C	500	29.8 x 8.4	143.52	\$11,676	\$11,120
5	C	507	11.4 x 7.0	47.54	\$5,038	\$4,798
5	C	510	3.6 x 3.6	12.96	\$2,231	\$2,125
5	C	511	10.8 x 3.6	38.88	\$4,444	\$4,233
5	C	512	3.6 x 3.6	12.96	\$2,231	\$2,125
5	C	515	10.8 x 3.6	38.88	\$4,444	\$4,233
5	C	516	22.4 x 6.0	66.72	\$6,353	\$6,051
5	C	519	11.4 x 6.6	51.84	\$5,333	\$5,079
5	C	524	8.6 x 3.6	30.96	\$3,901	\$3,716
5	C	527	18.4 x 15.0	153.96	\$12,302	\$11,716

Stand Price List

Hall	Cat	Stand No.	Length/Depth	M ²	Price Excl GST Non Marine Exhibitors	Price Excl GST Marine Exhibitors
5	C	528	3.6 x 3.6	12.96	\$2,231	\$2,125
5	C	530	17.7 x 10.2	87.48	\$7,777	\$7,407
5	C	531	11.8 x 7.4	87.32	\$7,766	\$7,396
5	C	540	10.3 x 9.6	69.48	\$6,543	\$6,231
5	C	547	10.8 x 3.6	38.88	\$4,444	\$4,233
5	C	548	18.2 x 5.4	96.12	\$8,369	\$7,971
5	C	549	4.2 x 3.6	15.12	\$2,439	\$2,323
5	C	555	21.6 x 7.2	116.64	\$9,776	\$9,311
5	C	558	10.8 x 5.4	58.32	\$5,777	\$5,502
5	C	559	10.8 x 3.6	38.88	\$4,444	\$4,233
5	C	562	9.0 x 5.4	48.60	\$5,111	\$4,868
5	C	564	12.6 x 8.0	74.88	\$6,913	\$6,584
5	C	568	10.8 x 9.2	64.80	\$6,222	\$5,925
5	C	571	23.4 x 17.0	308.52	\$19,775	\$18,833
5	C	574	6.0 x 3.6	21.60	\$3,062	\$2,916
5	C	575	9.0 x 3.6	32.40	\$4,000	\$3,810
5	C	578	6.0 x 3.6	21.60	\$3,062	\$2,916
5	C	582	16.2 x 9.2	101.16	\$8,715	\$8,300
6	B*	600	3.6 x 1.2	4.32	\$725	\$690
6	B	601	12.0 x 6.6	61.20	\$7,288	\$6,941
6	B*	602	3.6 x 1.2	4.32	\$725	\$690
6	B	604	10.2 x 9.6	46.44	\$6,053	\$5,765
6	B	614	4.8 x 3.0	14.40	\$2,893	\$2,755
6	B	615	10.2 x 3.0	30.60	\$4,728	\$4,503
6	B	618	5.4 x 3.0	16.20	\$3,119	\$2,970
6	B	621	17.4 x 3.0	52.20	\$6,535	\$6,224
6	B	622	3.6 x 3.0	10.80	\$2,260	\$2,152
6	B	626	5.1 x 3.0	15.30	\$3,006	\$2,863
6	B	630	3.0 x 3.0	9.00	\$1,883	\$1,794
6	B	632	3.0 x 3.0	9.00	\$1,883	\$1,794
6	B	634	3.0 x 3.0	9.00	\$1,883	\$1,794
6	B	638	10.2 x 9.6	50.40	\$6,384	\$6,080
6	B	647	3.0 x 3.0	9.00	\$1,883	\$1,794
6	B	651	19.2 x 9.0	172.80	\$16,308	\$15,531
6	B	656	25.8 x 10.8	87.12	\$9,456	\$9,006
6	B	666	8.4 x 3.6	17.64	\$3,299	\$3,142
6	B	669	9.0 x 5.4	30.60	\$4,728	\$4,503
6	B	672	8.4 x 4.5	19.80	\$3,570	\$3,400
6	B	673	3.0 x 3.0	9.00	\$1,883	\$1,794
6	B	676	6.6 x 2.4	15.84	\$3,074	\$2,927
6	B	679	3.0 x 3.0	9.00	\$1,883	\$1,794
6	B	680	8.4 x 5.4	27.36	\$4,457	\$4,245
6	B	685	6.0 x 3.0	18.00	\$3,345	\$3,185

Outside Stand No.	Length/Depth	M ²	Price Excl GST Without Marquee	Price Excl GST 3x3 Marquee	Price Excl GST 6x3 Marquee	Price Excl GST 6x6 Marquee
EX01	10.0 x 6.0	60.00	\$2,220	\$2,445	\$2,535	\$2,720
EX05	6.0 x 6.0	36.00	\$1,332	\$1,557	\$1,647	
EX08	12.0 x 6.0	49.50	\$1,832	\$2,057	\$2,147	
EX11	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX13	12.0 x 4.0	48.00	\$1,776	\$2,001	\$2,091	
EX15	12.0 x 4.0	48.00	\$1,776	\$2,001	\$2,091	
EX17	12.0 x 4.0	48.00	\$1,776	\$2,001	\$2,091	
EX20	22.9 x 3.0	64.00	\$2,368	\$2,593	\$2,683	
EX25	9.0 x 3.0	27.00	\$999	\$1,224	\$1,314	
EX27	6.0 x 6.0	36.00	\$1,332	\$1,557	\$1,647	\$1,832
EX29	6.0 x 6.0	36.00	\$1,332	\$1,557	\$1,647	\$1,832
EX31	12.0 x 6.0	72.00	\$2,664	\$2,889	\$2,979	\$3,164
EX33	6.0 x 6.0	36.00	\$1,332	\$1,557	\$1,647	\$1,832
EX35	12.0 x 6.0	72.00	\$2,664	\$2,889	\$2,979	\$3,164
EX37	18.0 x 3.0	54.00	\$1,998	\$2,223	\$2,313	
EX38	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX39	10 x 10	100.00	\$3,700	\$3,925	\$4,015	\$4,200
EX41	10 x 10	100.00	\$3,700	\$3,925	\$4,015	\$4,200
EX42	9.0 x 3.5	31.50	\$1,166	\$1,391	\$1,481	
EX43	10 x 10	100.00	\$3,700	\$3,925	\$4,015	\$4,200
EX45	10 x 10	100.00	\$3,700	\$3,925	\$4,015	\$4,200
EX47	10 x 10	100.00	\$3,700	\$3,925	\$4,015	\$4,200
EX49	10 x 10	100.00	\$3,700	\$3,925	\$4,015	\$4,200
EX51	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX53	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX61	22.5 x 18.0	202.50	\$7,493	\$7,718	\$7,808	\$7,993
EX63	22.5 x 18.0	202.50	\$7,493	\$7,718	\$7,808	\$7,993
EX64	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX65	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX67	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX69	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX71	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX73	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX75	9.0 x 3.0	27.00	\$999	\$1,224	\$1,314	
EX77	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX79	12.0 x 5.0	51.00	\$1,887	\$2,112	\$2,202	
EX81	12.0 x 8.0	81.00	\$2,997	\$3,222	\$3,312	\$3,497
EX85	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX87	6.0 x 3.0	18.00	\$700	\$925	\$1,015	
EX89	6.0 x 3.0	18.00	\$700	\$925	\$1,015	

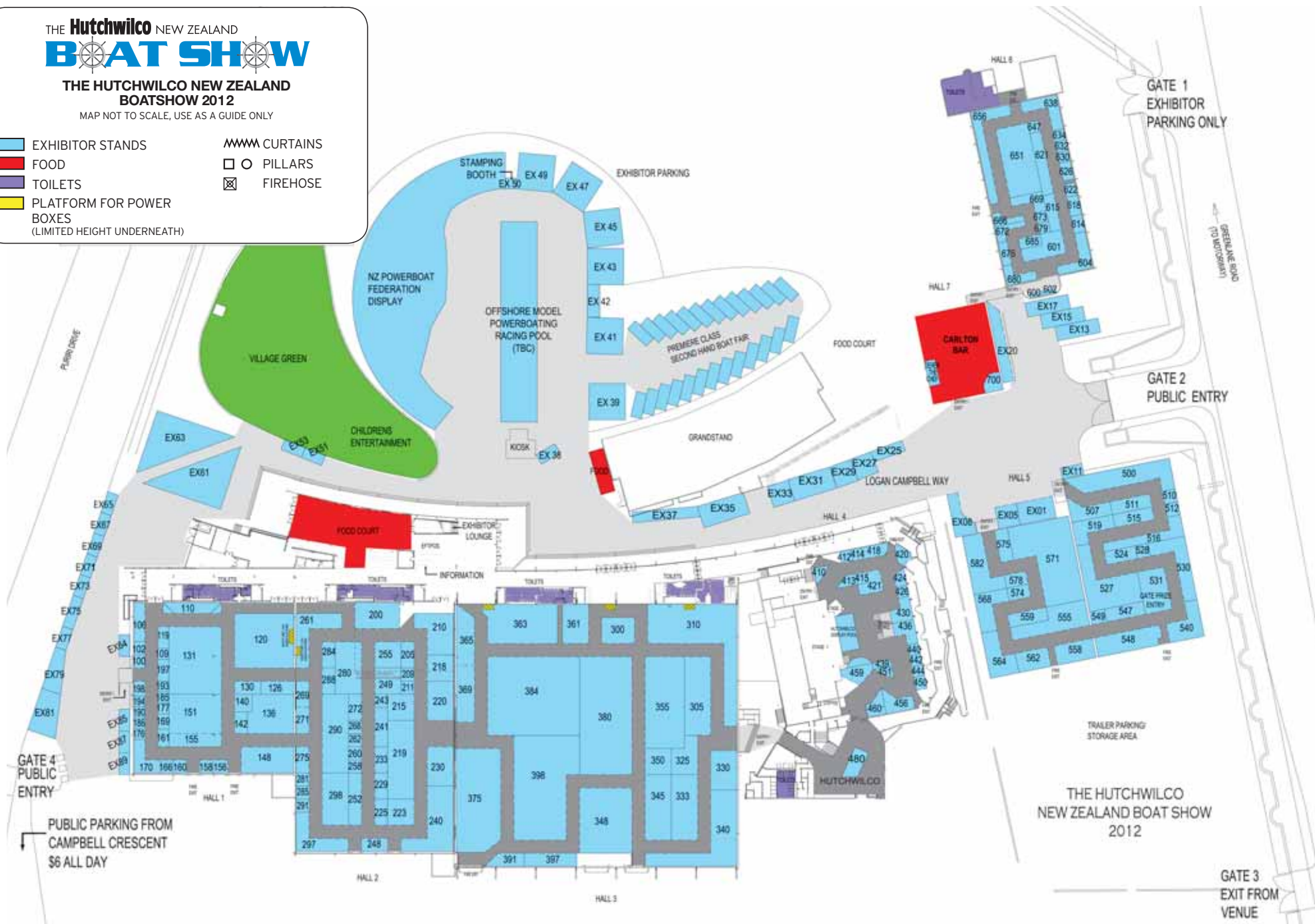


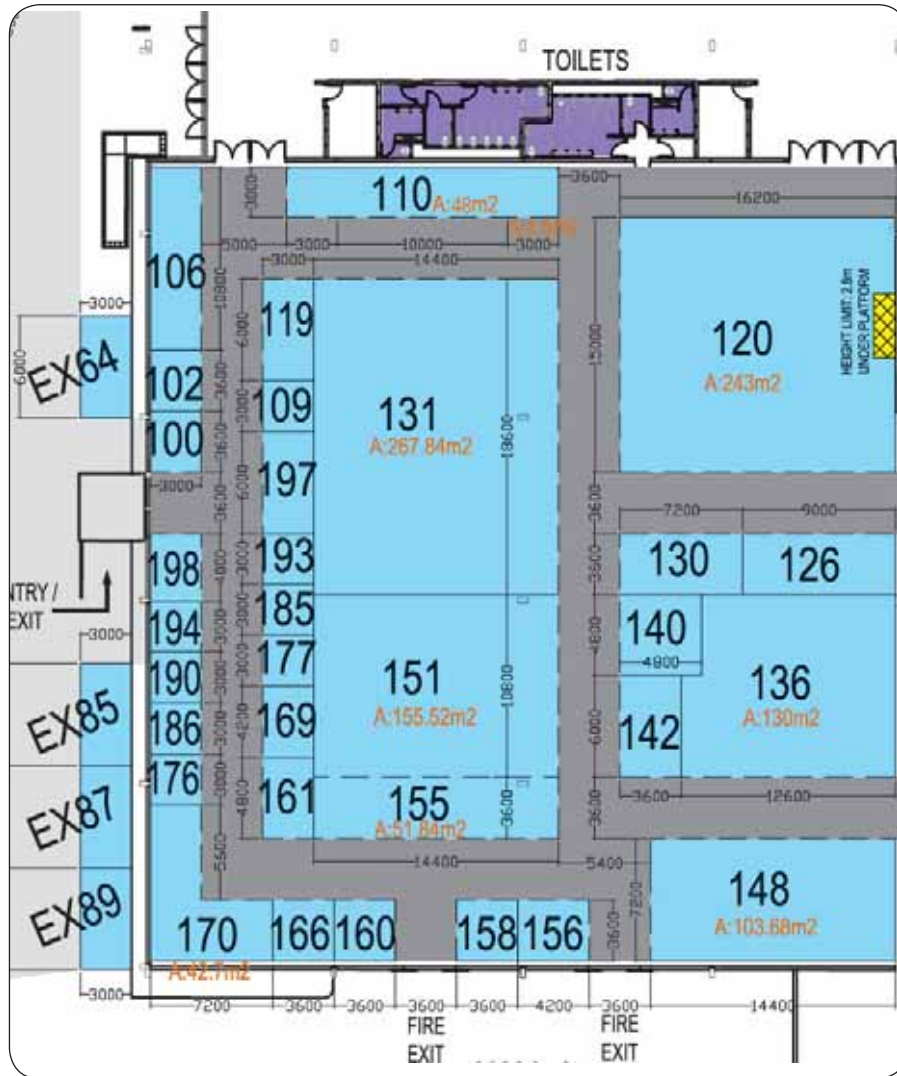
THE **Hutchwilco** NEW ZEALAND
BOAT SHOW

THE HUTCHWILCO NEW ZEALAND
 BOATSHOW 2012

MAP NOT TO SCALE, USE AS A GUIDE ONLY

- EXHIBITOR STANDS
- FOOD
- TOILETS
- PLATFORM FOR POWER BOXES (LIMITED HEIGHT UNDERNEATH)
- CURTAINS
- PILLARS
- FIREHOSE





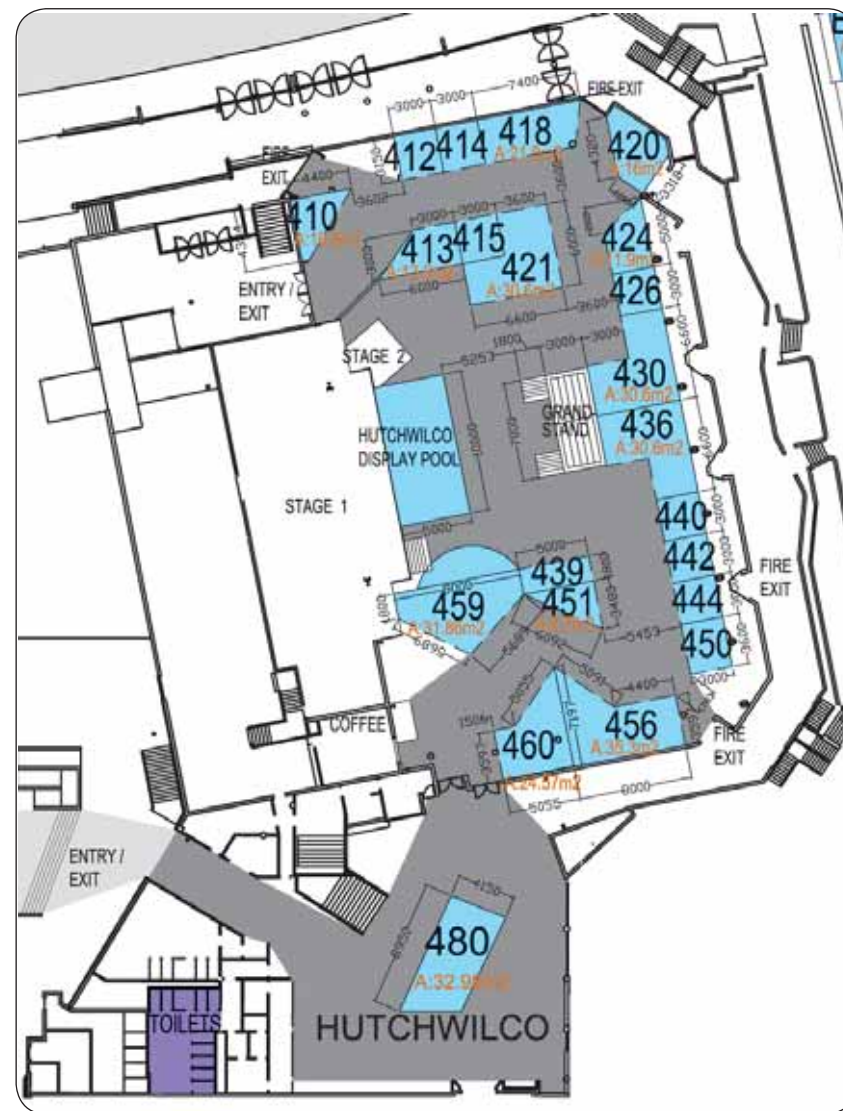
HALL 1



HALL 2



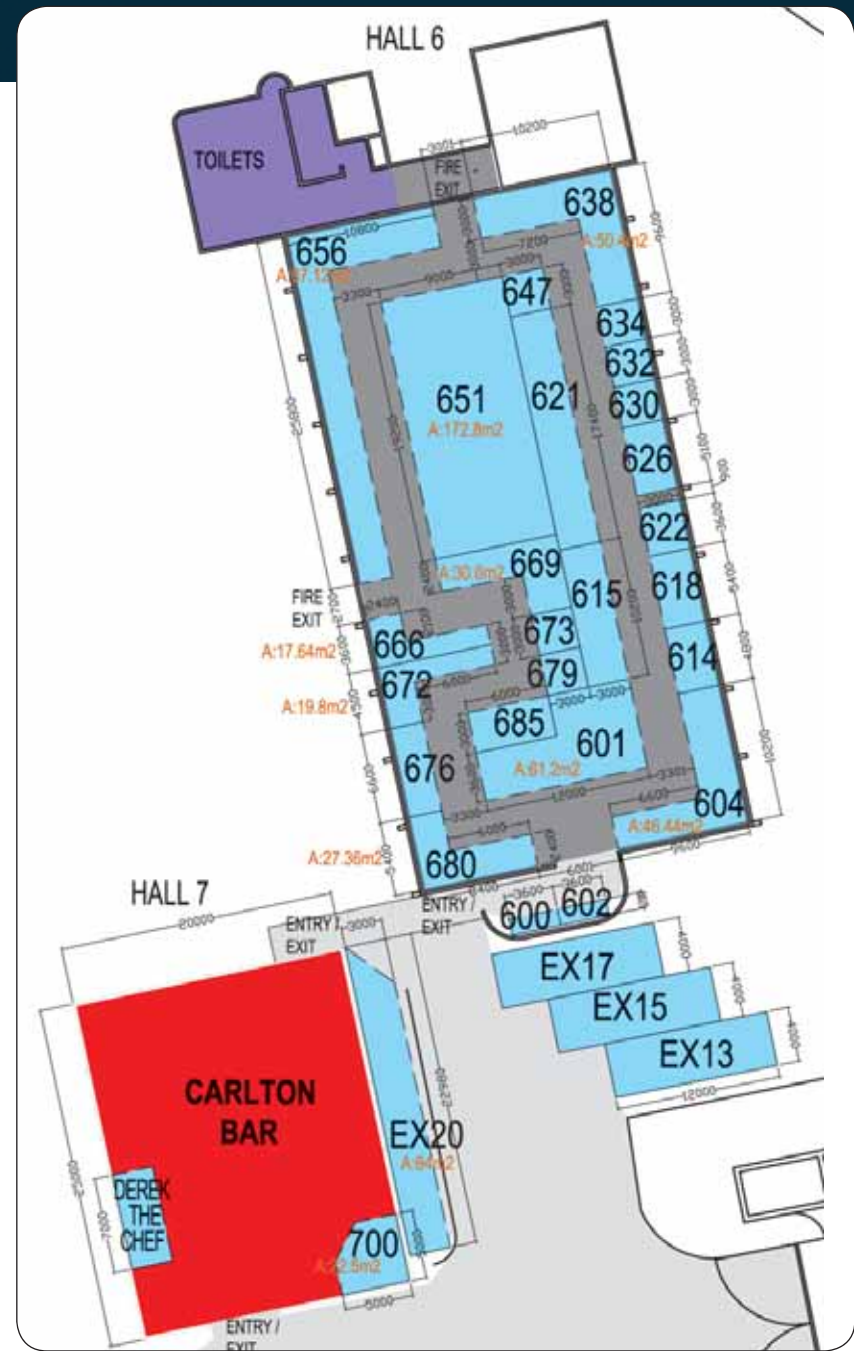
HALL 3



HALL 4



HALL 5



HALL 7

HALL 6

General Information

We encourage you to use our contractors and preferred suppliers for these reasons.

- The show is created with the support and expertise of these contractors below and page 15.
- The excellent pricing structure the show organisers secure to create the show are directly passed on to the exhibitor.
- Exhibitors can rely on these contractors and in most cases they are on site to assist with all requirements including build-up and throughout the show.
- Our contractors and preferred suppliers receive preferential access to assist you with the ease of a timely build.

Electrical

Any special requirements are the exhibitor's responsibility and must be in accordance with Auckland City Council bylaws. For all your electrical requirements please refer to Empire Electrical Contractor Information on page 15.

Tip: A well lit stand will attract potential customers (people are like moths and are attracted to well lit areas).

Forklift

- The Show organisers will provide a forklift truck that will be available on site for build-up and dismantling periods. The forklift will be located in front of Hall 2 - please ensure your company personnel wishing to use the hoist has the appropriate drivers licence/insurance and permission by his/her employer to use the machine. Please contact the Show Office for the key.
- No fork trucks or heavy vehicles to be driven on the wooden floors inside the marquees.
- Any damage to or by the forklift truck or damage by vehicles is the responsibility of the Exhibitor. The Exhibitor will make good/pay for any damage created.

Plant hire

For all plant hire / water features please contact Hire Plants Ltd. Refer to "Contractor's Information" page 15.

Radio and electronic devices

PA systems, radios and electronic devices used by the exhibitors to increase the effectiveness of their promotions will be permitted, subject to the approval of the show organisers. However, for the comfort of other exhibitors and the public please ensure the volume of these is kept to a reasonable level and walkways are not restricted by the public listening or watching demonstrations/displays.

Security

Security procedures will be in place for build up, show days and break down. Please allow suitable time for processing by security officers on entry and exit. Security staff will lock the exhibition areas at the end of each day. Entry to the Showgrounds will not be permitted until security re-opens the Exhibitor Gate to the venue at 7.00am the following morning. At 8.30am on the show days the Exhibitor pavilions will be opened for exhibitors wearing correct exhibitor passes.

Whilst every care will be taken by the organisers, the show organisers accept no responsibility or liability for the security of exhibits and/or personal belongings during the build-up / show period and or dismantling of the show. The show organisers accept no responsibility for the safety of vehicles and their contents while parked at the venue, Alexandra Park or its vicinity.

Telephone and Eftpos

- Temporary telephone and EFTPOS lines can be arranged to exhibitor's stands for the duration of the show.
- Please contact Eftpos 2 Go for temporary lines and Eftpos machines.
- Refer to Contractor's Information on page 15.

TV / Video / Sound hire

For all your TV, Video and electronic requirements contact Spyglass Group Ltd. Refer Contractor's Information page 15 for details.

Wireless Internet

Please contact ASB Showgrounds Wireless. See page 15 for details.

Workplace safety / Fire and council regulations

The health and safety regulations are for all exhibitors. Please refer to our website, www.boatshow.co.nz, for workplace safety document or contact the show office.

ASB Showgrounds catering department (ASCD)

ASCD has the sole catering rights for ASB Showgrounds / Exhibitors are not permitted to use their own catering without prior written agreement from the Functions manager at ASCD.

The ASCD are the exclusive suppliers of **ALL** food and beverages on ASB Showgrounds premises.

Liquor licensing

ASB Showgrounds Catering (ASC) needs to approve your request prior to Exhibitors obtaining a Liquor License from Auckland City Council (ACC).

Catering manager ASC on (09) 623 7725.

ACC Liquor Licensing Inspector on (09) 353 9090.

Application forms must be filed with ACC 28 days prior to the event.

Contractors and Preferred Suppliers

For more information please contact:

Advertising & Marketing MRPR

Contact: Mike Rose
Mobile 021 735 015
Fax: 09 483 8334
Email: MRPR@xtra.co.nz

Banner hanging & Labour hire RB Wade Enterprises

Contact: Rodney Wade
Ph: 0274 998 141
Email: rodair@xtra.co.nz

Carpet / Flooring Displayworks Limited

Contact: Lisa Jamison
Ph. 09 443 6012 Fax: 09 441 3313
Email: lisa@carpethire.co.nz
Web: www.carpethire .co.nz

EFTPOS & Telephone lines Eftpos 2 Go

Contact: Alumita Patterson
Ph: 09 525 4272 Fax: 09 525 8096
Mobile : 0274 889 494
Email: info@eftpos2go.co.nz

Electrical equipment Empire Electrical Services

Contact: Craig & Judith Jones
Ph: 09 526 1977 Fax: 09 526 4141
Mobile 0274 943 881
Email: empelect@xtra.co.nz

Graphic design & Printing Macwork Design & Print Limited

Contact: Blair Wadman
Ph: 09 630 7461 Fax: 09 630 7463
Mobile: 021 763 317
Email: blair@macwork.co.nz
Web: www.macwork.co.nz

Hire equipment / Panel changes Displayworks Limited

Contact: Hayley Mirbach
Ph: 09 441 3323 Fax: 09 441 3313
Mobile: 021 547 600
Email: hayley@displayworks.co.nz
Web: www.displayworks.co.nz

Marquees Carlton Events Ltd

Contact: Craig Higginson
Ph: 09 815 0180 ext 710 Fax: 09 815 7253
Mobile: 0275 955 632
Email: craigh@carltonhiregroup.com
Web: www.carltonhiregroup.com

NZ Herald APN New Zealand

Contact: Razia Ali
Ph. 09 373 6945 Fax: 09 373 6584
Mobile: 021 242 1714
Email Razia.ali@apn.co.nz
Web: www.soldonapn.co.nz

Plant hire Hire Plants Limited

Contact: Sue Webb
Ph: 09 828 6876 Fax: 09 828 6879
Email: sue@hireplants.com
Web: www.hireplants.com

Signage Displayworks Limited

Contact: Peter Shalfoon
Ph: 09 441 8283 Fax: 09 441 8285
Mobile: 027 294 0979
Email: peters@displayworks.co.nz
Web: www.displayworks.co.nz

Stand design & build Displayworks Limited

Contact: David Forte
Ph. 09 441 8283 Fax: 09 441 8285
Mobile: 027 2458 6604
Email: davidf@displayworks.co.nz
Web: www.displayworks.co.nz

TV / Video / Sound hire Spyglass Group Ltd

Contact: Brett Rodgers
Ph: 09 915 0086 Fax: 09 915 0087
Email: spy@spyglass.co.nz
Web: www.spyglass.co.nz

Wireless Internet ASB Showgrounds Wireless

Contact: Brent Roza
Mobile: 021 0222 1504
Email: wirelessandftpos@asbshowgrounds.co.nz

Workplace safety advisor Workplace-Safety Ltd

Contact: Ralph Maher
Ph: 09 420 8168 Fax: 09 420 8132
Mobile: 021 829 535
Email: Ralph@workplace-safety.co.nz



Terms and Conditions

Hereafter Premiere Exhibitions Ltd and New Zealand Boat Show is referred to as the Organiser.

The exhibitor will not be permitted access to the Showgrounds unless all outstanding monies of any nature owed by the exhibitor to show organisers are fully paid. If the organiser inadvertently allows the exhibitor access to the showground's when outstanding monies are unpaid, the organiser reserves the right to remove exhibitor's goods and exhibits from the showground's at the cost to the exhibitor. The organiser will not be liable for any loss, including consequential loss, sustained by the exhibitor as a result of any action taken by the organiser.

If payment of any monies due by the exhibitor to the organiser is more than 14 days in arrears, the organiser may terminate the contract by notice in writing to the exhibitor. If the organiser does not terminate the contract immediately after the expiration of the 14 day period interest at a rate of 5% above the organiser Bank overdraft rate will be payable on the monies outstanding from the date on which the monies were due to be paid.

Exhibitors agree to make the payment for any late fee or charges that are incurred by the organiser to recover any outstanding balance of payment.

NOTE: The organiser reserves the right at any time and from time to time to delete, vary or amend any of the terms and conditions, floor plans or pricing and re-allocate exhibitors stand space where deemed necessary.

Period of limitation

It is hereby agreed and declared that Premiere Exhibitions/New Zealand Boat Show shall not be liable to the exhibitor or contractors in respect of claims arising under the contract or in connection with the exhibition unless such claim is made in writing within 7 days of the closing date of the show.

Insurance

It is essential that the exhibitors make their own arrangements for appropriate insurance cover, including Public Liability insurance. Premiere Exhibitions Ltd /New Zealand Boat Show accepts no responsibility / liability to exhibitors and contractors regarding property /consequential losses / personal or loss of income due to any actions taken by the show's management.

Exhibitors are liable for any damage they cause to the venue/grounds or exhibitions space.

Acts of god

The Show Organiser shall have no responsibility, to exhibitor or sponsors, whatsoever for any matter or thing resulting from acts of God. (including, without limitation, fire, flood, earthquakes, hurricanes, tornadoes and volcanic eruptions) or other events beyond the parties control, (including, without limitation war, government regulation, terrorism, disaster, strikes, civil disorder or infectious disease); except that if such

events prevent Exhibitor's show space being made available to Exhibitor, the Show Organiser shall return to Exhibitor payments made by Exhibitor after deducting there-from a pro-rata share of expenses incurred in conjunction with said show.

Admissible exhibitors

- a) Exhibitor agrees to display only new, current model – year boats and related products. Exhibitor will not display any products or signage without the approval of the manufacturer. Exhibitor represents that it has full authority necessary to display and sell its products at the show.
- b) The show organiser reserves the right to determine the eligibility of any company, product signage, or material for inclusion in the show. No Exhibitor shall exhibit or permit to be exhibited in the space allocated to them, any product merchandise, signage or display material other than that specified on the application form, page 17.
- c) Exhibitor agrees that the Show Organiser may order the removal of any exhibits that it determines are of a disruptive, objectionable or inappropriate nature. Exhibitors agree that cost of such removal will be at the expense of the Exhibitor.

Subleasing

Exhibitors may not sublease. Sublease in this use includes renting, sharing, donating or in anyway allowing another company or person to display or advertise in an exhibitors space. Non-exhibiting companies may not place stickers, placards or signs anywhere in the show.

Marquee / tents

Marquee and tents must be booked through the Show Office and will be supplied by Carlton Events. (Push ups, carports and inferior marquees and tents prohibited). The show Organiser reserves the right of final approval on all tents or marquees, including placement of tent within the contracted site.

Rules and regulations

The Show Organiser shall have the power to adopt, amend, interpret and enforce all show terms, rules, regulations and plans with respect to the operation and conduct of the Show, including but not limited to those regarding the kind, nature, and eligibility of all exhibitors and exhibits at the Show and the marketing activities of exhibitors with regard to the Show. Any exhibitor observed to be soliciting business in the walkways or other public spaces, in another company's stand, or in violation of any applicable terms, rules or regulations, will be asked to leave immediately. Additional penalties may be applied, such as removal from show area, shut down, close off stand area or darken Exhibitors space.

The Show Organiser decisions on all matters shall be final.

PLEASE FILL IN AND RETURN

Premiere Class Boat Fair Application Form

The 2012 Hutchwilco New Zealand Boat Show

COMPANY DETAILS: please write clearly and all details to be completed. **ONE FORM FOR EACH VESSEL.**

Company Name:

Contact Person:

Contact Mobile Phone No.:

BRAND:

MODEL:

LENGTH:

IDENTIFYING NAME IF SIGNWRITTEN:

Please send one application form per boat.

Premiere Class Boat Fair

The 2012 Hutchwilco New Zealand Boat Show will once again feature a top quality display of 2nd hand boats. This is primarily designed to make it that little bit easier for first time boat buyers to get into boating.

Strict rules apply about the type of boats able to be displayed. Space is limited and this will be allocated on a "first come, first served basis". Refer to page 7 for further details.

PLEASE FILL IN AND RETURN

Exhibitor, Day and Carpark Pass Entitlement Form 2012

Size of Stand Area	Exhibitor Pass Entitlement	Day Pass Entitlement	Car Park Pass Entitlement
0.m ² to 12.95m ²	2	2	1
12.96m ² (3.6 x 3.6)	4	4	2
13m ² to 38.88m ²	5	5	2
39m ² to 64. 8m ²	7	7	3
65m ² to 129.6m ²	8	8	4
130m ² to 246m ²	12	12	4
247m ² to 388m ²	15	15	5
390m ² to 777m ²	20	20	6
ALL EXTERIOR "EX" STANDS			
18m ²	2	2	1
18.01m ² to 36m ²	3	3	2
36.01m ² to 54m ²	3	3	2
54.01m ² to 72m ²	4	4	3

TO RECEIVE YOUR PERSONALISED EXHIBITOR PASS THIS FORM MUST BE RECEIVED BY 20TH APRIL 2012 ALONG WITH YOUR SIGNED APPLICATION FORM AND ACCOUNT PAID IN FULL.

NOTE: If no information is received, Exhibitor Passes will be issued with your Promotional Company Name only.

EXHIBITOR NAMES:

First Name	Last name	First Name	Last name

Please print any extra names on a separate sheet and attach.

ADDITIONAL EXHIBITOR PASSES: (additional to stand allocation)

These passes can be purchased in addition to your allocation. To have these passes personalised names must be supplied when purchasing these passes, and they will be produced showing the pass holders name and your company name, provided this form is received by 10th April 2012. These passes must be retained and worn whilst at the show.

Please supply: (Qty) _____ passes at \$24.00 (incl. GST) each. Please list names in space provided below.

First Name	Last name	First Name	Last name

PLEASE FILL IN AND RETURN

Additional Exhibitor, Day and Carpark Pass Form 2012

DAY PASSES: (additional to stand allocation)

These passes must be surrendered at the public gate. They will allow single day entry on any day only and do not include car parking or entry into the Gate Prize promotion.

Please supply: (Qty) _____ passes at \$13.00 (incl. GST) each
(For an order of 100 or greater, 10% discount will apply).

CARPAKING PASSES: (additional to stand allocation)

\$6 per day/per car.

Day	Additional Qty
Thursday	_____
Friday	_____
Saturday	_____
Sunday	_____

SPECIAL NOTES:

1. Lost, mislaid or additional passes will not be re-allocated free of charge. Please ensure passes are carefully distributed to your staff and contractors.
2. The passes will be on a track and trace system and will not be sent out until accounts are paid in full.
3. Additions or changes to your request for passes must be faxed or emailed to Premiere Exhibitions Ltd
(09) 525 6333 or info@p-e.co.nz PRIOR TO 20 April 2012.
4. Late orders for passes WILL NOT be sent out after **10 May 2012. Late orders and outstanding passes can be collected from the Show Information Office.**

ORDER FORM:

(Subject to availability)

PASS	QUANTITY	PRICE (\$)
Additional Exhibitor Passes @ \$24.00 incl GST	_____	_____
Additional Day Passes @ \$13.00 incl GST	_____	_____
Additional Carpark Passes @ \$6.00 incl GST as indicated above	_____	_____

TOTAL \$

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THE **Hutchwilco** NEW ZEALAND
BOAT SHOW

17th - 20th May, 2012

ASB Showgrounds, Greenlane West, Epsom

Auckland 1051, New Zealand.

Telephone 64 9 525 6999

www.boatshow.co.nz