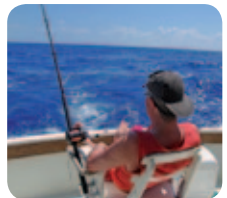


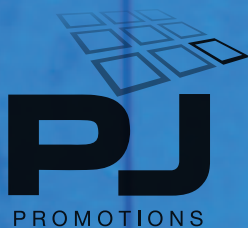
Your essential  
sales and  
marketing  
tool!

# 2012 Central Coast Home, Lifestyle & Leisure Show

Saturday 3rd March & Sunday 4th March 2012  
Mingara Recreation Club, Tumbi Umbi



Presented by:



Media Partners:

FM  
107.7 2GO



PO Box 36  
Broadmeadow NSW 2292

Ph: 02 4962 2686  
Fax: 02 4962 2696

Email: [mail@pjpromotions.com](mailto:mail@pjpromotions.com)  
Web: [www.pjpromotions.com](http://www.pjpromotions.com)

[www.centralcoasthomelifestyleandleisureshow.com](http://www.centralcoasthomelifestyleandleisureshow.com)

# The Show

The Central Coast Home, Lifestyle & Leisure Show is set to be the premier consumer event of its kind in the Central Coast region. The inaugural show will bring together a wide variety of local and national businesses, all in one location, offering visitors the opportunity to research, learn about and buy everything required to build, renovate and embellish their home or enhance their lifestyle.

To be held at Mingara Recreation Club, Tumbi Umbi, the largest facility of its kind in the region, The Central Coast Home, Lifestyle & Leisure Show will cover thousands of square metres of exhibition space and attract thousands of visitors.

PJ Promotions and the Home Show brand is synonymous with providing exhibitors and visitors alike with a broad range of Australia's largest and most prestigious operators alongside smaller boutique businesses – a one stop shop with exceptional variety. Covering everything from renovation and home building, gardening and great food to RV's, caravans, fishing and camping, there will be something for everyone at the inaugural Central Coast Home, Lifestyle & Leisure Show.



"Great Show"

Richard Windeyer,  
Mortgage Choice  
at The Newcastle  
Home Show

# Show Features

The 2012 Central Coast Home, Lifestyle & Leisure Show will host a range of features, designed to create a fun, family atmosphere and encourage visitors to stay, and most importantly spend, for longer!



## Event features will include:

- Celebrity Guests and Entertainment including gardening guru Don Burke
- 100's of exhibitors
- Live Cooking Demonstrations and Tastings
- Kids Zone with Animal Nursery and Amusement Rides
- Live DIY Demonstrations

## The Venue

Mingara Recreation Club is located on the NSW Central Coast, just minutes from the F3 freeway. Centrally positioned between large commercial centres of Wyong and Tuggerah in the North and Gosford in the South, Mingara is the largest social and leisure facility in the Central Coast Region, with an

impressive 45,000 members from the Central Coast, Port Macquarie and Canterbury Communities. Mingara offers fantastic public transport and community links, as well as exceptional facilities, great visibility from the Wyong Road and free parking.

"PJ Promotions were professional and helpful at all times and made the experience seamless and trouble-free"

Mark Thomas. Poppy's on Oakdale at The Newcastle Home Show



# Why the Central Coast?

- As NSW's third largest urban area, the Central Coast region boasts a growing population of approximately 300,000 residents, increasing at an annual estimated rate of 2% higher than the average NSW population growth rate.
- With a projected population of 317,900 by 2021, the Central Coast is a hotspot for property development and new communities, requiring home building and renovation ideas, as well as products to help fill their leisure time.
- The Central Coast Home, Lifestyle and Leisure Show offers a largely un-tapped market of consumers, eager to gain the latest information and products without the expense and inconvenience of travelling to large events in Sydney or Newcastle.
- Our research among local and national businesses has shown the Central Coast to be an area of huge potential.



ONLY  
show of its kind  
on the Central  
Coast

# EventPromotion

As the perfect compliment to your existing marketing campaign, The Central Coast Home, Lifestyle & Leisure Show guarantees what other mediums can only lead you to – personal contact with real buyers.

If someone invests a day to visit our Home Show, this means they are a motivated, serious buyer.

Our Home Show offers value for money and is efficient for:

- Personal sales
- Building client databases
- Upgrading relationships with existing clients
- Achievement of sales targets
- Demonstration of products and services
- Consumer Education
- Media coverage
- Creating brand recognition
- New product launches
- Market positioning campaign

As organisers of The 2012 Central Coast Home, Lifestyle & Leisure Show, PJ Promotions will spend in excess of \$100,000 promoting the event through a variety of mediums, including television, radio, print and on-line media. In addition to this marketing campaign, PJ Promotions will secure the services of well known media celebrities and television experts to increase the visitor experience and raise the event profile.

Building upon this advertising, the team at Eclipse, Media, Events and PR will secure extensive editorial and promotional coverage through local and national media. We will target groups, bus companies and associations to encourage attendance, as well as utilising our extensive local knowledge to increase awareness.

Our aim is to use all the resources we have to provide you and your business with the ultimate promotional and sales platform in order for us to grow together and present an outstanding home, lifestyle and leisure experience.



# The Organisers

PJ Promotions launched the Newcastle Home Show nearly 20 years ago, developing it into the largest regional home show in the country. In 2010, PJ Promotions along with the Home Show portfolio was purchased by a new management team. Since this time we have produced two extremely successful Newcastle Home Shows whilst also working on the launch of strong additions to our events portfolio.

Drawing on a combined experience of over 85 years in the event, exhibition, public relations and promotions business both nationally and internationally, the new PJ Promotions team are more than qualified to present a top class event. This broad ranging experience means that the Team are proud to count amongst their past and present clients some of Australia's largest and most well known businesses, personalities and brands.

The staff at PJ Promotions are exceptionally well trained: through extensive experience and formal industry training, but most importantly we have on-the-job understanding, knowledge and skill – which means we are standing side by side with our exhibitors striving to produce shows that answer their needs.

In addition to formal training and experience, memberships to Industry associations, clubs and advisory boards allow the organisation to remain in-touch with, and ahead, of current trends, industry standards and best practise, as well as building strong relationships with industry and community peers.

The highly dedicated team at PJ Promotions are striving to further build on the solid and exceptionally successful foundations of their already highly regarded portfolio and look forward to working with you on our new ventures. With our overall aim being to produce successful shows, which in turn mean success at the shows for our exhibitors, like you.

The right place  
for the right  
customers but only  
if you're there!



# InSummary

By participating in The 2012 Central Coast Home, Lifestyle & Leisure Show, your company will:

- Have face to face access to thousands of targeted consumers in a largely un-tapped, but highly receptive region
- Be included in the \$100,000 plus local and national marketing and promotional campaign
- Receive opportunities to enhance visitor awareness through seminars, DIY and cooking demonstrations and much more
- Be supported by an organisation with over 85 years of combined experience in National and International events, exhibitions, public relations and promotions

Bookings  
for the inaugural  
Central Coast Home,  
Lifestyle and Leisure  
Show are now open  
and sites will  
fill fast.

Don't  
miss out  
secure  
your site  
today!



# Exhibitor Pack

## 1. Choose Your Site

Select your preferred site locations from the Event Site Plan and indicate 4 options in order of preference on the booking form.

*Every effort will be made to allocate your preferred site(s), however this is not guaranteed. Where this is not possible, another suitable and similar location will be allocated and confirmed on your invoice.*

Site sizes and costs are as follows:

Size	Description	Cost
<b>Undercover Sites With Shell Scheme Marquee 1, 2 &amp; 3</b>		
3.0m x 3.0m	9 sq.m Indoor Marquee Site. Includes 3m x 1m Shell Scheme walling, lighting, power and fascia name board	\$1200.00
6.0m x 3.0m	18 sq.m Indoor Marquee Site. Includes 6m x 1m Shell Scheme walling, lighting, power and fascia name board.	\$2400.00
<b>Undercover Sites - Floor Space Only Marquee 4</b>		
3.0m x 3.0m	9 sq.m Indoor Marquee Site. Floor Space Only	\$800.00
6.0m x 3.0m	18 sq.m Indoor Marquee Site. Floor Space Only	\$1600.00
<b>Outdoor Sites</b>		
3.0m x 3.0m	9 sq.m Grassed or paved outdoor site. Space only	\$400.00
5.0m x 5.0m	25 sq.m Grassed or paved outdoor site. Space only	\$600.00
10.0m x 10.0m	100 sq.m Grassed or paved outdoor site. Space only	\$2000.00
20.0m x 10.0m	200 sq.m Grassed or paved outdoor site. Space only	\$3800.00

**All prices are exclusive of GST - Custom sites and larger sites are available on request**

## 2. Check Site Requirements

### PHONE, INTERNET AND WATER

Please advise on your Booking Form if you will require water on your site. Access to water is limited and is available by application only. Telephone and internet services are not available through the venue. It is the responsibility of the exhibitor to arrange for adequate facilities to accommodate efpas transactions and internet access.

### ELECTRICITY (INCLUDED WITH SHELL SCHEME ORDERS)

Access to power is included with Undercover Shell Scheme Sites only.

Power to outdoor and space only sites is available at an additional cost and by application only. Please indicate on your Booking Form if you require power to your site.

### FORKLIFT

A forklift will be available to assist with the movement of large loads during bump-in and bump-out. Use of the forklift is by application at an additional cost. Please indicate on your Booking Form if you require the use of a forklift and a time will be scheduled for you.

## 3. Exhibition Stands

**IMPORTANT:** Not ALL sites include exhibition booths or wall panelling unless specifically stated on shell scheme sites.

For hire or purchase of custom exhibition booths, partitioning, name boards, lighting, furniture, brochure stands, AV and other Exhibition and Promotional Accessories at specially discounted Home Show rates, please contact our official supplier - Marlin Exhibitions on **(02) 4961 1544** or **www.marlinexhibitions.com.au**

## 4. Public Liability Insurance & Security

Exhibitors are **required by law** to have a minimum of \$10 million public liability insurance cover effective from **Thursday 1st March until Monday 5th March, 2012**. This insurance refers to fire, theft, damage or injury caused to parties/visitors or in the vicinity of an exhibition site. The event co-ordinator has retained the services of Markey Insurance Brokers to provide public liability insurance coverage for \$250 (excl GST) based on a limit of indemnity of \$10 million on any one occurrence. The event co-ordinator is not responsible for damage or theft in regard to stock, display material, personal or business goods on your display. If you **do not** have your own coverage and would like to utilise the services of Markey Insurance Brokers, please complete the section included in the order form.

## 5. Return Event Contract

The fully completed Contract including the terms and conditions page and your 25% deposit must be received within 7 days following approval of participation or sites will be made available for re-sale.

Once processed, exhibitors will receive a tax invoice confirming booking details. Cancellations prior to 3rd February 2012 incur an administration fee of \$250.

**Strictly no refunds on cancellations after 3rd February 2012.**

## 6. Preparing for the Show

Set Up Dates	Access Available
Thursday 1st March 2012 <b>Pre-Scheduled Heavy Vehicle Access Only</b>	2.00pm – 5.00pm
Friday 2nd March 2012	8.00am – 5.00pm
Pull Down Dates	Access Available
Sunday 4th March 2012	5.15pm - 8.00pm
Monday 5th March 2012	8.00am – 12.00 noon

## 7. Exhibitor Entry Passes

Each exhibitor is provided with **3** Exhibitor Entry Passes per site. These entry passes are not transferrable and must be worn while attending the show. Additional staff passes may be purchased for \$5 each. Please return Exhibitor Entry Passes Form and include additional cost in your final payment. (Max 10 per stand)

## 8. Show Times & Admission Costs

Saturday 3rd March - Sunday 4th March 2012, 10am - 5pm Each Day

**Adults** (16 years and over): \$10

**Concessions** (Seniors, Pensioners and Student card holders): \$8

**Juniors** (12 -15 years): \$5

**Children under 12** accompanied by an adult: FREE

## 9. Final Checklist

- Completed contract returned to event co-ordinator and confirmed.
- Confirmed Booking of exhibition booths, partitioning, lighting, name boards, furniture etc.
- Deposit paid confirming your booking.
- Public Liability Insurance Certificate of Currency sent to event co-ordinator and confirmed.
- Exhibitor Entry Passes ordered.
- Finalised site payment.
- Arrangements complete for bump-in!

# Venue Map & Site Plan



# EventContract

## Company Booking Form

### Preferred Location

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

Every effort will be made to confirm one of your preferred sites, however we do not guarantee that this will be the case. Sites are allocated as booking forms, including deposits, are received. Floorplans will be finalised 3 weeks prior to the Show and exhibitors will receive a full exhibitor's kit at that time.

### Company Booking Details

Company Name:		ABN:	
Trading As:		Contact:	
Products and Services On Display:			
Billing Address:	Suburb:	State:	PC:
Street Address:	Suburb:	State:	PC:
Phone: ( )	Mobile:	Web:	
Fax: ( )	Email:		

### Site Sizes, Pricing, Equipment and Information

Tick	Size	Description	QTY	Cost	Total
<b>Undercover Sites With Shell Scheme Marquee 1, 2 &amp; 3</b>					
	3.0m x 3.0m	9 sq.m Indoor Marquee Site. Includes 3m x 1m Shell Scheme walling, lighting, power and fascia name board		\$1200.00	
	6.0m x 3.0m	18 sq.m Indoor Marquee Site. Includes 6m x 1m Shell Scheme walling, lights, power and fascia name board		\$2400.00	
<b>Undercover Sites - Floor Space Only Marquee 4</b>					
	3.0m x 3.0m	9 sq.m Indoor Marquee Site. Floor Space Only		\$800.00	
	6.0m x 3.0m	18 sq.m Indoor Marquee Site. Floor Space Only		\$1600.00	
<b>Outdoor Sites</b>					
	3.0m x 3.0m	9 sq.m Grassed or paved outdoor site. Space only		\$400.00	
	5.0m x 5.0m	25 sq.m Grassed or paved outdoor site. Space only		\$600.00	
	10.0m x 10.0m	100 sq.m Grassed or paved outdoor site. Space only		\$2000.00	
	20.0m x 10.0m	200 sq.m Grassed or paved outdoor site. Space only		\$3800.00	
<b>Additional Site Requirements</b>					
		Power Supply		POA	
		Water		POA	
		Forklift		POA	
		Public Liability Insurance		\$250.00	
				<b>Subtotal</b>	
				<b>plus GST</b>	
				<b>TOTAL COST</b>	

**All prices are exclusive of GST. Holding deposit must accompany all Event Contracts**

## Public Liability Insurance

Public Liability Insurance to the amount of \$10 Million is **MANDATORY!**

Exhibitors are required by law to have a minimum of \$10 million public liability insurance cover effective from Thursday 1st March until Monday 5th March, 2012.

This insurance refers to fire, theft, damage or injury caused to parties / visitors or in the vicinity of an exhibition site. The event co-ordinator has retained the services of Markey Insurance Brokers to provide public liability insurance coverage for \$250 (excl GST) based on a limit of indemnity of \$10 million on any one occurrence. The event co-ordinator is not responsible for damage or theft in regard to stock, display material, personal or business goods on your display from Thursday 1st March until Monday 5th March, 2012.

I WISH TO ORDER TEMPORARY PUBLIC LIABILITY COVER FOR THE EVENT

I HAVE ENCLOSED A COPY OF MY PUBLIC LIABILITY INSURANCE COVER

**Important: all payments and insurance must be finalised prior to 3rd February 2012.**

- This contract must be received within 7 days following approval of participation by the event coordinator.
- The 25% deposit must be received within 7 days of approval of participation or sites will be made available for re-sale.
- A tax invoice will be issued confirming your site number. (Site numbers are subject to change at the discretion of the Organiser)
- Contracts will not be accepted without being properly completed and signed, including "Terms and Conditions" page, along with copy of Public Liability Cover. Cancellations prior to 3rd February, 2012 incur an administration fee of \$250.

## Payment Details

Please ensure 25% deposit is included with this form to confirm your booking.

Final payment must be received no later 3rd February 2012.

**CHEQUE** Payable to PJ Promotions

**CREDIT CARD**  VISA  Mastercard  American Express

Cardholder's Name

Card Number

Expiry

CCV (Last three digits on back of card)

Amount \$

Please note: American Express payments incur a 3% surcharge

**DIRECT DEPOSIT** CBA Hamilton  
BSB 062 808  
ACC 102 031 91

Note: Please fax remittance so we can track your payment to 02 4962 2696

## KEY PAYMENT TERMS

Please find following the payment terms that you agree to when booking your site:

- 25% due within 7 days of booking your site
- 25% due by 5pm Friday 17th December 2011
- 50% FINAL payment to be received no LATER than 5pm Friday 3rd February 2012

**Terms and Conditions**

**DEFINITIONS**

In this agreement:

The Organiser refers to PJ Promotions Pty. Ltd., its servants and its agents.

The Exhibitor refers to the Company, person or persons specified on this Event Contract; also their servants and their agents, his or its heirs, successors and permitted assignees.

The Premises refers to the land and buildings occupied by the event venue as stated in the Contract.

The Site refers to that portion of the Premises occupied by the Exhibitor for the duration of the event.

**CONDITIONS**

The Exhibitor acknowledges and agrees with the Organiser:

1. Entry, use of and attendance upon the premises shall be entirely at the Exhibitor's risk. The organiser reserves the right at any time and at its sole discretion to refuse any Exhibitor or person admission to the Premises without assigning any reason for its decision. The organiser shall in such circumstances not be liable for any loss or damage suffered by the Exhibitor as a result of the Exhibitor being refused admission.
2. The Exhibitor agrees with the Organiser to take and occupy the space specified on the exhibitor Event Contract. The Organiser reserves the right to amend site locations and numbers without notice.
3. The Exhibitor agrees that none of the rights and benefits granted to it hereunder shall be capable of assignment and that it will not without the written consent of the Organiser first allow another person or company to occupy any part of the space taken by the Exhibitor pursuant to this agreement.
4. The Exhibitor will pay to the Organiser the total amount in the manner set out in the Event Contract.
5. The Exhibitor indemnifies and will keep indemnified and holds harmless the Organiser from and against all actions, suits, proceedings, claims, demands, costs, losses, damages and expenses whatsoever nature and howsoever occurring (and whether arising from the negligence of the Exhibitor or any employee, servant or agent of the Exhibitor) brought against or made upon the Organiser by any other person or entity or which the Exhibitor may pay, suffer or sustain arising directly or indirectly from the entry to the use of or the attendance upon the premises by the Exhibitor for the purpose of exhibiting its products.
6. The Exhibitor hereby releases and discharges the Organiser from any such actions, suits, proceedings, claims, demands, costs, losses, damages and expenses which but for provisions hereof might be brought against or made upon the Organiser.
7. The Exhibitor agrees that no claim or proceeding whatsoever will be instituted or permitted to be instituted by the Exhibitor against the Organiser.
8. The Organiser shall have the power to remove from any part of the premises any material which is considered to cause offence to the public.
9. The Organiser reserves the right to cancel the Event Contract and retain part or all of the monies paid if, in the opinion of the Organiser, the Exhibitor infringes the conditions of the agreement.
10. The Exhibitor agrees that the serving of food and drinks from their site is generally disallowed, unless prior approval has been gained from the Organiser. It is the responsibility of the Exhibitor to comply with any health or council regulations regarding the provision of any refreshments. Exhibitors may not charge for any refreshment provided at their site, unless prior approval has been obtained. Please note that Schweppes Australia hold the license for all beverage sales on the grounds of Mingara Recreation Club. Should an Exhibitor have prior approval to sell food and drinks, they agree to sell only Schweppes Australia brand beverages.
11. Exhibitors must remove all display material from the premises by the time stated in the exhibitor brochure.
12. The demonstration of machinery and equipment must be done at the time and in the areas specified by the Organiser.
13. Site sharing is not permitted at any time. Tenancy of exhibition sites is permitted only by the company whose name appears on the Exhibition Booking Form and Invoice.
14. The Exhibitor shall take out Public Liability Insurance with a limit of liability of no less than \$10 million and be able to show proof of such insurance cover to the Organiser before occupying a site. For information on obtaining Public Liability Cover please see previous page.
15. The Exhibitor must comply with all current Workplace Health and Safety standards and must comply with all laws covering the erection of structures, the display of / or sale of machinery, vehicles or other goods.
16. Exhibitors must have permission of the Organiser before digging any holes or driving objects into the ground. Any damages to underground cables or pipes from such actions will be repaired at the expense of the Exhibitor.
17. The Exhibitor will be responsible for any damage to Premises or to any display booths, partitions, electrical fittings, lights or furnishings provided for the Exhibitor.
18. The Exhibitor shall not be entitled to any refund in the event of cancellation of the event because of industrial action or any cause outside the control of the Organiser.
19. Exhibitors will not be permitted to occupy their site unless they have fulfilled all payment conditions.
20. Exhibitors agree that their site will remain operational until the official closure of the event, Removal of any stock or exhibition and display equipment from the site prior to the show closure may void your Public Liability Insurance and will be considered a breach of your Event Contract.
21. Exhibitors shall comply with terms and conditions of the event Premises, when and if they become available.
22. PJ Promotions Pty Ltd may obtain personal information and seek from a credit reporting agency or other credit provider information about my/our credit arrangement and I/We understand that this information may include my/our credit worthiness, credit history and credit capacity that the credit providers are allowed to give or receive pursuant to the Privacy Act and Privacy Policy Amendment Act.
23. I/We acknowledge that if the account is overdue, PJ Promotions Pty Ltd at its discretion, reserves the right to refer the account to an agency for collection **and**  
I/We agree to be personally responsible to meet all reasonable costs and commissions incurred employing the said mercantile agent to collect the overdue amount.

I have read and understand the above information. I will adhere to all terms and conditions as stated above.

Company Name

Date

Name of Company Representative

Signature