



WHITEHAVEN COAL

eIMEX
GUNNEDAH

EXHIBITOR PROSPECTUS

ENERGY, INNOVATION & MINING EXPO
GUNNEDAH SHOWGROUND | 1 - 3 NOVEMBER 2018



INTRODUCTION

The inaugural Energy, Innovation and Mining Expo (eIMEx) will be held in Gunnedah, in the heart of the Namoi Valley, an area with burgeoning energy resources. The Gunnedah Basin is not only a major coalfield, it is situated in the Liverpool Plains which is one of Australia's richest agricultural regions. The growth of the renewable energy industry can also be seen in the region with newly constructed wind farms and planned solar farms. The coexistence between energy and agriculture is complex and eIMEx aims to provide an informative and balanced experience for visitors from a wide range of industries and the broader community.

eIMEx will be held at the Gunnedah Showground over three days, 1 – 3 November 2018, and entry is by gold coin donation to the Westpac Rescue Helicopter Service. The showground is located in the centre of Gunnedah and is close to all facilities. It is spacious and well laid out with plenty of parking and other amenities, providing the perfect venue to display and promote your company's products or services.

An extensive program of sessions is scheduled for the three days, covering a wide range of topics from workplace health and safety to drone demonstrations. Thursday and Friday at eIMEx will have an industry focus, and Saturday will be a family-orientated day with children's entertainment and other activities. A Women in the Workforce breakfast will be held on the Friday morning and there will be a dinner at Gunnedah Town Hall on the Friday evening, with guest speakers and entertainment.

Gunnedah is situated in the heart of the Namoi Valley on the Oxley Highway, and is 440 kilometres by road from Sydney, 655 kilometres from Brisbane and 1100 kilometres from Melbourne. Gunnedah is accessible by road and rail with many transport options to travel to the town.

WHY EXHIBIT?

There are currently no other opportunities in this region for companies involved in energy, innovation and mining to attend an industry-focussed exhibition. There are many benefits in exhibiting at eIMEx, including the following:

LAUNCH new products, increase recognition and create brand awareness.

GENERATE sales leads, take orders on site and add to your contact database.

SHOWCASE your industry to the wider community in regional NSW and highlight the value you contribute, or could contribute, locally.

ENGAGE with the community, with visitors expected to travel from throughout regional NSW.

MEET your customers face-to-face.

LEARN with daily sessions and demonstrations covering a wide range of topics.

NETWORK and socialise with suppliers and industry peers, with functions such as the eIMEx dinner at the Gunnedah Town Hall and the Women in the Workforce breakfast.



OUR SPONSORSHIP PACKAGES

Support eIMEx and be part of the eIMEx marketing campaign with one of the following sponsorship packages.

PLATINUM (\$25,000)

Includes event naming rights, with company logo prominently on all advertising, full media, on-site and digital advertising package and eight complimentary tickets to the eIMEx Dinner.

GOLD (\$15,000)

Includes company logo displayed on all advertising, full media, on-site and digital advertising package and eight complimentary tickets to the eIMEx Dinner.

SILVER (\$10,000)

Includes company logo displayed on most advertising, media, on-site and digital advertising package and two complimentary tickets to the eIMEx Dinner.

BRONZE (\$2,000)

Includes company name on selected media, on-site and digital advertising.

MARKETING

The extensive advertising campaign for eIMEx involves television, radio, print and social media. The following methods have been utilised:

- WIN TV
- 2MO / 2GGG and 88.9FM radio
- The Land newspaper
- North West Magazine
- QantasLink Spirit Magazine
- Exhibitor directory
- eIMEx website
- Facebook
- Twitter
- Instagram
- Roadside signage

CANCELLATION

All cancellations must be in writing and the organisers reserve the right to charge a 10% cancellation fee for any other costs incurred. The organisers also reserve the right to charge the full participation cost on cancellations after Friday, 31 August 2018.

CRANES & FORKLIFTS

Limited free access to a crane and forklift will be available for setting up and dismantling purposes. Please advise on the Application Form if you will require this service so that arrangements can be made.

OPENING HOURS

eIMEx will be open from 9am - 5pm on Thursday and Friday (1 - 2 November) and 9am - 4pm Saturday (3 November). Sites must be occupied at all times between the operating hours listed, and on all three days.

POWER

Exhibitors will have access to 240V power 10amp or 15amp power. Please advise on the application form if you require 32amp 3 phase power, access to this is very limited within the main arena.

POWER SAFETY OBLIGATIONS

All electrical equipment, including power boards and cables must have a current electrical safety check tag to comply with AS 3760. Power boards should have overload protection and built in safety switches/circuit breakers. No piggy backing of boards or double adapters. Power leads must not impede pedestrian walkways.

PUBLIC & PRODUCT LIABILITY INSURANCE

All exhibitors must provide a copy of a Certificate of Currency of Public and Property Liability Insurance covering the period of exhibiting at eIMEx. This is to be provided with the Application Form.

SAFETY PLAN

Exhibitors must complete the eIMEx Site Safety Plan, which will be sent out with the Application Form, and return it by 7 September 2018. A copy of this Safety Plan must be available on the exhibitor's site at all times for the duration of eIMEx.

SITE ALLOCATION

Sites are reserved with a non-refundable 10% site deposit up to 31 July 2018, after this date a completed application form, insurance Certificate of Currency and full payment is required by all exhibitors wishing to book a site. Every effort is made to allocate sites according to the exhibitor's preferences. The organising committee reserve the right to alter site locations where necessary.

SITE INCLUSIONS

All sites will have access to power. Reticulated water is available at various locations on the showground. Panels will separate indoor sites. Indoor signage sizing requirements will be advised nearer to the date. Standardised indoor furniture will be available to hire at a small additional cost from a preferred supplier.

SITE SHARING

No site sharing is permitted at eIMEx, only the company listed on the application form will be allowed to operate from the site.

WATER

Access to potable water is available at a limited number of sites. Please advise on the application form if this is required.

SPONSORED BY

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CONTACT

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eIMEx is organised by the **Gunnedah Show Society**, a volunteer organisation that hosts a number of successful community events throughout the year including the annual agricultural show, showjumping festival, rodeo, country music muster and working dog trials.

For more information, visit
www.gunnedahshowsociety.com.au

Gunnedah Show Society
PO Box 163, GUNNEDAH NSW 2380



Supported by the

