

TRADE SHOW PROSPECTUS 2019



Sunday 20 October to Wednesday 23 October 2019

AUSTRALIAN INTERNATIONAL MOVIE CONVENTION 2019

AIMC – Event Cinemas Pacific Fair, Gold Coast, Australia Sunday 20 October – Wednesday 23 October 2019

AIMC 2019's presentations, lunches and Trade Show will be at Event Cinemas Pacific Fair and the Networking Bar will be at The Sofitel Broadbeach, our Accommodation Partner. This pairing of venues brings all delegates together.

Presentations and film screenings will be seen by all delegates under one roof – at Event Cinemas Pac Fair.

Please find following the opportunities to get involved with the AIMC 2019 Trade Show and promote your products in an innovative and creative environment.

If you have additional thoughts not outlined below, just let us know. We welcome the opportunity to explore those ideas with you and bring your product promotion to life.



TRADE SHOW
PROSPECTUS 2019

AUSTRALIAN INTERNATIONAL MOVIE CONVENTION 2019

The largest event of its kind in the Southern Hemisphere

The AIMC brings film industry exhibitors, distributors, producers and allied trades and suppliers together in one place for four days – and provides an opportunity for industry participants to make a smart investment in their businesses.

AIMC welcomes up to 1,000 attendees annually and provides the opportunity for industry delegates to network with key industry decision-makers and stakeholders; preview exclusive product presentations from the major Hollywood studios and independent distributors,

and get the latest insights into cinema products, innovations and trends.

The Convention hosts Film Premieres and advance screenings and features special guest presenters including filmmakers, actors and industry heavyweights.



WHO WILL BE THERE?

Major Distributors

Motion Picture Distributors Association of Australia (MPDAA) - Paramount Pictures, Sony Pictures Releasing, Universal Pictures, Walt Disney Studios and Roadshow Films.

Independents

Australian Independent Distributors Association members - Becker Film Group, Curious Film, Icon Film Distributors, Madman Entertainment, Palace Films, Pinnacle Films, Potential Films, Transmission Films, Rialto Distribution, Sharmill Films, Studio Canal and Umbrella Films.

Trade Affiliates

Industry suppliers - projection, audio, food & beverage, IT, lighting, auditorium fit out, catering, staff and more, Film Production Sector representatives, attendees from State and Federal funding bodies.

THE TRADE SHOW

AUSTRALIAN
INTERNATIONAL
MOVIE CONVENTION **2019**

Australian International Movie Convention (AIMC) invite you to join us and participate in our Trade Show. The move to Event Cinemas Pacific Fair presents a fabulous opportunity to be in sight by every delegate throughout the entire convention.

It is almost as though the presentations, networking functions and lunches will either be held alongside the trade show or the trade show will be the thoroughfare for all delegates attending various presentations and features.

If your products or services are targeted at the motion picture industry, a partnership with the AIMC is the perfect fit for your products to be exposed and marketed to a tailored audience of up to 1,000 key decision makers in the Australian and New Zealand cinema industry, plus additional global delegates.

The movie market is competitive and AIMC provides unparalleled opportunities to reach most of the industry's most influential stakeholders in one place at one time. This is a prime opportunity to get your products front of mind.

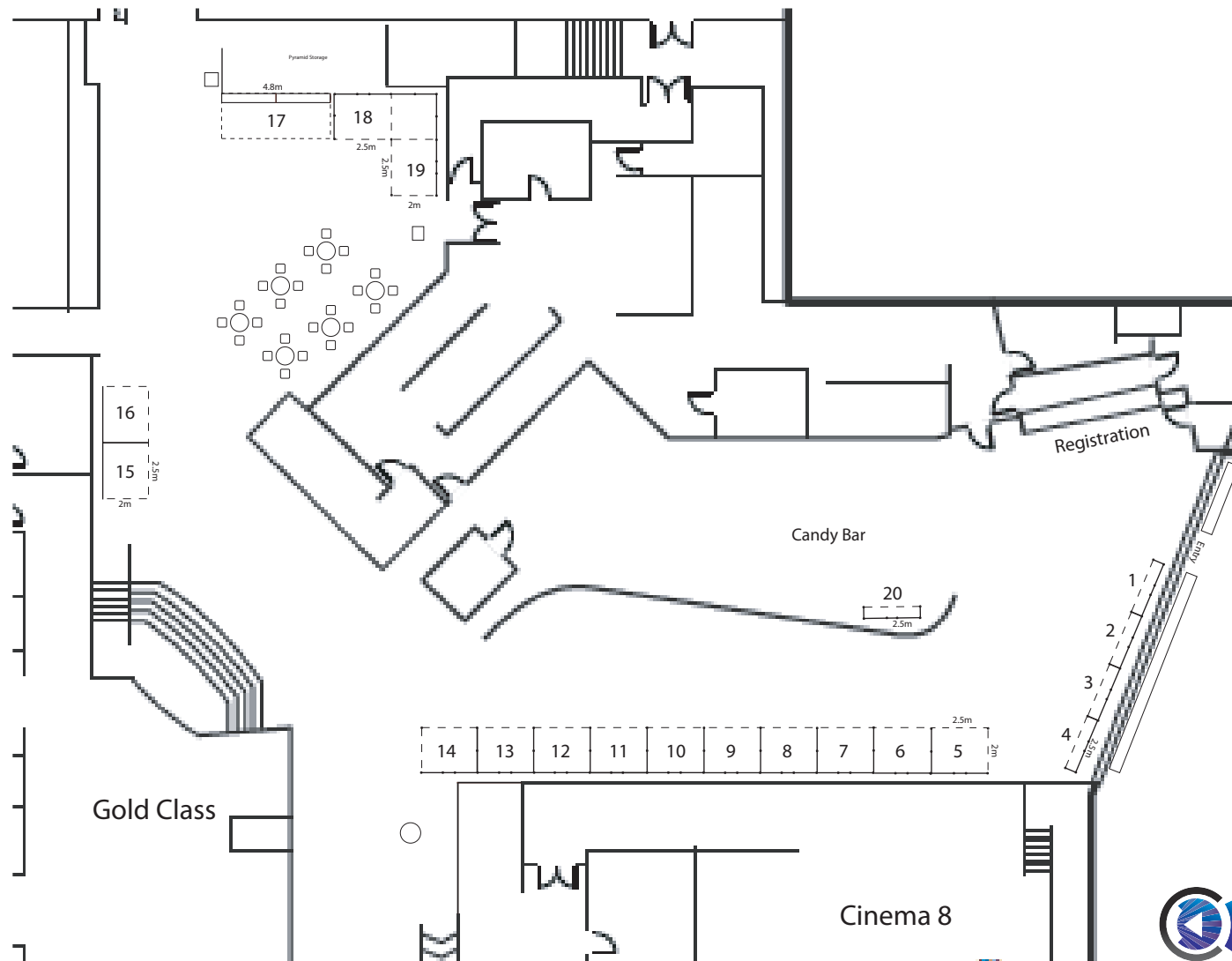


TRADE SHOW
PROSPECTUS 2019

TRADE SHOW FLOOR PLAN

AUSTRALIAN
INTERNATIONAL
MOVIE CONVENTION

2019



TRADE SHOW HOURS & INFORMATION



The 2019 AIMC Trade Show will be showcased in the foyer of Event Cinemas Pacific Fair. All activities during the trade show hours of operation will be held within Event Cinemas and the Pacific Fair Precinct.

The fresh floor plan for the Trade Show provides high visibility for all trade exhibitors and easy access for delegates. This year it is a very interactive and accessible trade show arena.

The AIMC Trade Show is promoted via regular e-News and brochures. Our website provides a full listing of Trade Exhibitor product information and contact details to facilitate communication and encourage delegates to book advance appointments with Trade Exhibition companies.

Trade Exhibitors are encouraged to offer premium deals within the AIMC period to attract interest and maximise engagement.

2019 TRADE SHOW HOURS OF OPERATION

Monday 21 October
9am–5pm

Tuesday 22 October
9am–2pm



**TRADE SHOW
PROSPECTUS 2019**

Standard Booth 2.5m x 2m Booth

These are standard 2.5m x 2m booths constructing from white PVC inserts in an aluminium frame.

Each booth consists of the following items:

1. **Standard Display** booth with three sides flush fit white panels.
Booth size is 2.5m x 2m
2. **Walls** – 2.5m high Flush fit panels in white Velcro compatible front runner material. No aluminium frames
3. **Fascia** – 290mm high on open sides
4. **Sign** – One full graphic print company sign
(up to 30 characters including spaces)
5. **Lighting** – Two energy efficient spotlights per booth
6. **Power** – One 4amp general-purpose outlet per booth



On the plan these booths are numbered 5-19

Mini Booths 2.5m x 0.5m Booth | 5m x 0.5m Mini Booth

These are standard 2.5m x 2m booths constructing from white PVC inserts in an aluminium frame.

Each booth consists of the following items:

1. **Standard Display** booth with three sides flush fit white panels.
Booth size is 2.5m x 0.5m
2. **Walls** – 2.5m high Flush fit panels in white Velcro compatible front runner material. No aluminium frames
3. **Fascia** – 290mm high on open sides
4. **Sign** – One full graphic print company sign
(up to 30 characters including spaces)
5. **Lighting** – Two energy efficient spotlights per booth
6. **Power** – One 4amp general-purpose outlet per booth



On the plan these booths are numbered 1-4

TRADE BOOTH COSTS

Standard Booth

TOTAL COST

\$3100 plus gst
(Total Value \$9925)

Includes:

- 1 x full delegate registration Value \$1250
- 1 x exhibition package Value \$3100
 - 2.5m x 2m standard exhibition booth
 - 2 x 150watt spotlights
 - 1 x 4amp general purpose outlet
- 1 x delegate bag insert Value \$575
- 1 x website promotion Value \$600
- 1 x inclusion in cinema trade show advert Value \$600
- Inclusion in all trade show flyer and signage Value \$300

Mini Booth

TOTAL COST

\$2000 plus gst
(Total Value \$8225)

Includes:

- | | |
|---|--------------|
| • 1 x full delegate registration | Value \$1250 |
| • 1 x exhibition package | Value \$2900 |
| • 2.5m x 0.5m standard exhibition booth | |
| • 2 x 150watt spotlights | |
| • 1 x 4amp general purpose outlet | |
| • 1 x delegate bag insert | Value \$575 |
| • 1 x website promotion | Value \$600 |
| • 1 x inclusion in cinema trade show advert | Value \$600 |
| • Inclusion in all trade show flyer and signage | Value \$300 |

Optional Furniture (per booth)

Trestle Package (Table, cloth
and 2 Black Chairs)

\$90 +gst per package



GENERAL ACCESS HOURS



Delegates will be able to access the Trade Exhibition area officially during the following opening hours, however as the Trade Exhibition will be based in Event Cinemas foyer, delegates will also be exposed to the exhibition during lunch and evening network functions and screenings.

- Monday 21 October - 9.00am-5.00pm
- Tuesday 22 October - 9.00am-2.00pm

Staff manning trade booths need not be registered convention delegates but are not entitled to attend Convention screenings, seminars and functions. However, staff names will need to be provided to AIMC, so name badges can be prepared to allow access of your personnel to your trade booth.

If you wish your staff to attend Convention events, they must be registered for either the full convention, daily or evening functions. Go to **www.movieconvention.com.au** for full registration details and bookings

Wednesday 16 October to Sunday 20 October

You are welcome to have your products and display material delivered to Event Cinemas anytime from Wednesday 16 October to Sunday 20 October

Sunday 20 October

Trade Show Bump IN: 12pm to 3pm – Displays must be completed by 3pm due to an evening function

Monday 21 October to Tuesday 22 October

Trade Show Open Monday 9am to 5pm and Tuesday, 9am to 2pm

Tuesday 22 October

Trade Show Bump OUT: 2pm to 4pm

DELIVERY ADDRESS

AUSTRALIAN
INTERNATIONAL
MOVIE CONVENTION **2019**

Sonia Deakin

C/-Event Cinemas Loading Dock 3

Pacific Fair Shopping Centre

Melody Street BROADBEACH Q 4218

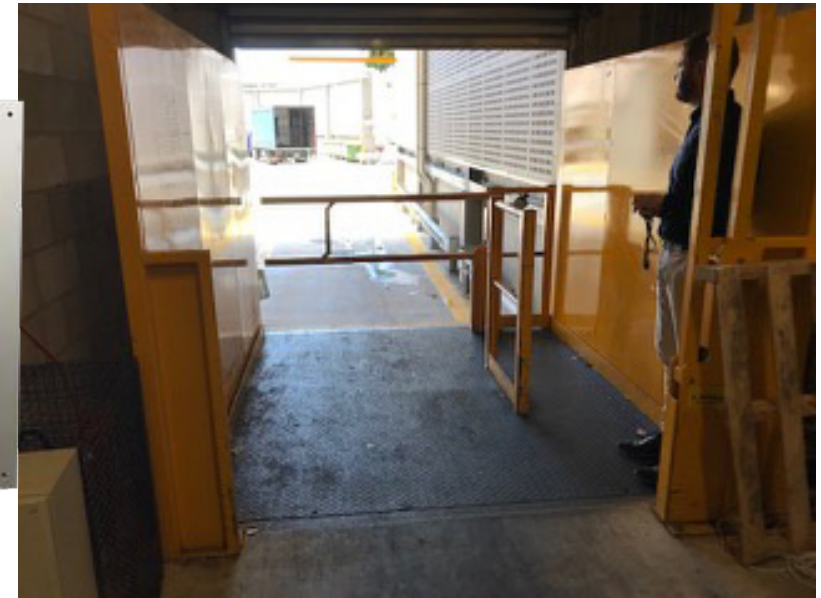
Phone: Manager Nathan Rose 0408 188 964

The address for Event Cinemas Pacific Fair is:

Event Cinemas

Level 1 Pacific Fair Shopping Centre

Hooker Blvd BROADBEACH Q 4218



The loading dock address is for big items and large qty's. The loading dock can handle a significant weight, measures 2m x 1.2m and the lift is electrically powered. It will be more than sufficient for our needs.

Insurance

Insurance of all aspects of Exhibitor's participation including display, materials, equipment and personnel are the responsibility of the exhibitor.

Storage

Pre and during the convention, Event Cinemas Pacific Fair has a generous store room that can house your products and packaging.

Security

Event Cinemas are closed every evening and security Personnel are provided by Pacific Fair Shopping Centre.

Delegate Satchels

Trade Exhibitors may use the official convention Delegate Satchels as a means of delivery of company literature, samples and promotional items to all delegates. Quality items rather than a paper flyer are more attractive to delegates.

Quantity to be packed - 650 items. These items will need to be delivered by Thursday 17 October to Event Cinemas using the delivery labels and addressed to myself and marked for delegate.

TRADE SHOW BOOKING FORM

Please complete ALL sections

AUSTRALIAN
INTERNATIONAL
MOVIE CONVENTION **2019**

Please scan/email your completed and signed form to **sonia.deakin@movieconvention.com.au**

After payment has been processed in full, this form constitutes a Tax Invoice / Receipt and can be used for tax purposes. Please ensure you keep a copy for your records.

Company Name

Contact Name

Postal Address

City

State

Postcode

Country

Tel

Mob

Email

Signature

YOUR TRADE BOOTHS

I wish to purchase Trade Show

☐ Exhibition Booth - AUD\$3,410 (inc GST)

☐ Mini Booth - AUD\$2,200 (inc GST)

Please indicate preferred trade display area no's:

1st choice

2nd choice

3rd choice

(Please refer to trade show floor plan for booth number/s. Booths will not be allocated until payment of invoice is received in full. Fully paid booth requests will receive preference of allocation.)

Please indicate the name of your staff member who will be registering as part of your Trade Show Package.

Staff Name

Date / / 2019

YOUR PAYMENT – PAYMENT MUST BE RECEIVED WITHIN
3 WEEKS OF OUR BOOKING CONFIRMATION

☐ **CREDIT CARD CHARGE AUTHORITY**
(NB: All credit card bookings will attract a 3.5% booking fee)

Booking Amount \$ +

Booking Fee \$

Total Payable \$

☐ Visa ☐ Mastercard ☐ Amex ☐ Diners

Name on Card

Credit Card Number

Expiry / CSV

Signature

☐ **EFTPOS PAYMENTS**

Account Name: National Association of Cinema Operators-Australasia

Bank: Australia and New Zealand Banking Group (ANZ)

BSB: 014 015

Account Number: 3628 26838

Swift Code: ANZBAU3M (for international transfers only)



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PROSPECTUS 2019**



Please contact me with any questions you may have.
We are here to ensure your exhibition is a success.

Sonia Deakin
Sponsorship & Event Manager
0423 097 494
sonia.deakin@movieconvention.com.au