

AVCON



Business Package

JULY 23-25 2010

Adelaide Convention Centre

OPPORTUNITY

“Success always comes when preparation meets opportunity”

- Henry Hartman

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An Invitation to an Opportunity

Finding budget conscious opportunities to actively promote your products and services to your chosen target market can be difficult, let alone finding opportunities that collect and focus your target market for you! For companies looking to increase the frequency of their exposure, these opportunities can be few and far between in Adelaide and Australia in general. What better way to advertise to your focused market segment than at an event that already targets the same market that you wish to reach?

AVCon: Adelaide's Anime and Videogames Convention

AVCon brings the best of video gaming and anime to South Australia. The event has been held annually in July since 2002 and is managed by a dedicated team through the not-for-profit organisation Team AVCon Incorporated.

Not limited to video games and anime, AVCon boasts many attractions such as independent video game developer exhibitions (known as the Indie Games Room), local, interstate and international traders, the Madman National Cosplay Competition, workshops and presentation panels. AVCon attracts an audience from both metropolitan and regional South Australia, as well from interstate.

The continual growth of AVCon and its audience base saw the convention relocate from its original home at Adelaide University to the Adelaide Convention Centre in 2009. AVCon surpassed all previous attendance records by increasing the unique audience count from 1584 individuals in 2008 to 4064 unique individuals over the course of the event in 2009. The projection from Team AVCon Incorporated suggests that the convention will attract over 6,000 unique individuals in 2010.

This year AVCon will be held from 23rd-25th of July 2010 at the Adelaide Convention Centre.





Venue: The Adelaide Convention Centre

Located in the heart of the CBD, the Adelaide Convention Centre is a prominent feature along the picturesque River Torrens and parklands. Situated near all forms of public transport and minutes walk away from Adelaide's major shopping district Rundle Mall, the Adelaide Convention Centre is Adelaide's premier and prestigious centre for events of AVCon's size.

With facilities and services classed amongst the best in the world, the Adelaide Convention Centre offers AVCon, its partners and supporters an excellent opportunity to reach a concentrated audience that could not be reached at any other event in the state.

As part of AVCon's expansion in 2010, three further halls have been added to the event floor plan from 2009 to provide for extra film screening and events to support the projected increase in attendance for 2010. Halls F and G provide over 2,000m² of floor space dedicated to traders, exhibitors and video gaming.

Thanks to the professional staff at the Adelaide Convention Centre, your business can look forward to a hassle-free weekend at this fantastic venue and event.

Marketing at AVCon

A 2007 survey by The Interactive Entertainment Association of Australia found that the average age of computer and video game players in Australia is 30 years. The same survey found that 84% of 16-25 year old Australians played video games.

The male/female gamer ratio is also changing. Historically the majority of video game players have been male however results of the survey indicate that by 2012 the male to female gamer ratio will be 1:1. AVCon's own surveys of attendees show similar trends.

AVCon's audience surveys have found that audience members:

- are primarily male with increasing female attendance figures,
- are aged between 16 and 25,
- watch more than four hours of anime per week,
- buy / play three or more video games per month,
- have broadband internet access,
- have a discretionary disposable income of over \$120 per week,
- attend several other anime or video games conventions, and
- buy online products more than twice per month.

A large number of the event's audience studies either Japanese or another Asian language. Additionally, a third of our audience has traveled to, or from, interstate to attend a convention. AVCon actively targets these demographics in its marketing campaign.



Promotional Activities

With the change of venue from Adelaide University to the Adelaide Convention Centre 2009, AVCon embarked on a concentrated promotional campaign to increase audience numbers to a level suitable for the new venue.

The 2009 promotional campaign included:

- co-branding with well-established local and interstate businesses and companies to increase event exposure,
- utilising BASS as a professional ticketing agency,
- TV advertising,
- bus shelter advertising,
- magazine advertising,
- paper advertising distribution (postcards, posters, flyers, bookmarks),
- online advertising,
- use of social networking sites such as Facebook and MySpace, and
- promotional events prior to the main convention



The promotion of AVCon 2010 will expand upon the methods used in 2009. Budgeting allocations have been increased for 2010 to further focus advertising to reach our intended market. All major sponsors and contributors are jointly advertised alongside AVCon by use of their logos on our promotional material – when the public sees AVCon, they will also be seeing your brand.

The new year sees the introduction of the AVCon Promotions Team and Street Crew, a dedicated group which can provide:

- a professional promotions service,
- a team available for photoshoots and other promotional media for your brand and business, and
- promotion of your brand at AVCon, sponsored and supported events.

Contact our Business Coordinator to discuss how AVCon can co-promote your brand.

Sponsoring AVCon

Sponsoring an event such as AVCon is a fantastic opportunity for your business to co-brand with a youth orientated event recognised Australia-wide for its excellence and professional presentation.

Sponsorship will help your business reach a concentrated target market with a high level of exposure to your brand and your products and/or services. AVCon is the only event of its type in Australia to successfully combine the popular cultures of Japanese animation and video gaming on a large and proficient scale. This makes AVCon an opportunity not to be missed for any business that wishes to reach fans of these cultures and adjoining subcultures.

Sponsorship not only entails the sharing of your brand on promotional material but also the ability to meet your market face to face at the event via the exhibition booths, included at all sponsorship levels. Co-branding with AVCon can boost your sales performance through pre-event brand recognition as promotional material is released to the public, standing you above and apart from your competitors.

Primary Sponsorship

The Primary Sponsorship package is for the business or organisation that wishes to make the greatest contribution to AVCon and to maximise their exposure to the attendees. In return, AVCon provides the business with an exclusive package in which they receive sole branding rights to the convention itself in the form of 'Your Business Proudly Presents AVCon 2010' (or similar), and accompanying the 2010 AVCon logo wherever it may be seen (online, print media, etc).

Primary Sponsors receive the following:

- large header space branding on all printed media,
- branding rights to either the Video Games Hall or the Events Theatre,
- banner-space advertising on our website,
- one Premium Booth in the Exhibition Hall (including electricity, lighting, and phone line setup),
- permission to display promotional material at the venue,
- large logo printed on the AVCon t-shirt,
- large logo printed on the AVCon show bag, and
- two show bag items.

Major Sponsorship

The Major Sponsorship package is tailored to the business or organisation that wishes to make a significant contribution to AVCon in return for their brand to appear on all AVCon promotions. Major Sponsorship presents a business or organisation with venue advertisement as well as a unique presence in the Exhibition Hall during the AVCon event should they wish to do so.

Major Sponsors receive the following:

- footer logo on all printed promotional media,
- one Premium Booth in the Exhibition Hall (including electricity, lighting, and phone line setup),
- permission to display promotional material at the venue,
- banner-space advertising on our website,
- medium logo printed on the AVCon t-shirt,
- medium logo printed on the AVCon show bag, and
- one show bag item.

Media Partnership

The Media Partnership Package is solely for businesses and organisations that are willing to provide in-kind advertisement in return for co-branding with the AVCon event. This package is strictly for those who can provide mass media advertisement contra deals to AVCon and the package after that is completely negotiable.

Contact our Business Coordinator for further information.

Minor Sponsorship

The Minor Sponsorship Package is for the business or organisation that wishes to contribute a smaller amount of financial support to AVCon in return for the co-branding benefits that AVCon has to offer. This is available to the business or organisation with a smaller budget which still wishes to associate their brand with the AVCon logo. This is a great sponsorship level for entry-level businesses and organisations, or even for those wishing to 'test the waters'.

Minor Sponsors receive the following:

- small footer logo on most printed promotional media, below primary and major sponsors,
- one Standard Booth in the AVCon Exhibition Hall,
- half-price venue advertisement,
- footer-space advertising on our website, and
- small logo printed on the AVCon show bag.

Exhibiting at AVCon

Meeting your target market face to face is undoubtedly one of the most effective ways to promote and sell your products and services. As a large and well-established annual event, AVCon provides a high-traffic event with an audience with high amounts of disposable income. This form of marketing guarantees thousands of individuals to be exposed to your exhibition stand at the event.

Exhibitors have reported generating over a week's worth of business over the course of the event at AVCon, with many others reporting high revenue from the event. AVCon has a long standing relationship with many exhibitors, including Madman Entertainment and Pulp Fiction Comics who have been partnered with AVCon for over 5 years.

AVCon offers a variety of exhibitor packages to cater to all levels of business and provide great value in effectively reaching your target audience. All booths will be provided ready assembled for use as described below.

All prices listed below exclude GST.

Exhibition Times

Friday bump in: 12:00 pm - 6:00 pm

Saturday & Sunday:

Vendor hours: 9:00 am - 6:00 pm

Trading hours: 9:30 am - 5:00 pm

Sunday bump out: 5:00 pm - 9:00 pm

Standard Booth Package - \$850

The Standard Booth Package comes with:

- 3 x 3m black Velcro compatible 2.4m high walls,
- frontrunner fascia with exhibitor name,
- 3 x Exhibitor Passes with first booth purchased (1 extra pass per extra booth),
- 2 x trestle tables, and
- 2 x white table cloths.



Premium Booth Package - \$950

The Premium Booth Package includes all listed in the Standard Booth Package plus the following extras:

- choice of position of booth and corner booth option.

Premium Plus Booth Package - \$1000

The Premium Plus Booth Package includes:

- 3x 3m black Velcro compatible 2.4m high walls,
- frontrunner fascia with exhibitor name,
- 3x Exhibitor Passes with first booth purchased (1 extra pass per extra booth),
- 2x trestle tables,
- 2x white table cloths,
- choice of position of booth, and
- corner booth option.



PLUS

- 50% off one venue advertising item(a saving of up to \$250).

Floor Space - \$90 per square metre

Floor space is available to those who can provide their own booth scheme who have unique display requirements. Space is dependant on availability and the approval of the AVCon Organising Committee.

Artist Alley - \$150

Space in Artist Alley is available to any sole trader who creates their own pieces of creative artwork whether it be illustration, photography, sculpture or fiction. A second table and pin-up board can be purchased for the cost of \$135.

- 1 x trestle table,
- 1 x pin-up board, and
- 1 x Artist Pass with first table purchased.

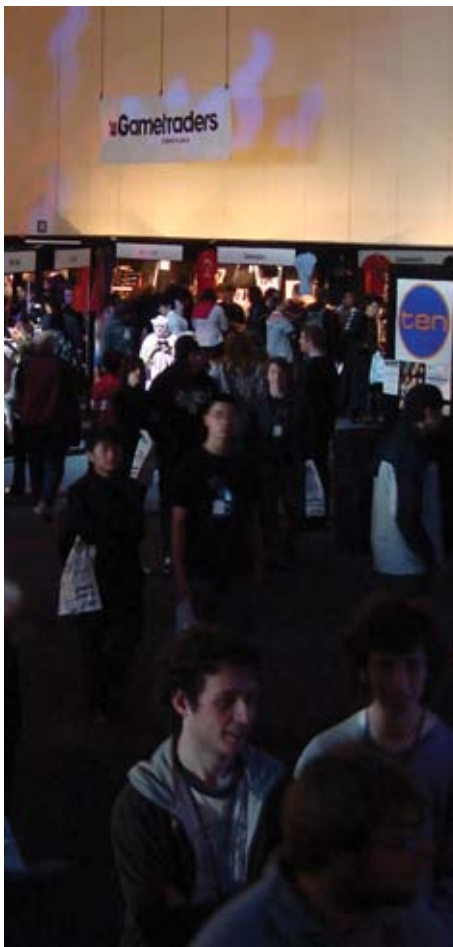
Advertising at AVCon

Opportunities for businesses to promote their products and/or services to a focused and contained target market inside of Adelaide can be very limited.

AVCon offers highly focused advertising exposure at extremely affordable prices. These are available to Sponsors and Exhibitors as well as businesses that may not be able to personally attend the event.

Show Bag Item

AVCon distributes a show bag to every audience member who enters the convention. A business can create an item to insert into this show bag and therefore provide a physical piece of promotional material to all of their target market that attends AVCon. The creation and provision of the show bag item is the responsibility of the business or organisation. AVCon will be creating 6,000 show bags and recommends this number of items be provided. You may decide to provide less than this amount if you choose to do so.



Banners

Banners can be utilised by your business to provide a continued promotional exposure of your products and/or services. During the event, the venue is subject to high volumes of foot traffic between key areas and effective imagery provides a high level of contact with the audience.

Your business can choose to provide either free-standing banners or banners to be hung from the ceilings of the Exhibition Halls and foyer areas. Banner placement is subject to the approval of the Adelaide Convention Centre.

Previously, businesses have used hanging banners to identify their exhibition stalls' location as well as utilising standing banners to promote their businesses further throughout the venue.

Video Advertising

While banner advertisement provides a physical promotion of a business, a video advertisement is a dynamic and eye-catching medium which will quickly and effectively provide further information to our attendees about your products or services.

AVCon utilises several large projection screens for events and promotions. Your business can provide video advertisements (or a stationary image) to be played on any of these screens at regular intervals throughout the event. Intervals are dependant on screening times and can be displayed as follows:

- screening rooms - during screening intermissions,
- exhibition hall - minimum once per hour on average, and
- tournament screen – on a 'best effort' basis.

Audio Advertising

Making announcements to a large audience will remind them of your presence at the event as well as make them aware of any promotions you might be holding.

AVCon offers one-off announcements over the venue PA System in the Exhibition Hall as well as during AVCon events. These announcements can happen at almost any time and AVCon is happy to make these announcements on your behalf. This can also be a pre-recorded message.

Other Forms of Advertising at AVCon

AVCon welcomes the opportunity to accommodate your promotional needs at the convention and is keen to explore other marketing opportunities.

Terms and Conditions

Interpretation

1. Any reference to AVCon includes Team AVCon Incorporated and its representatives, officers, agents, associates, business entities, assignees, assignees affiliates, or other person or entity authorised to act on behalf of Team AVCon Incorporated.
2. Any reference to Exhibitor includes a person, partnership, trust, trustee, corporation or any other business entity on completion of the attached Exhibitor application. Further, the said Exhibitor's representatives, agents, employees, associates, business entities, assignees, assignees affiliates, or other person or entity authorised to act on behalf of the Exhibitor is bound by these Terms and Conditions.
3. Words importing or signifying the singular shall embrace the plural and words importing the masculine gender shall embrace the feminine or neuter gender and vice versa respectively.
4. Words importing a person shall be deemed to include a corporate body and vice versa.
5. By signing the attached application form the Exhibitor agrees to these Terms & Conditions.
6. Team AVCon Incorporated reserves the right to enforce these Terms & Conditions.

General Terms

1. All Exhibitors are to act in the interest of the Convention and therefore take not action that will detract from or take attendees away from the venue.
2. To be entitled to the early-bird discount of 10% off the total cost of the Exhibitor's package payment needs to be received in full by Friday the 16th of April 2010.
 - a) Booth reservations are not confirmed until final payment is received.
 - b) Payment is to be received in full by Thursday the 1st of July 2010 to avoid late fees of 10% of the total cost of the Exhibitor's package.
3. All payments are to be by:
 - Cheque – to be provided a minimum of 3 working days prior to the due date to allow clearance of funds; or
 - Direct Debit into AVCon's bank account as supplied with your invoice.
4. Booths will be allocated in the order that they are sold and with the exception of the Premium and Premium Plus Booth Packages; exhibitor booth locations will be allocated by AVCon.
5. A forklift and/or palette jack are available upon prior arrangement and may incur an additional charge.
6. Neither AVCon, nor the Adelaide Convention Centre will accept responsibility for the safety or well being of any display or product item delivered to the site. It is very important that all items are clearly marked with your company name and booth number(s). Neither AVCon nor the venue will take delivery of such items on behalf of an Exhibitor, unless prior arrangements have been made as per the Adelaide Convention Centre's terms and conditions. Please note that all goods/property must be removed from the premises Sunday evening.
7. Only Velcro or similar product is to be used when attaching material to the booths. The following items are prohibited when attaching material to the booths Pins, Staples, Screws, Nails, Bolts, Paint or Double sided tape. No material is to be attached to Adelaide Convention Centre property.
8. All Exhibitors must ensure that their displays do not obstruct the flow of traffic around or through their allocated space. Displays must be removed or relocated upon request by AVCon or the Adelaide Convention Centre.
9. Any damage caused by an Exhibitor or their Staff, or by items affixed to the venue doors, glass, floors etc will create a removal, cleaning and/or resurfacing cost charged to the Exhibitor.
10. To the maximum extent permitted, AVCon does not accept (and will not have) any liability to the Exhibitor for costs, losses or damages which might be suffered by the Exhibitor or by any other person through participation in the convention and hereby releases AVCon from and against all claims, demands, actions, damages, costs, charges and expenses or other liabilities whatsoever that may be made, brought against, suffered, sustained or

incurred by the Exhibitor arising out of or in connection with the Exhibitor's participation in the convention in accordance with these Terms and Conditions.

11. All Exhibitors are required to provide proof of Public Liability Insurance, with a minimum cover of \$10million. This refers to damage or injury caused to third parties/visitors on or in the vicinity of your Exhibition stand or hired space. This is delivered in the form of a "Certificate of Currency" with the noted interest being "Team AVCon Incorporated". A copy of your Certificate of Currency is to be sent to AVCon at least one week prior to arrival on site, as well as a copy to be held by the Exhibitor throughout the duration of the show, including bump in and bump out.
12. All portable equipment, appliances, chargers, lighting used on AVCon (ie: anything that is plugged in to the venue power supply) must be tested and tagged in accordance with state Workplace Health and Safety Regulations and Australian Standard 3760-2000. All power extension leads and power boards must also hold current tagging. The use of double adaptors is prohibited at AVCon at all times. Arrangements must be made with your nominated electrician for the purpose of testing and tagging all electrical items and leads. Any Test & Tag conducted by AVCon's contracted electrician during bump in will incur a cost per item, which will be billed directly to the Exhibitor at the conclusion of the event. Any electrical equipment found to be untagged must be tested and tagged or removed from the Adelaide Convention Centre immediately.
13. No amendment or variation to this Agreement will be binding on the parties unless made in writing and signed by each of the parties.

Prohibited and Restricted Items

Display and sale of any Restricted material must comply with relevant South Australian legislation.

The following items are not permitted within the venue for either display or sale purposes:

- Items deemed weapons under South Australian legislation
- Bootleg items or material violating copyright laws
- Substances illegal under both South Australian or Commonwealth legislation
- Food or beverages of any kind

Dispute Resolution

1. If a dispute arises under this Agreement and the parties cannot reach an amicable resolution within 30 days after one party notifying the other that this dispute determination clause is invoked, then either party can request the dispute be referred to mediation.
2. Mediation will be conducted in accordance with the Institute of Arbitrators and Mediators Australia ("IAMA") Rules for the mediation of commercial disputes. If that mediation does not settle the dispute within 30 days after submission, the dispute will be referred to arbitration in accordance with the IAMA Rules.
3. The arbitrator will be as agreed by the parties or failing agreement, then as nominated by the Chairman of the IAMA in South Australia.

Contact Details

Any notice required or permitted shall be in writing and may be given by email to business@avcon.org.au or letter addressed to:

Team AVCon Incorporated
PO Box 9
RUNDLE MALL SA 5000

These Terms and Conditions are to be read in conjunction with AVCon's Code of Conduct.

Team AVCon Incorporated

(ABN 72 155 714 958)

2010 Exhibitor / Artist Application Form

Basic Exhibitor Information

Business / Trading Name *

ABN *

Parent Company / Legal Name (if different) *

Pre-Convention Contact Name *

Title / Position

On-Site Contact Name (if different)

Title / Position

Address Street *

Suburb and Postcode *

State and Country (if other than Australia) *

Phone *

E-mail Address *

Website

* Required

Description of Business (circle best description)

Retailer Artist Publisher
Distributor Manufacturer Non-Profit

All prices listed are in AUD and exclude GST.

Exhibitor Booths

Please circle desired quantity of each type of booth.

Qty.	Standard	Premium	Pre Plus
One	\$850.00	\$950.00	\$1000.00
Two	\$1615.00	\$1850.00	\$1900.00
Three	\$2303.50	\$2619.50	\$2710.00

Sub total _____

Artist Alley

Qty. of tables (limit 2 tables, 1 pass per order)

One Table \$150.00

Two Tables \$285.00

Sub total _____

Exhibitor Booth / Artist Alley extras

Electricity access - \$50 per booth / artist x ____ = ____

Lighting - \$25 per 120watt spotlight x ____ = ____

Phone Line - \$50 setup + calls x ____ = ____

Wireless Internet Access - \$50

Forklift Assistance - \$50

Sub total _____

Advertising Options

All advertising options require advertising materials to be delivered to Team AVCon before 12 noon Friday 16th July 2010. Any materials received after this date will be implemented / distributed on a 'best effort' basis or available for pick up by attendees at venue.

Showbag Item

6000 pieces provided by business / approved by AVCon.

Exhibitor \$200.00

Non-Exhibitor \$400.00

Sub total _____

Banners

Banner (standing or hanging) - \$500

Hall F x ____ = ____

Hall G x ____ = ____

Foyer Areas x ____ = ____

Sub total _____

Team AVCon Incorporated

(ABN 72 155 714 958)

2010 Exhibitor / Artist Application Form

Video Advertisement

Exhibitor Hall Screen \$350
Tournament Screen \$200
Screening Intermissions \$200 per screen x ____ = ____
Sub total _____

Audio Advertisement

Exhibition Hall \$100 x ____ = ____
Event Announcements \$150 x ____ = ____
Sub total _____

Floor Space

Floor space is dependant on availability and the approval of the AVCon Organising Committee.

\$90 per square metre x ____ = ____
Sub total _____

Total

The total of all ordered components prior to any applicable adjustments.

Total excluding GST \$ _____

Adjustments

Payment by 16th April 2010:

discount of \$ _____ applies (-10% of total)

Charitable Exhibitor further

discount of \$ _____ applies (-10% of total)

Payment after 1st July 2010

late fee of \$ _____ applies (+10% of total)

Adjusted Total

Total excluding GST \$ _____
+ GST (10% of total) \$ _____
TOTAL \$ _____

All prices listed are in AUD and exclude GST.

Notes

Cheques to be made out to:

Team AVCon Incorporated

Direct Debits are to be made to:

Account Name: Team AVCon Incorporated

Bank Name: Bank SA

BSB: 105 086

ACC: 048892140

I HAVE READ AND HEREBY AGREE TO THE TERMS AND CONDITIONS AS SET OUT IN THIS AVCON 2010 BUSINESS PACKAGE.

SIGNATURE

PRINT NAME

POSITION HELD

DATE



Mitchell Chapman
Business Coordinator

email: business@avcon.org.au

mobile: 0433 194 537

Team AVCon Incorporated

ABN: 72 155 714 958

PO Box 9

RUNDLE MALL SA 5000