



AWISA is the international exhibition of machinery, materials, fittings and services for the Australian and New Zealand woodworking and furniture industries. The exhibition returns in 2012 refreshed and improved, with a new layout and new marketing to visitors. With panel, solidwood and design areas, AWISA has created three shows within the event. AWISA - The Exhibition will be held on the 11th to 14th July at Sydney Exhibition Centre, Darling Harbour Sydney.

ORGANISED BY THE AUSTRALIAN WOODWORKING INDUSTRY SUPPLIERS ASSOCIATION LIMITED

AWISA 2012

11-14 JULY 2012

**THE TRADE SHOW
FOR THE AUSTRALIAN
AND NEW ZEALAND
WOODWORKING AND
FURNITURE INDUSTRIES**

AWISA – THE EXHIBITION

The exhibition returns in 2012 refreshed and improved, with a new layout and new marketing to visitors. Since the first show in 1988 the floor plan for the exhibition has been presented in such a way that the products on display have been mixed throughout the halls. In other words, the exhibition has not been laid out by product category, and machinery, hardware and other products have been spread throughout the show.

Following extensive discussion with suppliers, the association has decided to alter the layout of the show and create three shows within the overall AWISA event. These areas are AWISA - Panel, AWISA - Solidwood and AWISA - Design. Some exhibitors will have products that do not fit perfectly within an area or will have products that fit more than one area. They should choose the area of the show that best suits their interests. The division between the design area and the two machinery areas will probably be distinct, but the division between the panel and solid wood areas will probably be quite fluid because many machinery companies have products relevant to both areas.

AWISA –THE ASSOCIATION

The exhibition is organised as a service to members of the Australian Woodworking Industry Suppliers Association Limited. New exhibitors must first become members of the association. Membership applications are welcome from Australian based companies, and from overseas companies with Australian agents or distributors that are also members of AWISA. AWISA was formed in 1986 by the principal suppliers to the Australian woodworking industry. The main aims of the association are to present industry exhibitions, publish industry magazines, co-operate with other organisations in the industry, and to encourage high ethical standards.

PROMOTING THE SHOW TO VISITORS

AWISA's quarterly trade magazine launched in late 2009 will be the main publicity vehicle for the exhibition, but AWISA 2012 will also be advertised in trade magazines with strong distribution to the solid wood and timber industry, and publications for architects and interior designers. Exhibitors will be provided with invitations to distribute to their clients. AWISA will also undertake a direct mail campaign in addition to the circulation of the association's magazine, and will have a comprehensive website.

AWISA – DESIGN

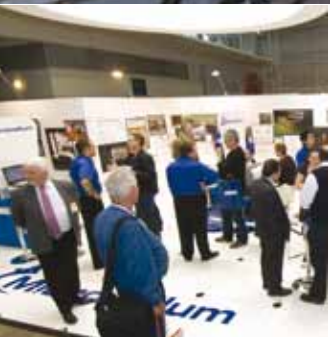
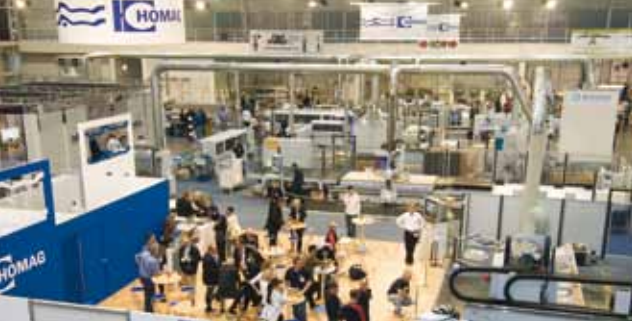
The products presented at AWISA by suppliers of hardware and decorative products have increased in sophistication over the years, as has the quality and size of their displays. Coinciding with this has been the increasing importance of the design community to this sector of AWISA's membership. By creating a separate AWISA – Design area in Hall 2, AWISA will put emphasis on the exhibition's strong design component. This will make AWISA 2012 attractive to architects and interior designers as well as the traditional AWISA visitor. A centrally located café will be a feature of AWISA - Design.

AWISA – PANEL

In recent years, the majority of the machinery on display has been for panel processing. These have included panel saws, beams saws, CNC routers, edgebanders and associated software and tooling. Suppliers of these products and other panel related equipment should book their space in AWISA – Panel. This panel processing area will be the place for the cabinet, kitchen, furniture, fit-out and other panel processing industries to visit to select new equipment.

AWISA – SOLIDWOOD

AWISA acknowledges that the show does not attract some companies whose machinery is used for solid wood and timber processing. AWISA is therefore doing all it can to make the exhibition relevant to suppliers of solid wood machinery, by creating the special solid wood processing area. AWISA is also conscious that these suppliers may not have a home at any other event in Australia, with other events that they might consider being primarily for the forestry and logging sectors. AWISA intends to make AWISA 2012 the place for the solid wood and timber machinery industry to exhibit and do business.



THE EXHIBITORS

Product categories being targeted to exhibit at AWISA 2012 include:

- Woodworking machinery & accessories
- Woodworking tooling
- Cabinet, furniture and joinery hardware
- Panel products and timber
- Surface materials and surface treatments
- Portable tools, staples and nails
- Decorative hardware
- Computer software
- Aluminium profile machinery
- Sawmilling equipment
- Frame and truss machinery
- Stone machinery and equipment
- Materials handling equipment
- Dust extraction equipment
- Components and semi-finished products
- General plant and safety equipment
- Services and organisations

THE VISITORS

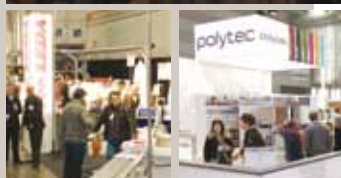
The advertising campaign for AWISA 2012 will target the following visitor categories:

- Cabinet makers
- Kitchen manufacturers
- Joinery manufacturers
- Furniture manufacturers
- Mouldings manufacturers
- Shop and office fitters
- Sawmillers
- Stair and balustrade manufacturers
- Window and door manufacturers
- Frame and truss manufacturers
- Timber merchants
- Chair manufacturers
- Bed manufacturers
- Architects and interior designers
- Boat builders
- Aluminium fabricators
- Builders and carpenters
- Maintenance departments
- Technical institutions
- Public works departments
- Construction companies



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AWISA EXHIBITIONS – SOME HISTORY

The last exhibition took place in 2008. It was the biggest ever and had a record number of exhibitors. Visitor numbers were also up from the previous event with 8442 individuals attending the exhibition. The more impressive statistic is the number of visitations, which counts attendees every day they attend. The visitation number was 11,577 or 37% higher than the number of individuals who attended, which means that a third of the visitors attended for a second day. This is an unusually high figure for an Australian trade show.

AWISA 2008 continued the trend of previous exhibitions by attracting increasing numbers of interstate and New Zealand visitors. 45% of visitors came from outside NSW. 16 years earlier in 1992, only 23% of visitors came from outside NSW. The exhibition also continued to attract senior management with over three quarters of visitors being in management positions and over half of visitors being directors, owners or general managers of their businesses.

Exhibitors reported positive results from the exhibition. In unsolicited written comments from large exhibitors, AWISA received comments in the days after the exhibition such as, "We would like to express our total satisfaction with the event", and "Congratulations on a great show. It will take a while to follow up but early results are outstanding."

AWISA 2008 saw the introduction of the AWISA Celebrity Breakfasts. The AWISA Designer Breakfast was organised to attract designers to the exhibition, and the AWISA Manufacturer Breakfast was held to provide a social activity for AWISA's traditional audience of woodworking industry manufacturers. The breakfasts were so successful that they will take place again in 2012.

In 2008 AWISA launched the John Tiddy Memorial Award to commemorate the contribution the late Mr John Tiddy made to the Australasian woodworking industries and to the creation of the AWISA exhibitions. The Award was for six apprentices or trainees to receive all-expenses paid overnight trips to the exhibition plus \$2000 towards their training course fees. The Awards will be run again in conjunction with AWISA 2012.

VENUE

Halls 1-4, Sydney Exhibition Centre,
Darling Harbour, Sydney, Australia.

The Sydney Exhibition Centre is located close to Sydney's central business district. There are 4000 hotel rooms within walking distance of the venue, making it an ideal location for the many interstate and overseas visitors who spend more than one day at the exhibition. The venue is less than 10 km from Sydney airport and AWISA provides a shuttle bus service from the domestic terminals.

SHOW HOURS

Wednesday	11 July 2012	9.00a.m. - 6.00p.m.
Thursday	12 July 2012	9.00a.m. - 6.00p.m.
Friday	13 July 2012	9.00a.m. - 6.00p.m.
Saturday	14 July 2012	9.00a.m. - 4.00p.m.

EXHIBITOR SPACE RATES

These rates are GST exclusive. For full details of services included in the rates and for details of GST treatment and exhibitors' GST obligations see AWISA Ltd's separate "Floorplan, Display Rules and Price List" leaflet and Clause 23 of AWISA Ltd's "Terms and Conditions".

Bare floor space:

Bookings of over 456 square metres: \$180.00 per m²
Bookings between 145m². and 455m²: \$230.00 per m²
Bookings between 49 m². and 144 m²: \$280.00 per m²
Bookings of up to 48 m²: \$330.00 per m²

Floor space with shell scheme:

Add \$50.00 per square metre to the above rates.
Plus AWISA Ltd membership fee of \$440.00 for the two year period to 31 December 2012.

TERMS AND CONDITIONS

See separate "Terms and Conditions" leaflet.

DISPLAY RULES

See separate "Floorplan, Display Rules and Price List".

EXHIBITING ENQUIRIES

AWISA 2012 is organised by the Australian Woodworking Industry Suppliers Association Limited
ABN 44 134 548 253

Please direct all enquiries to:

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