

AWISA The exhibition



BRISBANE

AWISA



6-9 AUGUST

2014

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BRISBANE CONVENTION &
EXHIBITION CENTRE
SOUTH BANK BRISBANE

AUSTRALIA'S INTERNATIONAL
EXHIBITION OF MACHINERY,
MATERIALS, FITTINGS
& SERVICES FOR THE
WOODWORKING AND
FURNITURE INDUSTRIES

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www.awisa.com

AWISA 2014 is organised by the Australian Woodworking Industry Suppliers Association Limited to provide suppliers with the opportunity to present and sell their products to the Australian and New Zealand woodworking and furniture industries. The exhibition has been held regularly since 1988 with the 2014 exhibition being the thirteenth of these well-supported and successful exhibitions.

For the last 20 years the AWISA exhibition has taken place at the Sydney Convention & Exhibition Centre at Darling Harbour, Sydney. From 2014 to 2016 the Sydney Convention & Exhibition Centre is being redeveloped with a new centre to open in 2017.

AWISA has decided to take the show to Brisbane to the Brisbane Convention & Exhibition Centre at South Bank, just across the river from Brisbane's central business district. AWISA has selected a venue that, like Sydney's Darling Harbour, has good numbers of hotels, restaurants and bars nearby, plus facilities for exhibitors to hold social functions. South Bank is a unique cultural and entertainment precinct that includes the Gallery of Modern Art, the Queensland Art Gallery, and the Queensland Museum and Sciencentre. Brisbane's Treasury Casino is just across the river and Brisbane's two major sporting facilities, the Brisbane Cricket Ground ('The Gabba') and Suncorp Stadium are a short drive from the venue.

Brisbane, combined with the nearby Gold Coast and Sunshine Coast, is Australia's third most highly populated metropolitan area. The state of Queensland is Australia's premier tourist region and some of the world's greatest natural treasures are on Brisbane's doorstep.

THE VENUE

The Brisbane Convention & Exhibition Centre features four exhibition halls that provide 20,000 square metres of column free exhibition space. The convention facilities include large numbers of meeting rooms and multi-purpose event spaces.

There are more than 50 hotels within 2 kilometres 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 has quick access from Brisbane's airport by motorway with only one set of traffic lights between the airport and the venue. There is also direct train access from the airport to a station beside the venue.

THE EXHIBITION

MACHINERY, TOOLING AND MANUFACTURING SOFTWARE

The majority of the space at AWISA 2014 will be allocated to companies exhibiting panel processing, solid wood and timber machinery, tooling, manufacturing software, plus ancillary products such as dust extraction and materials handling equipment. This part of the exhibition will be the place for the cabinet, kitchen, furniture, joinery, timber, fit-out and panel industries to visit to select new equipment.

AWISA – DESIGN

The AWISA – Design area was introduced at the 2012 exhibition as a separate area for products presented by suppliers of hardware and decorative products. It was a stand out success. AWISA - Design was possibly the best presented design show that Australia has seen in recent times.

The hardware, decorative products and design software exhibited at AWISA have increased in sophistication over the years, as has the quality and size of the displays of these products. Coinciding with this has been the increasing importance of the design community to this sector of AWISA's membership. By creating the separate AWISA – Design area, AWISA puts emphasis on the exhibition's strong design component. This makes the exhibition attractive to architects and interior designers as well as the traditional AWISA visitor.

THE ASSOCIATION

The exhibition is organised as a service to members of AWISA. 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.

The trade show for the Australian and New Zealand cabinet, joinery, furniture, timber and panel industries

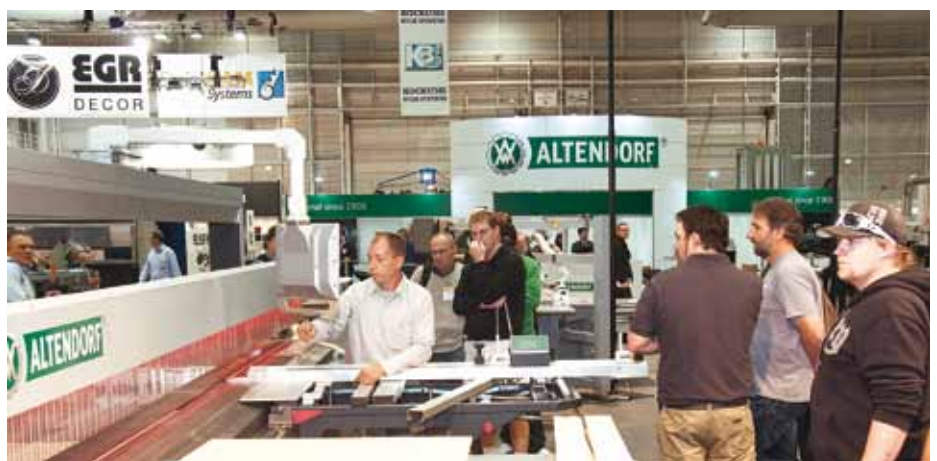


PROMOTING THE SHOW TO VISITORS

AWISA's quarterly trade magazine will be the main publicity vehicle for the exhibition, but AWISA will also advertise in other trade magazines with strong distribution to the panel, solid wood and timber industries, and publications for architects and interior designers. Exhibitors will be provided with invitations to distribute to their clients. AWISA will also undertake social media and direct mail campaigns and will have a comprehensive website for the exhibition.

AWISA expects that Queenslanders will get right behind an event that takes place in their state capital. But AWISA has traditionally had strong numbers of interstate and overseas visitors and the association will be working hard to ensure this continues. As in the past, AWISA publicity will include details on travel and accommodation deals for interstate visitors.

Queensland in late winter has always been a popular travel destination for residents of Australia's southern states and for New Zealanders. It is also a popular destination for visitors from south east Asia. AWISA will build on this by including holiday packages in the exhibition's promotion so as to make visiting AWISA an even more attractive proposition. Visitors will be encouraged to visit the show and see some of Queensland's well-known holiday attractions at the same time.





THE EXHIBITORS

Product categories being targeted to exhibit at AWISA 2014 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 2014 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

Between 2000 and 2012, the AWISA exhibitions have had, on average, 8500 individual visitors attend each exhibition. The more impressive statistic is the number of visitations, which counts attendees every day they attend. The number of visitations has averaged over 11,000 or 30% higher than the number of individuals who attended, which means that roughly a third of the visitors attended for a second day. This is an unusually high figure for an Australian trade show. On average over 40% of visitors have travelled from interstate or overseas. Two-thirds of attendees have been company owners, directors or managers, or in production or manufacturing management roles.

Following the 2012 exhibition AWISA received many unsolicited written comments from exhibitors such as:

"What a great success."

"Thank you for an amazing show."

"The show was superbly organised."

"Congratulations on the success of AWISA 2012."

"The general vibe at the exhibition was very good."

"Great show – we were very happy with how it went."

"We found the exhibition to be great - how soon can we reserve space for 2014."

"We generated a huge amount of qualified leads."

We sold a lot of machines off the stand, more than expected."

For more information about the Brisbane Convention & Exhibition Centre, the South Bank precinct, the city of Brisbane, and Queensland tourism visit the following sites:

www.bcec.com.au

www.visitsouthbank.com.au

www.brisbanemarketing.com.au

www.tq.com.au

VENUE

Halls 2-4, Brisbane Convention & Exhibition Centre
South Bank, Brisbane, Queensland, Australia

SHOW HOURS

Wednesday	6 August 2014	9.00a.m. - 6.00p.m.
Thursday	7 August 2014	9.00a.m. - 6.00p.m.
Friday	8 August 2014	9.00a.m. - 6.00p.m.
Saturday	9 August 2014	9.00a.m. - 4.00p.m.

EXHIBITOR SPACE RATES

These rates are GST exclusive. For details of GST treatment and exhibitors' GST obligations see AWISA Ltd's terms and conditions published in separate leaflet.

Bare floor space:

Bookings of 456 m ² and over:	\$195.00 per m ²
Bookings between 144m ² and 455m ² :	\$245.00 per m ²
Bookings between 48m ² . and 143 m ² :	\$300.00 per m ²
Bookings of up to 47m ² :	\$355.00 per m ²

Floor space with shell scheme:

Add \$50.00 per square metre to the above rates.

Plus AWISA Ltd membership fee of \$660.00 for the two year period to 31 December 2014.

TERMS AND CONDITIONS

See separate "Terms and Conditions" leaflet.

DISPLAY RULES

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

EXHIBITING ENQUIRIES

AWISA 2014 is organised by the Australian Woodworking Industry Suppliers Association Limited
ABN 44 134 548 253

Please direct all enquiries to:

Australian Woodworking Industry
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Brisbane Convention & Exhibition Centre, South Bank Brisbane, also shown in the foreground of front cover.

