

MELBOURNE

AWISA



6-9 JULY

2016

AWISA THE EXHIBITION

6-9 July 2016

Melbourne Convention
& Exhibition Centre



ORGANISED BY THE AUSTRALIAN WOODWORKING INDUSTRY SUPPLIERS ASSOCIATION LIMITED

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

AWISA

THE EXHIBITION

6-9 July 2016

Melbourne
Convention &
Exhibition Centre

South Wharf
Melbourne

AWISA 2016 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 2016 exhibition being the fourteenth of these well-supported and successful exhibitions. AWISA 2016 will be the first AWISA to take place in Melbourne since AWISA 1990, and the first to take place at the Melbourne Convention and Exhibition Centre.

MACHINERY, TOOLING AND MANUFACTURING SOFTWARE

The majority of the space at AWISA 2016 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 has been a stand out success, and is possibly the best presented interior design show in Australia. 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.

AWISA 2016 – 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 2016 – THE VENUE

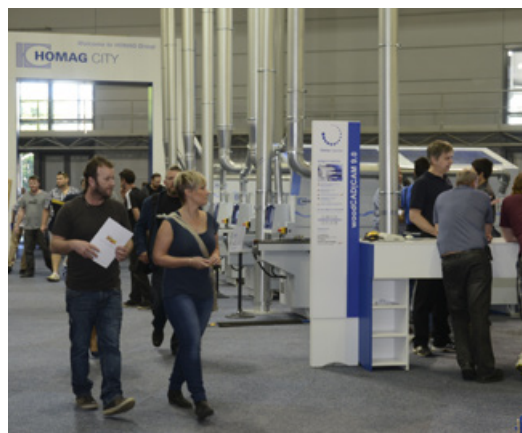
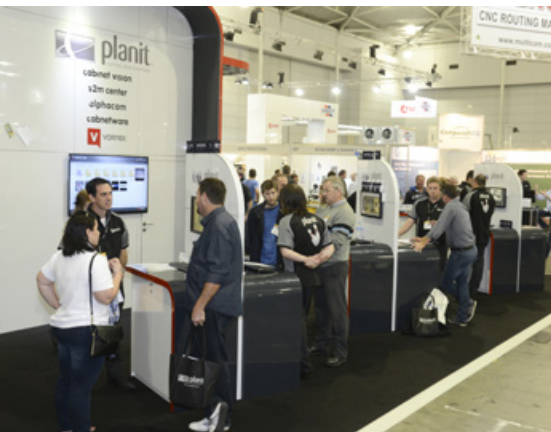
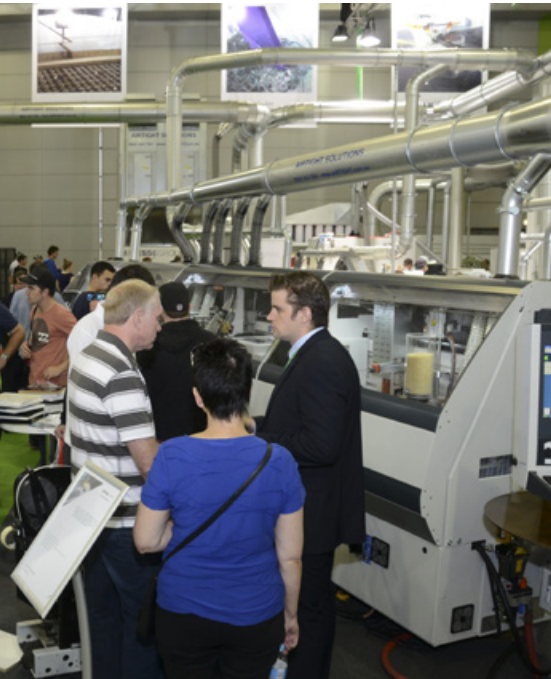
The Melbourne Convention & Exhibition Centre features 30,000 square metres of column free exhibition space in one building, making it the largest exhibition building in Australia. AWISA has committed to 18,000 square metres of this space. The facilities also include a large number of meeting rooms and other multi-purpose event spaces. The centre has hosted a number of other machinery trade shows with the logistics and services requirements of AWISA.

The venue is next to Melbourne's casino complex and is just across the Yarra River from the CBD. There are a substantial number of 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 direct access from Melbourne's airport by motorway.

AWISA – 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.

MELBOURNE



THE EXHIBITORS

Product categories being targeted to exhibit at AWISA 2016 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

TARGETED VISITORS

The advertising campaign for AWISA 2016 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 2014, the AWISA exhibitions have had, on average, 8100 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 10,600 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 40% of visitors travelled from interstate or overseas. Two-thirds of attendees have been company owners, directors or managers, or in production or manufacturing management roles.

VENUE

Bays 1-12, Melbourne Convention & Exhibition Centre
South Wharf, Melbourne, Victoria, Australia

SHOW HOURS

Wednesday	6 July 2016	9.00a.m. - 6.00p.m.
Thursday	7 July 2016	9.00a.m. - 6.00p.m.
Friday	8 July 2016	9.00a.m. - 6.00p.m.
Saturday	9 July 2016	9.00a.m. - 4.00p.m.

MOVE-IN

First three days are restricted to major exhibitors and subject to schedule published early 2016.

Friday	1 July 2016	8.00a.m. - 8.00p.m.
Saturday	2 July 2016	8.00a.m. - 8.00p.m.
Sunday	3 July 2016	8.00a.m. - 8.00p.m.

Remaining exhibitors and subject to schedule published early 2016.

Monday	4 July 2016	7.00a.m. - 10.00p.m.
Tuesday	5 July 2016	7.00a.m. - 10.00p.m.

MOVE-OUT

Subject to schedule published early 2016.

Saturday	9 July 2016	4.30p.m. - 7.00p.m.
Sunday	10 July 2016	7.00a.m. - 8.00p.m.
Monday	11 July 2016	7.00a.m. - 3.00p.m.

EXHIBITOR MANUAL AND DISPLAY RULES

Early in 2016 exhibitors will be supplied an Exhibitor Manual that contains the information required to assist exhibitors plan their preparation for the show. Included in the manual will be information on both AWISA's and the venue's display rules. If an exhibitor has queries prior to the publication of the manual they should contact AWISA.

EXHIBITOR SPACE RATES

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

Bare floor space:

Bookings of 456m² and over:

\$200.00 per square metre.

Bookings of between 144m² and 455m²:

\$250.00 per square metre.

Bookings of between 48m² and 143m²:

\$310.00 per square metre.

Bookings of up to 47m²:

\$365.00 per square metre.

Floor space with shell scheme:

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

Plus AWISA Ltd membership fee of \$600.00 for the two year period to 31 December 2016.

Rates include an allowance for electrical installation work of \$16.00 per square metre. By completing an order form in the Exhibitor Manual exhibitors can specify how the allowance is spent. It is costed to cover most exhibitors' full requirements. Electrical consumption and stand floor cleaning are included in the rates. Exhibitors are also supplied a tracker that scans visitors' name badges and downloads the information provided by them when registering.

PAYMENT SCHEDULE

On booking 15%

Second payment due 6 July 2015 15%

Third payment due 6 December 2015 20%

Fourth payment due 6 May 2016 50%

If at the time of booking any of the dates specified have elapsed, the payments that are past due must be paid.

TERMS AND CONDITIONS

See separate "Terms and Conditions" leaflet.

EXHIBITING ENQUIRIES

AWISA 2016 is organised by the Australian Woodworking Industry Suppliers Association Limited
ABN 44 134 548 253

Please direct all enquiries to:

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Suppliers Association Limited

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