

# AWISA THE EXHIBITION

1-4 July 2020

ICC Sydney  
Exhibition Centre

Darling Harbour, Sydney

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



SYDNEY

**AWISA**

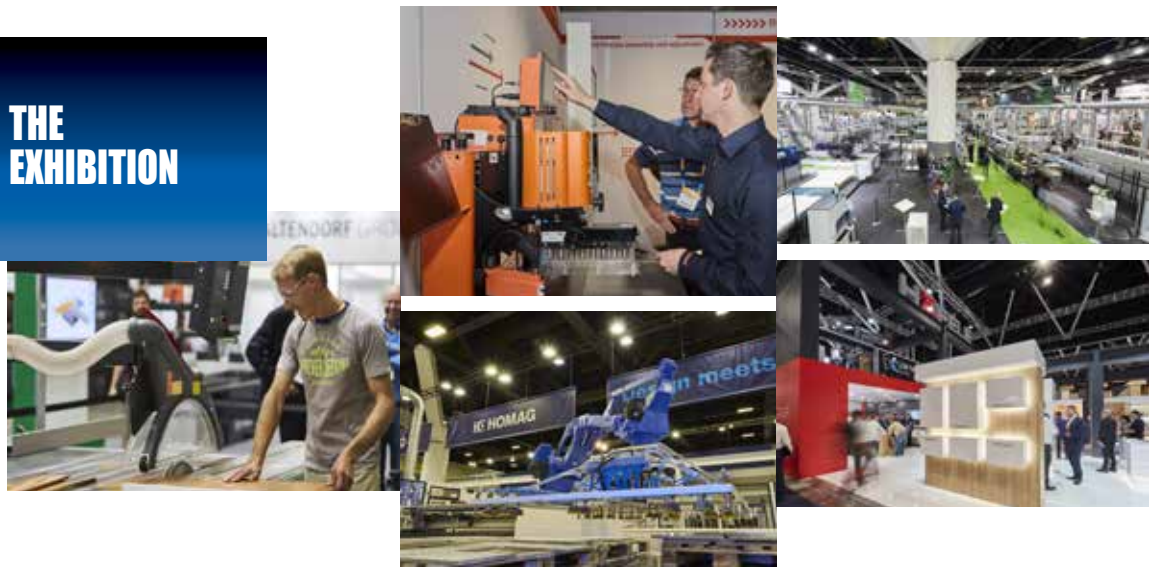


**I-4 JULY**

**2020**

ORGANISED BY THE AUSTRALIAN WOODWORKING INDUSTRY SUPPLIERS ASSOCIATION LIMITED

# AWISA THE EXHIBITION



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ICC Sydney  
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Darling Harbour  
Sydney

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

AWISA 2020 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 2020 exhibition being the sixteenth of these well-supported and successful exhibitions.

AWISA 2020 follows the success of AWISA 2018, the first AWISA exhibition to take place at the new ICC Sydney Exhibition Centre at Darling Harbour. The centre is on the same site as the previous Sydney Convention & Exhibition Centre that hosted biennial AWISA exhibitions from 1992 to 2012. AWISA 2014 took place in Brisbane and AWISA 2016 took place in Melbourne while the new ICC Centre was constructed.

## THE EXHIBITION

### AWISA WOOD & PANEL PROCESSING

The majority of the space at AWISA 2020 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.

Companies exhibiting machinery for processing aluminium, plastics, stone and glass are also welcome to participate.

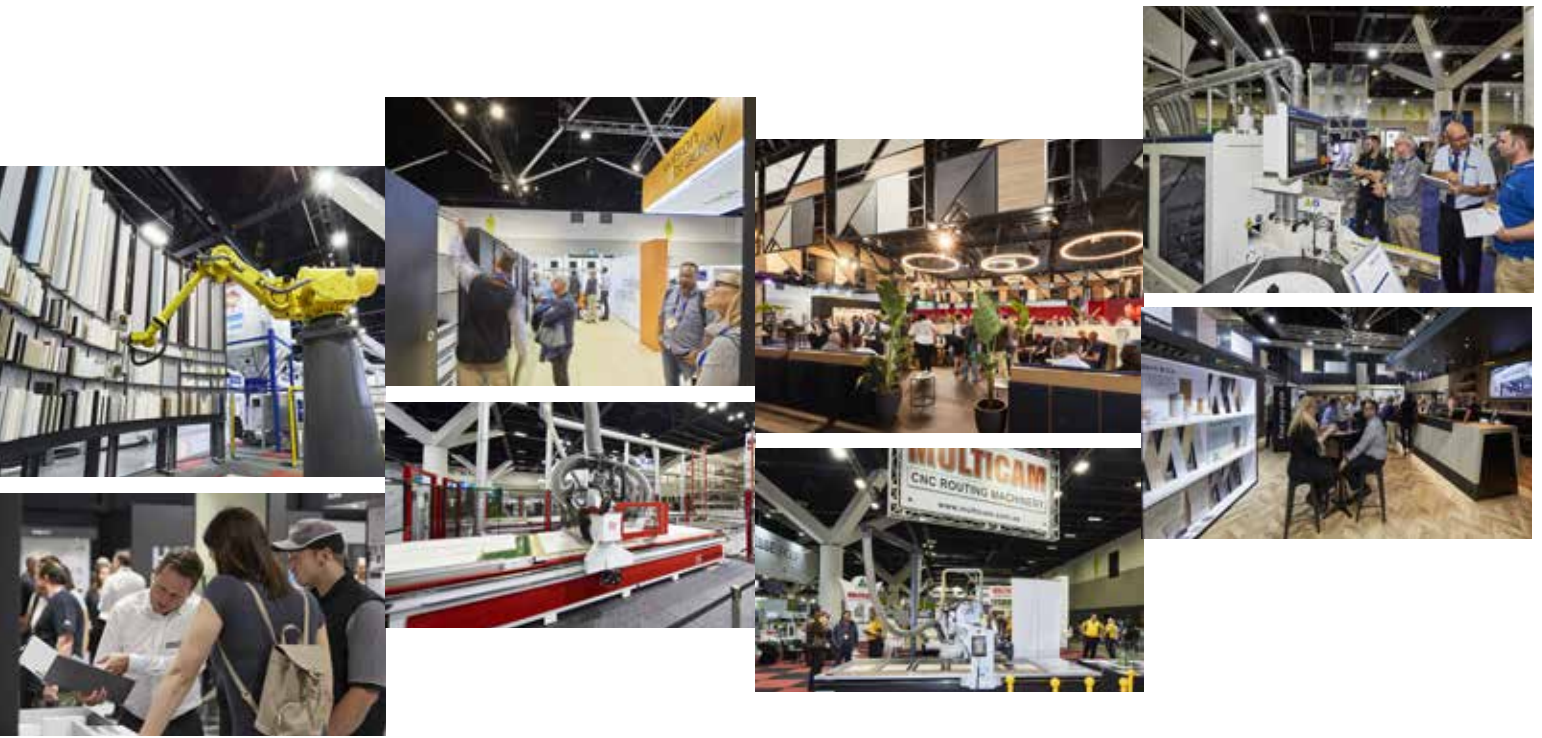
This part of the exhibition will be the place for the cabinet, kitchen, furniture, joinery, timber, fit-out and panel industries to visit to select new equipment.

In 2018, AWISA Wood & Panel Processing occupied all of Level 1 of the venue.

### 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. This is a sophisticated design show with high quality displays of the latest hardware, decorative products and design software. 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. A very successful evening for architects was held during AWISA 2018 and similar targeted events will be held during AWISA 2020.

AWISA DESIGN is on level 4 of the venue.



## AWISA 2020 - 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 2020 - THE VENUE

ICC Sydney at Darling Harbour is Sydney's new convention, exhibition and entertainment precinct built on the site of the old Sydney Convention & Exhibition Centre. The ICC Sydney Exhibition Centre has a total exhibition capacity of 35,000 square metres. AWISA has booked 28,000 square metres of this space.

The venue's prime waterfront location has many benefits. It is close to thousands of hotel rooms and close to Sydney's central business district. The perfect location for international and interstate visitors, many of whom spend two or three days at the exhibition. Also a great location for those exhibitors planning evening social activities with their clients.

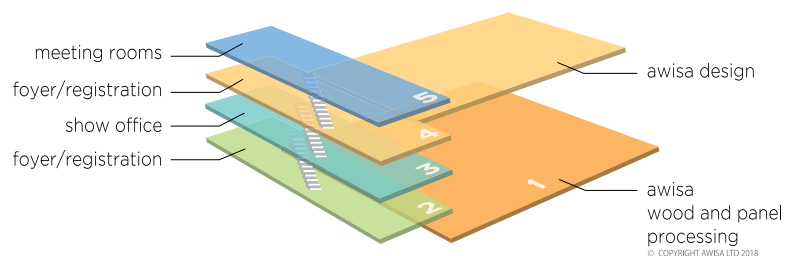
Visit [www.iccsydney.com.au](http://www.iccsydney.com.au) for more information about ICC Sydney.

## 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.

## AWISA EXHIBITIONS – THE VISITORS

AWISA 2018 was visited by a record 10,081 people. Since 1992, AWISA exhibitions in Sydney have had, on average, over 8,500 individual visitors attend each exhibition. The other statistic is the number of visitations, which counts attendees every day they attend. The number of visitations has averaged 11,200, a third 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. 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.



**SYDNEY**



1-4 July 2020

ICC Sydney Exhibition Centre

Darling Harbour Sydney



## VENUE

ICC Sydney Exhibition Centre.  
Darling Harbour, Sydney, NSW, Australia.

### AWISA Wood & Panel Processing

Halls 1-4, Level 1

### AWISA Design

Halls 6-7, Level 4

## SHOW HOURS

Wednesday	1 July 2020	9.00a.m. - 6.00p.m.
Thursday	2 July 2020	9.00a.m. - 6.00p.m.
Friday	3 July 2020	9.00a.m. - 6.00p.m.
Saturday	4 July 2020	9.00a.m. - 4.00p.m.

## MOVE-IN

Seven days have been allocated for move-in. A schedule will be published early in 2020 and an individual exhibitor's move-in time will be determined by factors such as the amount of space booked, the complexity of installation, and location on the floor plan.

## MOVE-OUT

Subject to schedule published early 2020. Exhibitors will be required to move out to a tight schedule with some being required to move out Saturday evening, some by Sunday evening, and most of the remaining exhibitors by Monday evening.

## EXHIBITOR SPACE RATES

These prices are GST exclusive. For details of GST treatment and exhibitors' GST obligations see clause 23 of AWISA Ltd's terms and conditions published in separate leaflet and available at [www.awisa.com](http://www.awisa.com).

### Bare floor space:

- Bookings of 456 square metres and over: \$220.00 per square metre.
- Bookings of between 144 sq.m. and 455 sq.m: \$280.00 per square metre.
- Bookings of between 48 sq.m. and 143 sq.m: \$340.00 per square metre.
- Bookings of up to 47 sq.m: \$395.00 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 2020.

Rates include an allowance for electrical installation work of \$19.00 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 1 August 2019	15%
Third payment due 1 December 2019	20%
Fourth payment due 1 May 2020	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.

## EXHIBITOR MANUAL AND DISPLAY RULES

Early in 2020 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.

## EXHIBITING ENQUIRIES

AWISA 2020 is organised by the Australian Woodworking Industry Suppliers Association Limited  
ABN 44 134 548 253

### Please direct all enquiries to:

Australian Woodworking Industry  
Suppliers Association Limited

P.O.Box 895  
Bowral NSW 2576  
Australia

Telephone: 02 4861 7040

Email: [info@awisa.com](mailto:info@awisa.com)