

# Snow & Outdoor Trade Association

Annual Trade Show  
6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> May 2012  
Exhibition Park in Canberra



PO Box 33, Oyster Bay  
NSW 2225  
Ph: 02 9576 7733

## SOTA 2012 Booking Form

Company Name:

Street Address:

Suburb:

State:

P/code:

Phone:

Fax:

Mobile:

Email:

Website:

Preferred Stand: (please list three)

Outdoor Space Required:

YES  
 NO

Amount: \_\_\_\_\_

I confirm the above booking information in accordance with the terms and conditions listed in this booking form.

Signature:

Date:

Name:

Position:

To confirm booking a \$550 no refundable deposit is required to be paid at time of booking. This can be paid via cheque or EFT. Please also provide a certificate of currency to the minimum value of \$10 Million.

### Payment Methods

<u>EFT</u>	<u>Cheque</u>
ANZ Collingwood BSB: 013 275 Acc: 5057 96841 Snow & Outdoor Trade Association	Made payable to Snow & Outdoor Trade Association. PO Box 33 Oyster Bay NSW 2225

Please direct all enquiries to the Snow & Outdoor Trade Association  
Office:

PO Box 33, Oyster Bay NSW 2225

Phone: 02 9576 7733

Fax: 02 9576 7734

Mobile: 0410 750 551

[info@sota.net.au](mailto:info@sota.net.au)

### **Terms & Conditions**

1. DEPOSITS: A deposit of \$550 is required at time of booking via EFT or cheque. Stands will not be confirmed without payment of deposit.
2. PUBLIC LIABILITY INSURANCE: A certificate of currency to the value of \$10 Million or more is required for all exhibitors. Stands will not be confirmed without a valid certificate of currency.
3. PRIORITY BOOKING:
  - (a) The priority booking period is valid for a period of 2 weeks after receipt email booking information or postal booking information.
  - (b) Priority booking will be available for all 2011 exhibitors unless the exhibiting company has breached the 2:00pm closing of show rule.
  - (c) Exhibitors will be given first right of refusal for the stand they occupied in 2011, should their stand be moved or changed they will be given first right on stands that have been forfeited at the end of the priority booking period. Should conflict arise over a surplus stand, the longest standing exhibitor will be given preference.
4. NEW EXHIBITORS:
  - (a) All new exhibitors must pass the membership selection criteria prior to being allowed to exhibit. This will be decided by the SOTA committee once a Membership Application has been completed and returned to the SOTA Office: PO BOX 33, Oyster Bay NSW 2225.
  - (b) New members must be an Australian or New Zealand owned company product directly related to the outdoor Industry.
  - (c) The committee reserves the right to refuse membership to any company not viewed as being beneficial to the outdoor industry in Australia and New Zealand.
5. CANCELLATION: Stands cancelled 4 weeks or more from the move in date of the show will receive a 50% refund of monies paid above the \$550 deposit. Cancellations from 4 weeks to 2 weeks from move in date will receive a 25% refund of monies paid above the \$550 deposit. Cancellations within 2 weeks of the move in date will not receive a refund.

### **Stand Inclusions:**

Floor Space Only: Stands labeled as Floor Space only on the floor plan or price list only include the following – space, carpet, 1x 5amp (max load 1200 watts) general purpose power outlet. All further walling, power, lighting etc will need to be arranged at the exhibitors expense from Exhibition Co or relevant supplier.

Shell Scheme: All stands not labeled Floor Space Only are considered as shell scheme stands. They will include: Shell Scheme walling, 2x 150 watt lights per 9sqm & 1x 5amp (max load 1200 watts) general purpose power outlet. Any further walling, power, lighting etc will need to be arranged at the exhibitors expense from Exhibition Co or relevant supplier.

*SOTA cannot and will not be held liable in any way for failure to read and confirm the booking form information, exhibition manual and associated material. All reasonable steps are taken to provide the best information at all times. Should you have any concerns or are unsure at any time regarding your booking please contact SOTA staff immediately to resolve the matter.*



**SOTA Show**

**6<sup>th</sup> - 8<sup>th</sup> May 2012**

**Exhibition Park in Canberra (EPIC)**

**Mitchell, Canberra**

**EXHIBITION INFORMATION MANUAL**

**Organised by:  
Snow & Outdoor Trade Association**

Po Box 33  
Oyster Bay, NSW 2225  
PH: (02) 9576 7733  
Fax: (02) 9576 7734  
[info@sota.net.au](mailto:info@sota.net.au)  
Web: [www.sota.net.au](http://www.sota.net.au)

Dear Exhibitor,

Thankyou for your commitment to SOTA 2012. We are delighted to have your support at the upcoming SOTA show and hope the enclosed information will assist in planning your exhibit.

This information manual contains venue and show operating policies and procedures, exhibition guidelines, OH&S responsibilities and regulations along with service order forms and useful contacts you may need. Please take the time to read through the following pages. Should you have any questions or need help in planning your presence at SOTA, please do not hesitate to contact us directly.

Again, thankyou and we look forward to welcoming you to SOTA 2012.

Kindest Regards,

SOTA Administration Team

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## IMPORTANT CONTACTS

### **Snow & Outdoor Trade Association**

PO Box 33,  
Oyster Bay NSW 2225  
Tel: (02) 9576 7733  
Fax: (02) 9576 7734  
Web: [www.sota.net.au](http://www.sota.net.au)

### **Louise Brooks – Administrator/ Events Manager**

Mob: 0402 206 942  
[Info@sota.net.au](mailto:Info@sota.net.au)

### **Paul Towers – Assistant Administrator/ Operations Manger**

Mob: 0410 750 551  
[info@sota.net.au](mailto:info@sota.net.au)

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### **Custom Stand Builder**

#### **Exhibition Co.**

Contact: Craig Hoskinson  
Tel: +61 2 9972 1900 Fax: +61 2 9972 1988  
E: [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au)

### **Furniture**

#### **Exhibition Co.**

Contact: Craig Hoskinson  
Tel: +61 2 9972 1900 Fax: +61 2 9972 1988  
E: [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au)

### **Lighting & Power**

#### **Exhibition Co.**

Contact: Craig Hoskinson  
Tel: +61 2 9972 1900 Fax: +61 2 9972 1988  
E: [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au)

### **Shell Scheme Builder**

#### **Exhibition Co.**

Contact: Craig Hoskinson  
Tel: +61 2 9972 1900 Fax: +61 2 9972 1988  
E: [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au)

### **Venue**

#### **Exhibition Park in Canberra**

Corner of Northbourne Ave &  
Flemington Rd  
Mitchell, ACT

Contact: Trevor Powick  
Tel: (02) 6241 3022  
E: [trevor@epic.act.gov.au](mailto:trevor@epic.act.gov.au)

## CHECKLIST & IMPORTANT DATES

Please use the below checklist to ensure you have completed all necessary areas in planning your presence at SOTA 2012. If you need help or can't meet a deadline, please contact Louise or Paul who will assist you.

COMPULSORY TASKS TO BE COMPLETED	WHO NEEDS TO DO THIS?	DEADLINE	Please tick when completed
Read the Exhibition Information Manual	Everyone All staff & contractors working on your stand	now	
Submit stand plans for approval	Custom built stands only	1 <sup>st</sup> March 2012	
Public Liability Insurance (PLI)	Everyone needs minimum of \$10 Million to complete booking	Time of Booking	

COMPULSORY FORMS FOR COMPLETION	DETAILS	DEADLINE	Please tick when completed
Trade Directory	Use FORM # 1 to ensure you are listed within the Trade Directory	1 <sup>st</sup> March	
Stickers	Use FORM # 5 to order FREE promotional stickers	1 <sup>st</sup> January	
Shell Scheme Stand requirements	All shell scheme stands should complete FORM # 2 to ensure your fascia sign is printed for you	1 <sup>st</sup> April	
Emergency Stand Contact	Please complete FORM # 4 to provide an emergency contact for your stand/company.	1 <sup>st</sup> April	
Exhibitor staff badges	Use FORM # 3 to order name badges for staff working on your stand	1 <sup>st</sup> April	

OPTIONAL FORMS/TASKS	DETAILS	DEADLINE	Please tick when completed
Furniture	An information catalogue and order forms have been posted to you however, you can also refer to their online Catalogue at <a href="http://www.exhibitionco.com.au">www.exhibitionco.com.au</a>	ASAP	
Lighting & Power	To book stand lighting and/or power use FORM # 6	1 <sup>st</sup> March	

## SOTA EVENT SCHEDULE

MOVE-IN TIMES		
DATE	TIME	WHO
Friday 4 <sup>th</sup> of May	10am – 5pm	Tents & Stands 80sqm & above
Saturday 5 <sup>th</sup> of May	8am – 8pm	All Stands

EXHIBITION OPENING TIMES	
DATE	TIME
Sunday 6 <sup>th</sup> of May	8:30am – 5:30pm
Monday 7 <sup>th</sup> of May	9:00am – 5:30pm
Tuesday 8 <sup>th</sup> of May	9:00am – 2:00pm

MOVE-OUT TIMES		
DATE	TIME	WHO
Tuesday 8 <sup>th</sup> of May	2:30pm – 8.00pm	Everyone
Wednesday 9 <sup>th</sup> of May	8am – 5.00pm	Everyone

### Safety & Security reminder

- ◆ Open toe shoes are not permitted in the halls, courtyard or on the loading dock during move-in and out.
- ◆ Alcohol consumption is not permitted in the halls, courtyard or on the loading dock during move-in and out.

To avoid theft and damage, exhibitors should remove all valuable items during the move-out on Tuesday evening. Whilst security will be onsite overnight, the organisers accept no responsibility for the loss or damage to exhibitor property. Please refer to Move-in/Move-out section for further information.

## ABBREVIATIONS

Abbreviations used in this exhibition manual:  
 EPIC – Exhibition Park in Canberra  
 SOTA – Snow & Outdoor Trade Association

## ACCESS

During exhibition days, exhibitors and staff may access the halls via the Budawang car park from 8:00am Please refer to the event schedule above for more information.

## ACCOMMODATION & TRAVEL

SOTA has been offered special deals through local hotels around EPIC. Please refer to the website, [www.sota.net.au](http://www.sota.net.au) for up to date information.

## AUDIO VISUAL

If you would like to hire AV or Computer Equipment equipment please contact the SOTA Office on (02) 9576 7733.

## FREE BUYER STICKERS - FORM #5

To assist in promoting your presence at SOTA 2012 we are offering the small green fluoro stickers for inclusion in your own marketing materials and invoices.

## CAR PARKING

There is ample FREE parking around the EPIC grounds. Large vehicle parking is only available behind the Budawang building.

## CATERING

Food and Beverage will again be provided through the venue caterer, Gema Group. If you have on-stand catering requirements please contact Leanne King on [leanne@gema.com.au](mailto:leanne@gema.com.au).

## CLEANING

Basic stand cleaning is included as part of your exhibition booking. This cleaning is completed overnight and includes vacuuming and basic wipe down of surfaces.

To ensure we can vacuum your stand prior to the show opening, please keep the stand as tidy as possible and place rubbish in the aisle at the front of your stand for removal each day.

## COMMUNICATION - (Broadband)

EPIC does have wireless internet available in the Budawang building but due to the large size and number of exhibitors this connection can be unreliable.

If Internet is crucial to you during the show it is advised that you bring a separate mobile broadband or similar device.

## DELIVERIES – FORM #7

Please arrange for ALL deliveries to be made on Friday the 4<sup>th</sup> of May. A forklift will be available for unloading. If you have any problems with delivery on this day please contact Paul at the office – 02 9576 7733. Please complete FORM #7 and attach to all deliveries to make it easier for the forklift operators to place your goods.

## DINNER

This years SOTA Dinner will be held at Old Parliament House. Further details will be made available once they are confirmed. This is a great way to reward staff and suppliers for all of their hard work throughout the year.

## DISPLAY – Shell Scheme Stands - FORM #2

The official display contractor for all shell scheme displays is Exhibition Co. If you have ordered a shell scheme stand package, your package includes 2 x 150w spotlights (per 9sqm), 1 X 5amp per stand and a fascia sign with company name and stand number. Please complete FORM # 2.

Note: Please use only male Velcro or double sided tape to attach display material to the shell scheme walls. Exhibition Co. are available to hang any items that cannot be attached with Velcro or double sided tape. This may attract a small cost.

### **Exhibition Co.**

Contact: Craig Hoskinson

Tel: +61 2 9972 1900 Fax: +61 2 9972 1988

E: [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au)

## DISPLAY - Custom Built Stands & Display Regulations

Exhibition Co are the official contractors for SOTA and are well placed to provide custom stand builds. Should you wish to discuss this please contact Craig Hoskinson on [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au). Should you be using an external contractor please ensure a stand plan is forwarded to Paul at [info@sota.net.au](mailto:info@sota.net.au) prior to move in.

## EMERGENCY CONTACT FOR YOUR STAND - FORM #4

In the case of an emergency, please provide a contact name and mobile number for someone that will be onsite representing your company for the duration of the show. Please complete FORM #4.

## EXHIBITOR PASSES/BADGES - FORM #3

Personalised exhibitor badges are required to be worn by exhibitors and exhibiting staff during show days to allow access to the venue and your stand. These badges are provided complimentary for exhibitors and can be ordered through the 'Exhibitor Passes/Badges' form in this manual.

Exhibitor badges will be available for collection at the Organisers Office during move-in. Badges will allow exhibitor staff to enter the show each day 1 hour prior to the show opening time.

**Visitors to your stand should register as a visitor either onsite at the show or beforehand at [www.sota.net.au](http://www.sota.net.au)**

## FIRST AID

A basic First Aid kit is available at the Organisers Office and all Security staff onsite are trained in First Aid.

**For all emergencies please dial 000**

## FURNITURE

Exhibition Co. is the official supplier of furniture and display accessories at SOTA 2012. An information catalogue is available online at [www.exhibitionco.com.au](http://www.exhibitionco.com.au)

### **Exhibition Co.**

Contact: Craig Hoskinson

Tel: (02) 9972 1900 Fax: (02) 9972 1988

E: [craig@exhibitionco.com.au](mailto:craig@exhibitionco.com.au)

## HAPPY HOUR DRINKS & NIBBLES

Happy hour drinks and nibbles will once again be held in the Mallee pavilion on Sunday the 6<sup>th</sup> May. This is a free event hosted by SOTA to aid networking and allow all exhibitors and guests to unwind after the first day of show.

## LIGHTING & POWER - FORM #6

**Exhibition Co.** has been appointed the exclusive electrical contractor for SOTA 2012.

### ◆ **Shell Scheme**

If you have booked a shell scheme package, your stand will include 2 x 150 watt spotlights per 9sqm and 1 x 5amp power point.

### ◆ **Space Only**

If you have booked a space only stand, you will need to order all lighting and power requirements through Exhibition Co.

### **Exhibition Co.**

Contact: Craig Hoskinson

Tel: (02) 9972 1900 Fax: (02) 9972 1988

E: [Craig@exhibitionco.com.au](mailto:Craig@exhibitionco.com.au)

## MOVE-IN

As a general guideline, please be advised that tents and large stands (greater than 80sqm) will be moving in on Friday the 4<sup>th</sup> May, all other exhibitors will be moving in on Saturday the 5<sup>th</sup> May.

## MOVE-OUT

Move out will not commence until **after 2.00pm** Tuesday the 8<sup>th</sup> May, this rule is in place to maximise your event. Any company not adhering to this rule will be dealt with by the Committee.

## OCCUPATIONAL HEALTH & SAFETY

SOTA recognise that it's employees, contractors, clients and service providers shall be provided with a safe and healthy place to work. To achieve this, SOTA & EPIC are committed to meeting obligations under the ACT Occupational Health & Safety Act 2000 and the Occupational Health & Safety Regulation 2001.

SOTA & EPIC will work together to take every practical step to prevent accidents & injuries by identifying, eliminating and/or controlling potential hazards during SOTA 2012.

- ◆ We care for each other and all our staff, exhibitors, contractors and visitors
- ◆ We strive at all times to provide a safe exhibition
- ◆ We train and empower each other to carry out our work safely
- ◆ As a team we strive to prevent accidents
- ◆ We are all involved in safety and its ongoing development

We will use sound risk management practices and facilitate consultation between all parties to ensure that safety programs function effectively. Health and safety at work is both an individual and shared responsibility of all employees, exhibitors and contractors, and we will provide opportunities for all to participate in safety meetings and programs. We are also available to discuss any safety issues so they can be resolved as and when they occur.

Creating and delivering safe events can only be achieved by having a comprehensive safety management plan that is clear and understood by all staff and persons involved at SOTA 2012. If you have any concerns or questions, please do not hesitate to contact EPIC or SOTA to discuss.

There are many safety guidelines and procedures that should be followed by persons when they are onsite. These **minimum** guidelines should be followed at all times in addition to the instructions you have from your own supervisor or employer.

1. Familiarise yourself, staff and contactors with this Exhibition Information Manual
2. Always conduct yourself safely in the venue and surrounds
3. Never endanger anyone else with what you do
4. Always wear sturdy footwear to events (no open toe shoes and no thongs during move-in or move-out)
5. Wear suitable clothing during move-in and move-out
6. Restrict jewelry
7. Never bring or allow children under 15 years of age to be onsite during move-in or move-out (this includes waiting in a parked car on the loading dock)
8. Never bring animals to events
9. Never work affected by drugs or alcohol
10. Obey the no smoking signs
11. Obey instructions from your supervisor & employer
12. Always wear the PPE provided by your employer
13. Always report hazards to your supervisor, EPIC or SOTA who will assist in reducing or eliminating the hazard

## ORGANISERS OFFICE

The Organisers Office is located in the foyer of the Parkes Building. Contact numbers are as follows:

**Mobile: 0410 750 551**

## PUBLIC LIABILITY INSURANCE COVER

Public Liability Insurance (PLI) is compulsory for all exhibitors to the value of \$10million.

Please note: PLI cover is mandatory and refers to damage or injury caused to third parties/visitors on or in the vicinity of your exhibition stand.

SOTA are not responsible and expressly decline responsibility for any loss or damage which may befall the person or property of any exhibitor from any cause whatsoever. Exhibitors should arrange for adequate insurance cover over the period of the exhibition to cover not only PLI but also your products and display.

## SECURITY

SOTA 2012 will provide 24hour security for the duration of the event (including move-in and move-out) in an effort to reduce the risk of theft and assist in keeping your exhibit secure.

If you would like to have dedicated security at your stand, please contact Paul or Louise, who will assist in arranging this for you. Please note: there is a cost for security services.

## SIGNAGE

Exhibition Co can provide a wide range of freestanding banners, signs or scrolling images. Refer to their website for further information on products available [www.exhibitionco.com.au](http://www.exhibitionco.com.au)

## TESTING & TAGGING

All electrical leads and equipment must be in good repair, tagged and tested in accordance with AS/NZS 3760.

It is a legal requirement in all exhibition work sites that electrical equipment be tested and tagged. This requirement applies to all contractors working onsite including exhibitors who bring in electrical appliances for use on stand during the show.

Please note: The use of double adaptors is prohibited. Instead, you may use a power board with an overload switch.

## TRADE DIRECTORY – FORM #1

The Trade Directory will once again be on offer for all exhibitors. This is the best way to maintain your company's contact with the greater SOTA community between shows. Please ensure you fill out Form #1 and return by the due date.

## FORM #1

### Snow & Outdoor Trade Association

Annual Trade Show  
6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> May 2012  
Exhibition Park in Canberra



### SOTA 2012 Trade Directory Listing Request Due: 1<sup>st</sup> March 2012

Stand Name:

Stand Number:

Company Name:

Address:

Suburb:

State:

P/code:

Phone:

Fax:

Mobile:

Email:

Website:

Contact Person(s)

Categories	Brands On Show
4wd Gear	
Backpacks	
BBQs	
Bicycling & Accessories	
Specialist Optical Products	
Watersports – Canoes, Kayaks and Paddle Accessories	
Climbing Equipment & Apparel	
Clothing – Summer	
Clothing – Winter/ Thermal	
Coolers	
Dry Bags	
First Aid/ Emergency	
Fishing Tackle & Accessories	
Food	
Footwear	
Furniture	
Gas/ LPG Products	
Navigation	
Headwear	
Hydration	
Knives & Cutting	
Lighting/ Torches	
Luggage	

Books/ DVDs	
Sleeping Mats/ Mattresses	
Sleeping Bags/ Liners	
Socks	
Snow/ Ski Equipment & Accessories	
Cooking Equipment & Accessories	
Eyewear	
Lotions – Sunscreen/ Repellants	
Surf/ Dive Equipment & Accessories	
Swags	
Tarps/ Awnings	
Tents & Accessories	
Trekking Poles	
Utencils/ Picnicware	
Watches	
Waterproof Equipment & Accessories	
Waterproofing Products	
Water Filtration	
Other	

**\*\*\*DUE 1<sup>st</sup> MARCH 2012\*\*\***



**FORM #3**

**Snow & Outdoor Trade Association**

Annual Trade Show  
6<sup>th</sup>, 7<sup>th</sup> & 8<sup>th</sup> May 2012  
Exhibition Park in Canberra



**SOTA 2012 Exhibitor Badge Request**

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All staff that are working on stand during the 2012 SOTA show will be required to wear an exhibitor badge. Please list below all members of your staff that will be required to work at the show, during move in & move out.


Please note: SOTA is a **TRADE ONLY** event, buyers will require a buyer badge, these can be arranged prior to the day on the SOTA Website – [www.sota.net.au](http://www.sota.net.au), or at the registration desk.

**\*\*\*DUE: 1<sup>st</sup> APRIL 2012\*\*\***

## FORM #4

### Snow & Outdoor Trade Association

Annual Trade Show  
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Exhibition Park in Canberra



### SOTA 2012 Emergency Contact

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For the safety of Exhibitors and their staff we require an emergency contact be listed below. This person should be present during the move in/ out period as well as show days.

Company:

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Stand Number:

---

Contact Name:

---

Position:

---

Mobile Phone:

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**\*\*\*DUE: 1<sup>st</sup> APRIL 2012\*\*\***

## FORM #5

### Snow & Outdoor Trade Association

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Exhibition Park in Canberra



### SOTA 2012 Buyer Promotional Stickers

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To aid exhibitors promoting their presence at SOTA 2012 we are pleased to provide complimentary stickers perfect for inclusion on your monthly invoices or promotional material.

Please let us know if you require these stickers to be sent to you.

Company Name:

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Contact Name:

---

Postal Address:

---

Suburb:

State:

Postcode:

---

Ph:

Email:

---

Stickers Required: NO  Yes  How Many: (no limit)

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**\*\*\*DUE: 1<sup>st</sup> JANUARY\*\*\***



**Snow & Outdoor Trade Association**

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Exhibition Park in Canberra



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**----PLEASE DELIVER ON FRIDAY 4<sup>TH</sup> MAY 2012----**

**TO: SOTA SHOW –  
EXHIBITION PARK IN CANBERRA  
CNR FLEMINGTON ROAD & NORTHBOURNE AVE.  
MITCHELL ACT 2911**

STAND NUMBER: \_\_\_\_\_

STAND NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ MOBILE NUMBER: \_\_\_\_\_

FROM: