

# YOUR GUIDE TO EXHIBITING

## FASHION EXPOSED & *preview* co located with BAGS & ACCESSORIES FAIR & AUSTRALIAN SHOE FAIR

14 – 16 February 2010  
Sydney Exhibition Centre

When?	What?	Deadline (If applicable)	Done
	<b>Sign &amp; fax stand agreement to 03 9654 5596</b>	<b>Now</b>	<input type="checkbox"/>
	<b>Pay deposit</b>	<b>Within 7 Days</b>	<input type="checkbox"/>
<b>STAGE 1 – MARKETING PREPARATION</b>			
Mid October	Receive Newsletter 1 with: <ul style="list-style-type: none"> <li>Buyers Guide, Trade invite and VIP Visitor Incentive Program Forms</li> </ul>		<input type="checkbox"/>
Late October	Receive electronic "See us at" logo <i>For use on your marketing material</i>		<input type="checkbox"/>
	<b>Final Payment due</b>	<b>Refer to Stand Agreement</b>	
	<b>Deadline to return Buyers Guide Form and Trade Invite / VIP Buyer Incentive Program Form</b>	<b>BG: 7 Nov TI/VIP: 7 Nov</b>	<input type="checkbox"/>
<b>STAGE 2 - ONSITE PREPARATION</b>			
Late Nov	Receive Exhibitor Manual via email with: <ul style="list-style-type: none"> <li>Onsite Contact Details Form (Form 1)</li> <li>Signage Confirmation Form (Form 2)</li> <li>Electrical Order Form (Form 3)</li> <li>Tracker Order Form (Form 4)</li> <li>Venue Services Form (Form 5)</li> <li>Logistics, Transport, Forklift Hire Form (Form 6a)</li> <li>Move In Time Amendment Form (Form 6b)</li> <li>Move Out Time Amendment Form (Form 6c)</li> <li>Accommodation Booking Form (Form 7)</li> </ul>		<input type="checkbox"/>
Mid – Late Dec	<ul style="list-style-type: none"> <li>Receive free trade invitations and send out to client base</li> <li>Book flights / accommodation</li> <li>Organise promotional material</li> <li>Contact your insurance company to extend your property and public liability insurance cover. (Refer Exhibitor Manual for more details)</li> <li>Phone all clients and ensure they have received their trade invitation and make appointment with them to visit your stand</li> </ul>		<input type="checkbox"/>
<b>STAGE 3 – FINAL PREPARATION</b>			
Late Dec	Receive Exhibitor Newsletter 2		<input type="checkbox"/>
Early - Mid Jan	Receive Exhibitor Badge Form by post <b>Exhibitor Badge Form Deadline</b>		<input type="checkbox"/>
	<b>Deadline to return Forms sent with Exhibitor Manual</b>	<b>Mid Jan</b>	<input type="checkbox"/>
	<b>Deadline to return Move In Amendment Form (if required)</b>	<b>Mid Jan</b>	<input type="checkbox"/>
Early - Mid Jan	Receive Exhibitor Newsletter 3 including <ul style="list-style-type: none"> <li>Move In &amp; Move Out information</li> </ul> - Ensure you have a leads collection system in place - Brief onsite staff		<input type="checkbox"/>
12 February	<b>Move In Commences – bring your Safety Vests with you</b>		<input type="checkbox"/>
14 February	<b>FASHION EXPOSED / <i>preview</i> / B&amp;A / SHOE FAIR Opens</b>		

NB: If dates have passed please action immediately