

The Australian
SHOT EXPO 2007

JANUARY 2007 BULLETIN

Dear exhibitor,

Welcome to the January edition of the 2007 SHOT Expo bulletin. This bulletin contains important information that you may find useful in the lead up to this years SHOT Expo and will be issued every month prior to the expo. If you have any questions relating to the information contained, please feel free to call me on (03) 8892 2777.

Exhibitors - We would like to welcome the following as confirmed exhibitors to this years expo.

Tasco	Beretta	Bunduki Books
Field & Game Australia	Game Council NSW	S.C.I. Down Under
Hermanns Sporting Guns	Snowfox Imports	RTI Technologies
Horsley Park Gun Shop	Lapua – Vihtavuori	Dog Master
Earmold	Polaris	Alcock & Pierce
Worldclass Wingshooting Expeditions	Para Park Co-Operative	Wesfire
Muckadilla Safaris	AISL	IPSC
PPLA	Practical Shooting Supplies	World Wide Hunts
Winchester	Highland Sports	Lokaway
Forbes Wholesale	PBA Imports	Grips 'n' Gloves
Osembahe Nord Hunting Namibia	Parabellum Imports	Adventure Camping & Fishing

SSAA National Merchandise

As over 120 booths have been verbally committed to and/or deposited for so far, I recommend that you place your deposit to hold the booth(s) you want ASAP. The current capacity is 140 booths and an up to date floorplan can be found at the SHOT Expo website.

SHOT Expo website – The 2007 SHOT Expo now has its own website. On this website you can find information such as What Is Shot Expo, Latest News, List of Exhibitors, Shot Expo Specials, Location Map, Ticketing Info, How to Get There, Exhibitor Information, Accomodation Information, Shot Expo Multimedia, Shot Expo History. This website will be updated regularly and can be found by going to <http://www.ssaavic.com.au/ShotExpo/>.

If you would like to promote an upcoming special for your product or service on the “**SHOT Expo Specials**” webpage contact Shane Oliver or Melony Grand-Court on 03 8892 2777.

Permits – All exhibitors intending to display firearms and/or ammunition must have obtained a Dealer Display Permit from the Victorian Police Firearms Registry to participate at the SHOT Expo. It is a condition of the Victorian Police Firearms Registry that the original permit be produced for inspection upon request. It would be appreciated if a photocopy of this permit is made available to the Expo coordinator upon collection of exhibitor badges for our records.

Advertising – We are in the process of compiling our Visitor Guide which will go to over 22,000 Victorian SSAA members with the May Australian Shooter, as well as being available on the weekend of the expo. As part of the price of your booth, you receive a 58mm wide X 120mm high advert for inclusion in the Visitor Guide; however we need you to supply us with your advert for this to occur. If you want a larger sized advert the price is as follows:

¼ page – \$250 plus GST **½ page – \$500 plus GST** **Full page - \$750 plus GST**

All artwork must be received by no later than the 15th March 2007 to ensure that it will get into the visitors guide. For further information please contact Shane Oliver or Melony Grand-Court on 03 8892 2777.

Media Centre/Theatrette – We are planning to allow exhibitors the ability to promote products/services throughout the 2 days at our Media Centre/Theatrette. At this stage we anticipate allocating interested exhibitors 10 – 15 minutes each to use the DVD and plasma TV to up to 100 people at the one time. It should be noted that the SSAA (Vic) must approve all materials to be shown to ensure that it is appropriate for public consumption. Please call Shane Oliver or Melony Grand-Court on 03 8892 2777 if you would like to use this service and we will try to allocate you with your preferred time. A full schedule will be released closer to the date of the Expo.

EFTPOS/Credit Card Facilities – We have been able to organise through the Showgrounds the use of EFTPOS and credit card facilities. *This is an arrangement that will need to be made between exhibitors and Showgrounds management and is the exhibitor's responsibility to organise and pay for.* We have placed this form on the SHOT Expo website under “**Exhibitor Information**”. If you have trouble accessing this web page please feel free to contact Shane Oliver or Melony Grand-Court on 03 8892 2777 to get an emailed or faxed copy.

Exhibitor Manual & Plan – We are in the process of compiling the Exhibitor Manual and will distribute it to all exhibitors by the end of February. This manual will include a wealth of information that you need for the 2007 SHOT Expo.

SHOT Expo Passport – One of the new initiatives we are considering for visitors is a “SHOT Expo” passport. We are hoping that 10 exhibitors will be able to provide \$1,000 worth of product that will go towards a major prize for one lucky visitor. The way it will work is that upon entry, visitors will be handed the “SHOT Expo” passport with their ticket and to be eligible to enter the draw, they must get their passport stamped by all the 10 participating exhibitors. Upon completing this simple task, the visitor will fill out their details on the passport and drop it off at the barrel. At 4.00 pm on the Sunday we will draw out the winner, who must be present to accept their prize. This initiative is totally dependant on exhibitor participation so if you are interested please contact Shane Oliver on 03 8892 2777.

Accomodation – We have a contact with a travel agent who may be able to assist interstate exhibitors with any travel needs. Her name is Claudette Grand-Court and her phone number is 03 9780 2700 and email is claudette.grandcourt@flightcentre.com.au. Claudette is aware of what the expo is about and may be able to arrange some cheaper prices for accommodation.

Final Payments – Please note that we require final payments for your booth/s by the 16th April 2007.

Trade Night – We have booked the Port Philip Room at the Showgrounds so exhibitors will have an opportunity to catch up and talk “shop” on the Saturday night. The Trade Night will commence at 6.00pm and run through to 9.00pm with beer, wine, soft drinks and basic spirits being served along with finger food. This night is being provided to exhibitors free of charge.

If any further information is required on the expo please feel free to contact me on 03 8892 2777 or email soliver@ssaavic.com.au.

Yours sincerely,

Shane Oliver
Sports Administration Manager