

The Australian
SHOT EXPO 2007

FEBRUARY 2007 BULLETIN

Dear exhibitor,

Welcome to the February 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 2733.

Exhibitors – At the time of writing we have only a handful of booths left with the expectation that they will be gone by the end of February. We would like to welcome the following as confirmed exhibitors to this year's expo.

Adventure Camping & Fishing
Aust. Hunting Sports Alliance
Australian International Shooting Ltd.
Alcock & Pierce
APS Outdoors
Beretta
Biji - Barbi
Bertram Bullets
Bunduki Books
C & A Canvas & Outdoors (Huntech Australia)
Clayton Firearms
Dogmaster
Earmold Aust.
Field & Game Australia
Forbes Wholesale
Frank O'Reilly Sports
Frontier Arms
Game Council NSW
GFD Guns & Ammo
Grips 'n' Gloves
Hermanns Sporting Guns
Highland Sports
Horsley Park Gun Shop
Innotek
IPSC
Lapua - Vihtavuori
Lightforce
Lokaway Safes

Openair Survival Gear (OSG)
Olin
Oseмбаhe Nord Hunting Namibia
Parabellum Imports
Para Park Co-op
PBA Imports
Polaris
PPLA
Practical Shooting Supplies
Recoilless Technologies International
Safari Club International
Safari Firearms
Sheldon & Hammond (Barska)
Snowfox Imports
SSAA Nat. Merchandise
SSAA (Vic) Merchandise
SSAA (Vic) Membership
SSAA (Vic) Miscellaneous
SSAA Publications
Swazi
Tasco
Top Score Projectiles
Victorian Arms
Wesfire
WileyX
Woodleigh Bullets
World Wide Hunts
World Class Wing & Game Shooting Expeditions
Yaffa Publishing

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, Accommodation 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/>.

SHOT Expo Specials – We have an area on our website dedicated to any special that exhibitors may want to promote at the SHOT Expo. 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:

1/4 page – \$250 plus GST **1/2 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**”.

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

SHOT Expo Passport – To date we have received positive feedback from 4 exhibitors but we need more to get the concept of the ground. This initiative is totally dependant on exhibitor participation so if you are interested or would like further information please contact Shane Oliver on 03 8892 2733.

Accommodation – 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.

*** Please note that Claudette will be out of the office from the 25th March 2007 until the 26th April.**

Final Payments – ***Please note that we require final payments for your booth/s by the 30th March 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 2733 or email soliver@ssaavic.com.au.

Yours sincerely,

Shane Oliver
Sports Administration Manager