

*The Australian*  
**SHOT EXPO 2007**  
**MAY 2007 BULLETIN**

Dear exhibitor,

Welcome to the May 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. If you have any questions relating to the information contained, please feel free to call me on (03) 8892 2733.

**Exhibitors** – We are fully booked with over 70 exhibitors taking more than 140 booths. We even have a half dozen people on a waiting list in case someone drops off which augurs well for the future success of the Australian SHOT Expo. To view the full list of exhibitors, check the website at <http://www.ssaavic.com.au/ShotExpo/>.

**SHOT Expo website** – The 2007 SHOT Expo has its own website and 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/>.

**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.

**Final Payments – Booths** – Final payments were due by the 30<sup>th</sup> April and thankyou to those who have forwarded their final payments by their due date. For those who haven't final payment is due **no later than Friday 12<sup>th</sup> May**.

**Final Payments – Visitor Guide Advertising** - Final payments were due by the 30<sup>th</sup> April and thankyou to those who have forwarded their final payments by their due date. For those who haven't final payment is due **no later than Friday 12<sup>th</sup> May**.

**\*\*Failure to finalise due payments by the above date may result in exhibitors losing their booking.\*\***

**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**”.

#### **Advertising – Visitor Guide**

We have completed the SHOT Expo Visitor Guide which will be included in the May Australian Shooter magazine for Victorian members. The Visitor Guide will also be available for collection at the door during the Expo opening hours.

#### **Advertising – TV, Radio and Newspaper**

We have recorded our radio commercial which will appear on SEN and Triple M from the 13<sup>th</sup> May onwards. A special thanks to Russell Mark who did a great job with the voiceover. Our TV campaign will also go to air on the 13<sup>th</sup> May onwards in regional Victoria and we will endeavour to put these both on the SHOT Expo website in the coming weeks. An advert will also appear in the “Herald Sun” on Friday 25<sup>th</sup> May promoting the Expo.

**Media Centre/Theatrette** – We have had a handful of exhibitors wanting to use this service and there are still a few spots left should anyone want to promote their products or services. 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.

**Exhibitor Manual** – We have distributed the Exhibitor Manual a few weeks ago and should you not have received one, please contact me on 03 8892 2733 and I will email one out to you.

**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](mailto: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.

**Exhibitor Badges** - Exhibitor badges will be issued only to those listed by you with each person responsible for picking up their own badge. A maximum of 8 exhibitor badges will be available free of charge to single booth reservations, with additional badges attracting a charge of \$10 each. Badges should be collected from the registration booth from 9am Friday 25<sup>th</sup> May and your 'Exhibitor Name Badge' form should be returned to us by Friday 18<sup>th</sup> May. Please ensure that you and others who will be obtaining exhibitor name badges have photo ID ready to ensure that only appropriate individuals are issued passes.

**Contractors** – Please ensure that you have made delivery people and/or other contractors aware that they will need to wear a “Contractors Badge” at all times whilst on site at the Expo.

**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 5.15pm and run through to 6.30pm (approx.) with beer, wine, soft drinks and basic spirits being served along with finger food. This night is being provided to exhibitors free of charge.

**Equipment Hire** - Additional wall and furniture options are available allowing shelving, clothes hangers etc. and these extras are to be arranged with, and paid directly to, the shell scheme contractor Exhibition Hire. For further information on these furniture options contact Emma Blanch or Ian Ferguson on 02 9645 7000.

\*\* We have also been informed by Exhibition Hire that the walls we are using for the booths can have screws used on them. Please note though that the walls do have some hollow spots on them and that screws can only be used where the walls are solid. Contact Exhibition Hire or myself for further details\*\*

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](mailto:soliver@ssaavic.com.au).

Yours sincerely,

Shane Oliver  
Sports Administration Manager