



# 2016 EXPO PROSPECTUS

**MELBOURNE  
SHOWGROUND  
WOODCHOP ARENA**

**SUNDAY 23RD  
OCTOBER 2016**



- TOOLBOX TALKS
- SHOW N' SHINE AWARDS
- TECHNICAL PRESENTATIONS

- ANNUAL GENERAL MEETING
- LINE OPERATOR OF THE YEAR
- PUMP OPERATOR OF THE YEAR





# THE 2016 CONCRETE PUMPER'S EXPO PROSPECTUS

The Concrete Pumping Association of Australia (CPAA) conducted a post 2014 Expo survey to obtain feedback from sponsors, advertisers and participants. The survey simply asked responders *"What could we have done better?"* and *"What changes need to be implemented for the next Expo?"*. These results were transformed into actions which all pointed to an Expo in 2016 which would be bigger and better than ever before.

The survey identified the need to share the Expo experience between the States and we expect that our members will follow this excitement into this year's Expo event! The Association Management Committee has unanimously decided that the 2016 Expo will be held at the **Melbourne Showground, Woodchop Arena, on Sunday, 23rd October 2016 commencing at 10.00am.**

This Expo will unite the concrete pumping industry under one roof for one day, so get involved and join one of Australia's largest Industry events, the CPAA Expo 2016.

## DELEGATE PROFILE

The concrete pumping industry is made up of approx 1,300 concrete pumping related businesses operating 8,000 pieces of concrete placing equipment around Australia. These companies are responsible for providing time critical, dependable and safe concrete placing ability to both major and minor infrastructure. This industry nationally employs some 12,000 people, operating invested capital of \$3.5 billion to pump materials (e.g. concrete) each year. The concrete pumping industry contributes about \$1.5 billion of revenues into the economy and integral part of the construction industry contribution of \$11.7 billion to GDP.

At the 2016 Expo, we are expecting to welcome hundreds of visitors, representing a variety of industries including:

- manufacturers
- distributors
- service providers and industry experts
- concrete pump suppliers and repairers
- manufacturers interests
- concrete pump certifiers and assessors
- registered training organisations (RTO's).

We are also expecting builders, construction contractors, representatives from Federal and State Government departments, relevant regulators and key influencers and decision-makers, for example national bodies such as the Master Builders Association.



## EVENT MARKETING

The Expo will be promoted to all delegate groups using several methods, including:

- Invitation
- Email Blasts and Flyers
- DL Flyers (posted)
- A4 Trade Flyer
- CPAA Website
- Text Messaging
- Email Footers
- Telemarketing.



The 23rd October, 2016 will also be the launch date of the 2016 Concrete Pumper's Annual Magazine.

**All Platinum, Gold, Silver and Bronze Sponsors will feature in the Expo section of the Magazine for FREE.**

## SCHEDULE OF EVENTS

The Association will hold the 2016 Annual General Meeting (AGM), which will look back on the last 12 months of activities carried out by the CPAA.

There will be industry talks, training programs and competitions such as Concrete Pump & Line Operator of the Year!

(These times could be subject to change prior to the event. [Visit the Expo Page](#) on our website for an up to date schedule).

<b>7.30am</b>	Bump In - Set up by exhibitors
<b>10.00am</b>	Open to members and non-members
<b>11.00am</b>	Welcome - President CPAA
<b>12.30pm</b>	AGM - CEO Craig Heidrich
<b>1.00pm</b>	Concrete Pump & Line Operator of the Year
<b>3.00pm</b>	Show N Shine Award
<b>4.00pm</b>	Close and Bump Out

## VENUE INFORMATION

**Melbourne Showground**  
**Woodchop Arena, Epsom Rd, Ascot Vale VIC 3032**



The Melbourne Showground has been selected as the venue for the 2016 Expo as it offers a large indoor/outdoor, multi-purpose space. This area is suitable for a wide range of activities including displays, demonstrations and meetings.

The showground also provides free Wi-Fi, catering options, clean amenities, public address system and more.

# EXPO SPONSORSHIP



## **GOLD SPONSOR** **\$11,000 Excl GST (Member only)**

- **GOLD** exhibition space in Gold Standard prime location
- Acknowledgement in all marketing material distributed to 1,300 + contacts including:
  - Recognition in 3x e-blast
  - Recognition in the registration flyer (Subject to the time of booking)
  - Recognition in the Expo Magazine including company profile
  - Recognition on the Association website including logo and hyperlink to the sponsor's own website
- Logo placement on official signage throughout the venue
- 1 page free advertisement in the 2016 Concrete Pumper's Annual Magazine (artwork to be provided by the sponsor at own expense)
- 1 page free profile about your company, employees, or projects in the 2016 Concrete Pumper's Annual Magazine.



## **SILVER SPONSOR** **\$8,000 Excl GST (Member only)**

- **SILVER** exhibition space in Silver Standard prime location
- Acknowledgement in all marketing material distributed to 1,300 + contacts including:
  - Recognition in 2x e-blast
  - Recognition in the registration flyer (Subject to the time of booking)
  - Recognition in the Expo Magazine including company profile
  - Recognition on the Association website including logo and hyperlink to the sponsor's own website
- Logo placement on official signage throughout the venue
- 1 page free advertisement in the 2016 Concrete Pumper's Annual Magazine (artwork to be provided by the sponsor at own expense)
- ½ page free profile about your company, employees, or projects in the 2016 Concrete Pumper's Annual Magazine.



## **BRONZE SPONSOR** **\$5,000 Excl GST (Member only)**

- **BRONZE** exhibition space in Bronze Standard prime location
- Acknowledgement in all marketing material distributed to 1,300 + contacts including:
  - Recognition in 1x e-blast
  - Recognition in the registration flyer (Subject to the time of booking)
  - Recognition in the Expo Magazine including company profile
  - Recognition on the Association website including logo and hyperlink to the sponsor's own website
- Logo placement on official signage throughout the venue
- ½ page free advertisement in the 2016 Concrete Pumper's Annual Magazine (artwork to be provided by the sponsor at own expense) **OR** ½ page free profile about your company, employees, or projects in the 2016 Concrete Pumper's Annual Magazine.



# BOOKING FORM

Please select your options (below) for Sponsoring & Exhibiting. This Booking Form, together with the following "Booking Terms and Conditions", comprises the whole agreement between you and CPAA Inc.

ITEM	MEMBER	NON-MEMBER	AMOUNT PAYABLE
Sponsorship			
Gold	\$11,000	\$14,000	\$
Silver	\$8,000	\$11,000	\$
Bronze	\$5,000	\$8,000	\$
Exhibition Space			
3 x 3metre Stall	\$500	\$750	\$
TOTAL (excluding GST)			\$

## COMPANY DETAILS

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

CPAA Member: ☐ Yes ☐ No



**PLEASE NOTE, ALL BOOKINGS UNDER \$5,000  
WILL BE PROCESSED BY CREDIT CARD IN FULL.**

**Please return this completed form by email, facsimile or post and return to:**

**Aiden Chilcott | Event Manager | PO Box 1194 Wollongong NSW 2500 | Fax: 02 4258 0169**



## **SPONSORSHIP & EXHIBITING BOOKING TERMS & CONDITIONS**

1. The Australian Goods and Services Tax (GST) at 10% is applicable to all goods and services offered by the Expo managers and all prices in this document are inclusive of the GST. GST is calculated at the date of publication of this document. The Expo managers reserve the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
2. Sponsorship will be allocated only on receipt of a signed Booking Form and Booking Terms & Conditions. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 7 days from the date of the tax invoice. The balance is due and payable by 31st August 2016.
3. All monies are payable in Australian dollars. Cheques should be made payable to CPAA Inc and must be drawn on an Australian bank.
4. All monies due and payable must be received (and cheques cleared) by the Expo managers prior to the event. No organisation will be listed as a Sponsor in any official meeting material until full payment and a booking form have been received by the Expo managers.
5. Cancellation Policy: In the event of cancellation, a service fee of 50% of total fees applies for cancellations prior to 31st August 2016. No refunds will be made for cancellations after this date. After Sponsorship has been confirmed and accepted, a reduction in Sponsorship is considered a cancellation and will be governed by the stated cancellation policy.
6. No Sponsor shall assign, sublet or apportion the whole or any part of their Sponsorship package except upon prior written consent of the Expo managers.
7. Sponsorship monies will facilitate towards the successful planning and promotion of the meeting in addition to subsidising the cost of management, communication, Invited Speakers, program and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Expo
8. Sponsorship entitlements including organisation logo on the Expo website and other marketing material will be delivered upon receipt of the required deposit/full payment.
9. Privacy Statement  
☐ **YES** I consent to my details being shared with suppliers and contractors of the event to assist with my participation, being included in participant lists and for the information distribution in respect to other relevant events organised by CPAA Inc.  
  
☐ **NO**, I do not consent.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

