

Presented by AUPVSEE & Australian Solar Council

# **Event Prospectus**

8 - 9 May 2014 Melbourne Convention & Exhibition Centre

Telephone: +61 3 9733 4536 Email: info@solarexhibition.com.au Website: www.solarexhibition.com.au









# INVITATION

Welcome to Solar 2014, the Solar Industry's leading Conference and Exhibition.

The Australian Solar Council together with international partner Australian PV Solar Energy Exhibition (AUPVSEE) are pleased to invite you to participate in the 52nd annual Australian Solar Council Industry Conference & Exhibition, being held on the 8 - 9 May 2014 at the Melbourne Convention & Exhibition Centre.

Our successful 2013 event attracted more than 2200+ registered delegates from over 15+ countries, and hosted 70+ exhibiting organisations and 60+ conference presenters over the two day show.

Solar 2014 will focus on delivering expert analysis and opinion, and showcasing the latest technologies from the solar and renewable technologies, energy efficiency and the sustainable built environment industries.

Our world-class conference program will once again include three streams focused on industry and policy, scientific and research, and solar installer professional development training.

Solar 2014 is free-to-attend and a fantastic opportunity to network and meet all of the critical players in Australia's solar industry.

Take this opportunity to profile your organisation by sponsoring and exhibiting at this showcase event.

On behalf of the Australian Solar Council, the 'Voice of Solar', I look forward to seeing you and your organisation prominently involved in the Solar 2014 Exhibition & Conference.

John Grimes Chief Executive Officer, Australian Solar Council



#### THE AUSTRALIAN SOLAR COUNCIL

The Australian Solar Council is a dynamic organisation committed to the transition to a sustainable, solar-powered future for Australia. Membership is open to people and organisations with an interest in solar energy and its role in securing our energy future.

The Solar Council (formerly known as the Australian Solar Energy Society) has been active for 50 years promoting solar energy and the growth of the industry. A key focus over these years has been connecting scientific research with industry through events, conferences, and publications.





# WELCOME TO SOLAR 2014

# REASONS TO EXHIBIT AT SOLAR 2014

- Position your company as a leader in sustainable energy solutions
- Take advantage of our value stand packages, tailored to your needs and budget
- Gain access to global leaders, policy and decision makers
- Profile your technologies and projects and meet global partners
- Align your brand to a high profile regional event marketing campaign
- Benefits from global media coverage
- Exhibitor training workshops and webinars to maximise your return on investment
- And maximum exposure from exclusive sponsorship opportunities

## EXHIBITION SCOPE

- Renewable energy policies
- Monitoring & measuring PV system performance
- Solar market overview
- Commercial and industrial solar opportunities
- Community-owned renewable generation
- PV, solar water and solar air heating
- Built Environment commercial and residential buildings
- Solar System Design installation, integration, monitoring
- Energy Efficiency



#### SUCCESS OF SOLAR 2013

- Attending Solar 2013 over the two days were 2200+ registered delegates from over 15+ countries, 70+ exhibiting organisations and 60+ conference presenters.
- The successful Solar Installer and Designer Professional Development Training, organised in conjunction with the Solar Energy Industries Association (SEIA), was attended by 900 installers over the two days.
- Participants agreed that Solar 2013 was a successful event, which incorporated a world-class industry focused conference program, exceptionally well organised exhibition and outstanding networking opportunities.

"Solar 2013 was by far one of our companies' most successful events. We found the expo to be an excellent way to contact our target market; the Professional Development days were an excellent way to draw in our target audience and capture their attention. As a major sponsor we had a prime location and large crowds surrounding our booth... we felt the overall layout, timing and duration of the expo was superior to any other expo we had attended."

Platinum Sponsor – Solar Inception

"WINAICO attended Solar 2013 and was very glad we did so! To meet our customers and share a coffee with them and afterwards a drink was extremely good for our ongoing business relationship. Not only did we renew acquaintances with existing customers but we engaged with so many new dealers and expanded our network! "

**Exhibiting Organisation - WINAICO** 

# SPONSORSHIP OPPORTUNITIES

# LANYARD SPONSOR \$4,500 plus GST (1 ONLY)

This is an opportunity to have your company logo printed on the lanyards as given to all event delegates.

Sponsorship benefits include:

- Corporate logo printed on event lanyards as given to all event delegates;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

# EVENT BAG SPONSOR \$4,700 plus GST (1 ONLY)

This is an opportunity to have your company logo printed on the event bag alongside the SOLAR 2014 logo for great exposure to all delegates.

Sponsorship benefits include:

- Corporate logo printed on event bag as given to all event delegates;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

## EVENT GUIDE SPONSOR \$4,900 plus GST (1 ONLY)

This sponsorship is an opportunity to have your company branding prominently included in the Event Guide.

This sponsorship includes:

- One full page colour advertisement in the Event Guide;
- Corporate logo on front cover of the Event Guide;
- Company contact details with corporate logo to be printed on the back cover of the Event Guide;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

# TECHNOLOGY LOUNGE \$4,900 plus GST (1 ONLY)

This is an opportunity to have your company branding in the events technology lounge. The lounge will include seating to access free venue wifi, two laptops with full internet access and power points to charge mobile phones etc.

Sponsorship benefits include:

- Display corporate branding and banner in technology lounge;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

For more information on sponsorship opportunities please contact +61 3 9733 4536 or email info@solarexhibition.com.au

# SPONSORSHIP OPPORTUNITIES

# CONFERENCE SESSION SPONSORS \$6,000 plus GST (6 AVAILABLE)

This popular sponsorship opportunity offers exclusive branding rights to one of the three conference sessions with an option to sponsor either Day 1 or Day 2 of the chosen session:

#### CONFERENCE SESSION OPTIONS

- Industry & Policy Session
- Scientific and Research Session
- Solar Installer Professional Development Training

Sponsorship benefits for each individual sponsor include:

- Participation in your sponsored conference session (as agreed with the Australian Solar Council);
- Company signage in your sponsored conference session room (limited to two pop up banners);
- Company marketing material and branded products can be made available to conference delegates by placement on the seats in your sponsored conference session room (items must be made available prior to the show beginning and all items must be approved by the Organisers);
- Corporate logo on conference session signage;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Half page colour advertisement in the Event Guide;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

### EVENT GUIDE ADVERTISING

Inside front cover\$3,000 plus GSTDouble page spread\$3,000 plus GSTInside back cover\$2,000 plus GSTInside full page\$1,500 plus GST

# DELEGATE PRIZE SPONSOR \$6,500 plus GST (1 ONLY)

Delegates will be invited when registering at the show to participate in a delegate prize draw to be held on both days. Note: the winning tickets must be present at the draw to be eligible.

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EXPO

CONFERENCE

Sponsorship benefits include:

- The sponsor will be invited to give a short two minute speech on your company before drawing the winning ticket on both days;
- Opportunity to display a corporate banner at the prize drawing;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Half page colour advertisement in the Event Guide;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

## COFFEE STATION SPONSOR \$5,450 plus GST

The opportunity exists to brand the exhibition coffee station area with your corporate logo.

Sponsorship benefits include:

- Display corporate branding and banner at coffee station;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Half page colour advertisement in the Event Guide;
- Acknowledgement as Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

# MAJOR SPONSORSHIP OPPORTUNITIES

# SILVER SPONSORS (5 AVAILABLE) \$12,500 plus GST

- A 9 sqm pre built shell scheme booth in a prominent position (over \$5,250 in value);
- Comprehensive corporate recognition and promotion through use of corporate signage on conference stage, use of corporate logo and name wherever possible and appropriate in all publications, written correspondence and documentation associated with the conference, during various spoken conference announcements, and in the Solar Progress magazine;
- Recognition in all media releases and other forms of publicity wherever possible;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo in the Event Guide;
- Half page colour advertisement in the Event Guide;
- Acknowledgement as Silver Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

## GOLD SPONSORS (5 AVAILABLE) \$15,000 plus GST

- A 9 sqm pre built shell scheme booth in a prominent position (over \$5,250 in value);
- Comprehensive corporate recognition and promotion through use of corporate signage on conference stage, use of corporate logo and name wherever possible and appropriate in all publications, written correspondence and documentation associated with the conference, during various spoken conference announcements, and in the Solar Progress magazine;
- Recognition in all media releases and other forms of publicity wherever possible;
- Opportunity to submit an extensive feature article in Solar Progress magazine in accordance with the theme of the publication, to be featured in a preferred position in the magazine;

- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo on front cover of the Event Guide;
- One full page colour advertisement in the Event Guide;
- Acknowledgement as Gold Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

## PLATINUM SPONSORS (2 AVAILABLE) \$19,500 plus GST

- An 18 sqm pre built shell scheme booth or raw space in a prominent position (over \$9,000 in value);
- Opportunity to participate in an agreed conference session (as agreed with the Australian Solar Council);
- Comprehensive corporate recognition and promotion through use of corporate signage on conference stage, use of corporate logo and name wherever possible and appropriate in all publications, written correspondence and documentation associated with the conference, during various spoken conference announcements, and in the Solar Progress magazine;
- Recognition in all media releases and other forms of publicity wherever possible;
- Opportunity to submit an extensive feature article in Solar Progress magazine in accordance with the theme of the publication, to be featured in a preferred position in the magazine;
- The listing of your corporate logo on the event website with a hyperlink to your company website, from the date sponsorship payment is received;
- Corporate logo on front cover of the Event Guide;
- One full page colour advert in the Event Guide;
- Acknowledgement as Principal Sponsor at the official opening and closing sessions;
- Logo recognition on event signage in entrance foyer of exhibition venue.

# SECURE YOUR EXHIBITION SPACE TODAY!

# Option A - RAW SPACE ONLY

All construction, flooring, decoration and furniture hire is to be booked and paid for by the exhibitor.

The cost for forklift services for the move in and move out is to be booked and paid for by the exhibitor directly with Agility Fairs and Events. Further details will be available in the Exhibitors Manual.

#### STAND REGULATIONS

- All 'raw space' stands must submit technical plans and a risk assessment by the due date for approval, further details will be provided in the Exhibitors Manual.
- Once built, no part of the stand build is permitted to project outside the allocated space.
- MCEC requires that stands are open for visual inspection at all times.
- No stands are to be enclosed by any fabric or material at any time.
- All rigging must be done through MCEC approved rigging companies and must be included in technical plans for approval prior to the Exhibition.
- All electrical items used at the exhibition must also be tested and tagged to the Australian standard AS/ NZ3760.

#### STAND FLOORING

As per the MCEC Exhibition Stand Guidelines:

- A stand may have up to a 32mm high lip without bevelling. Between 32mm and 115mm, bevelling of the edge must occur. This bevelling must not exceed an angle of 30 degrees or a grading of 1:1.4. Bevelling must be incorporated within the stand space and must to encroach out into the aisle way.
- All flooring that is over 115mm is classed as a step and if the public requires access, a wheel chair ramp needs to be installed, with a metre high hand rail.
- Carpet tiles and other flooring options are available through Moreton Hire.

#### LIGHTING

 All lighting must be 2.2 metres above floor level. Any variation must be approved. High powered lights such as floods or spots must not be placed within 500mm of flammable material.

SOLAR conference

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 All portable light fittings must have a Certificate of Suitability or a Certificate of Approval from Australian or New Zealand Electrical Safety Regulators.

Prices quoted do not include GST

Further information and requirements for raw space stands will be included in the Exhibitors Manual.

For more information on exhibition opportunities please contact +61 3 9733 4536 or email info@ solarexhibition.com.au



# Option B - SHELL SCHEME STANDS

Stand inclusions and specifications

# WALLS

• 2.5m high white melamine walls in an Aluminium Syma frame.

# FASCIA

• Aluminium frame with standard blue fascia board, limited to 30 characters.

# LIGHTING

• 2 x 150 watt track mounted spotlights will be supplied per 9 sqm, and mounted inside the fascia frame.

Note: If you choose to have your fascia removed, the standard track spot light allocation will be replaced with  $1 \times 300$  watt on-arm light which clamps to the booth wall.

### POWER

• 1 x 4 amp power point will be supplied per stand regardless of size and located in a rear corner of the stand.

# FLOORING

• Flooring will be made up of 1m x 1m carpet tiles in charcoal grey.

# FURNITURE

 Standard furniture package included with a shell scheme stand includes 1 trestle table, 2 chairs & 1 small waste bin.

Stand upgrades and additions are available to be booked and paid for by the exhibitor directly with Moreton Hire.

Prices quoted do not include GST

Further information and requirements for shell scheme stands will be included in the Exhibitors Manual.

For more information on exhibition opportunities please contact +61 3 9733 4536 or email info@ solarexhibition.com.au







#### GENERAL TERMS AND CONDITIONS

The Organisers of the Solar 2014 Expo and Conference Event are AUPVSEE Events Pty Ltd and the Australian Solar Council. The event is the Solar 2014 Expo and Conference.

Any supplier is eligible to apply for participation. Exhibitors are expected to offer professional and attractive Exhibits and to share in the promotion of the Event to ensure the best attendance, and to reflect positive outcomes on the Organisers, all Exhibitors and all attendees.

Exhibitors who also book a sponsorship for the event will be assigned prominent positions on the exhibition floor plan. All other applications are accepted and booths assigned according to the date the application form is received.

#### EXHIBIT FEES

The Exhibitor will pay the Organisers the total amount in the manner set out overleaf.

#### EXHIBITORS' LIABILITIES

Every Exhibitor must comply with all applicable laws and agree to indemnify and hold blameless the Organisers in respect of any claim for any loss or damage of any kind arising out breach of such laws during of or in conjunction with the Event.

The Organisers will not be liable for the negligence of any Exhibitors prior, during or following the Event and each Exhibitor agrees to indemnify and hold blameless the Organisers in respect of any claim for loss or damage of any kind arising out of or in conjunction with the Event.

Exhibitors agree to indemnify the Organisers against all liability in respect any action taken against the Organisers in respect of Exhibitor samples of any kind whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Organisers on the advice of Counsel to compromise or settle any such claims.

Notwithstanding the indemnity hereby given, the Exhibitor undertakes to arrange appropriate third party liability insurance. Where there is more than one Exhibitor occupying space their liability will be joint and several.

#### INSURANCE / SECURITY

Neither the Organisers nor the exhibition venue will be responsible for the safety of any Exhibitor or property of any Exhibitor or any other person, for the loss or damage of, or destruction to same, by theft or fire or any other cause, or for any loss or damage sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers or for any loss or damage occasioned, if by reason of happenings of any such event the opening of the Event is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the Event. The Exhibitor agrees and undertakes to ensure in their full replacement value the contents of their stand and all associated equipment and materials.

The Organisers may, in the event of any unforeseen circumstances which render it necessary, mend or alter the location of the stand allocated to the Exhibitor and the Exhibitor undertakes to agree to any alteration to the site or the space reallocation by the Organisers. Exhibitors are responsible for the safety and security of their products, display and stand. During the move in and out period, material should not be left unattended at any time.

Whilst every care will be taken no responsibility will be accepted. All Exhibitors are to insure against public liability, theft and other damages. The Organisers will not be held responsible for any loss or damage to any product exhibited.

The Exhibitor will be responsible for any damage to the walls or the floor of the venue.

### CANCELLATIONS

The Organisers are not liable in any respect to any Exhibitor in any respect should the Event be cancelled, rescheduled or relocated for any reason. The Organisers or presenters may postpone or amend the time for the holding of the Exhibition and will not be liable for any loss occasioned thereby provided that this right will be exercised only where circumstances arise to make it necessary.

#### SERVICES, SET-UP & DISMANTLING

Exhibits must be set up, packed down and removed according to the times stated by the Organisers' schedule included in the Event's Exhibitor Manual. Exhibitors agree to keep their booths open during published hours and are not to dismantle booths until after closing time and according to the Organisers' move-in/move-out schedule.

Exhibitors are cautioned to assure the safety of small valuable items when not in attendance at their Exhibit booths as may be occupied by the Exhibitor.

### STORAGE / CLEANING

No storage space is provided, all cartons and boxes are to be removed before the Event opens.

Exhibitors must keep booths clean, safe and tidy at all times and must not spread displays out to aisles and nondesignated areas.

#### PRIVACY

In registering for this Event relevant details will be incorporated into an Exhibitor list and made available to parties directly related to the Exhibition. This information may also be added to a database for future Exhibitions.

Please contact the Organisers if you do not want your details to be added to this database.

#### GENERAL

All Exhibitors or their representative, employee, contractor, subcontractor or guest attending the Exhibition will comply with these Conditions, and the rules and regulations stipulated by the Organisers and/or the venue, and all applicable laws. The Organisers reserve the right to prohibit or reject any Exhibitor or their representative, employee, contractor, subcontractor or guest in the case of failure to comply with this provision.

All Exhibitors and their representative, employee, contractor, subcontractor or guest attending the Exhibition agree to dress in professional and appropriate business attire for the duration of the Event.

All Exhibitors agree to conduct their activities in a professional and business manner and from their allocated stand only throughout the duration of the Event.

All Exhibitors agree to pay the amount in Australian dollars, as indicated on the following pages and any applicable GST within 7 days of receipt of tax invoices.

In the event of non-payment of any fees due pursuant to the attached schedule or in the event of breach of any Condition on the part of any Exhibitor, all fees paid hereunder will be absolutely forfeited at the Organisers' discretion and the Exhibitor will have no right to occupy any space allocated and will have no claim against the Organisers. In the event of forfeiture for any reason the Exhibitor will not be released from any liability pursuant to these Conditions.









# SPONSOR & EXHIBITOR BOOKING FORM - PAGE 1

To book your space please complete the form on the following two pages in block capitals and return by email to info@solarexhibition.com.au

# 1. Exhibiting Company Information

#### Exhibitor details

	Company Name:	
	(For Australian Companies) ABN:	
	Address:	
	Suburb:	Post code:
	Country:	
	Phone:	Web:
	Company Name for fascia panel (shell scheme booths only):	
Contac	et details	
	Exhibition Manager:	
	Name:	Male/Female:
	Email:	
	CEO/Managing Director:	
	Name:	Male/Female:
	Email:	
	Marketing Manager:	
	Name:	Male/Female:
	Email:	
Invoicir	ng details (if different to above)	
	Company Name:	
	(For Australian Companies) ABN:	
	Address:	
	Suburb:	Post code:
	Country:	
	Phone:	
	Email:	



# SPONSOR & EXHIBITOR BOOKING FORM - PAGE 2

### 2. Exhibiting Product details

#### What primary business are you in?

	Academic		Agent/Distributor		Consulting/Engineering		Designer
	Education/Training		Equipments Purchase		Government		Integrator
	Installer		Manufacturer		Media		NGO / Association
	Power Company		Promotion / Financial / Economic		Public policy		PV Grid-Connected Integrators
	Research		Software / Publishing		Supplier		Testing/Certification
	Trading Corporation		Other (Please specify)				
What products and services will your company be exhibiting?							
Wh	at products and service	es w	vill your company be exhi	biti	ng?		
Wh	at products and service Solar Photovoltaic	es w	v <b>ill your company be exhi</b> Solar Thermal	biti	ng? Wind		Smart Grids
Wh		_	, , ,	biti D	0		Smart Grids Renewable Energy Education
Wh	Solar Photovoltaic	_	Solar Thermal		Wind		Renewable Energy

#### 3. Innovation and new products

Solar 2014 is dedicated to the promotion of solar, renewable energy and energy efficiency innovation. Please provide a brief summary to any new products, technologies or processes your business may be involved in, and we will try to promote this information on our website and in our publications where appropriate.

Please forward this brief to info@solarexhibition.com.au

### 4. Stand Size and Type

Description:	Standard Price	Min. Size	Stand size required	Requested	Raw Space: Minimum size 18 sq metres	
	Per sq metre (Ex GST)			stand #	Raw Space has no inclusions, all stand	
Raw Space:	\$500.00	18sq metres			construction, flooring, power and furniture requirements to be booked and paid by exhibitor.	
Shell Scheme:	\$583.00	9sq metres			Shell Scheme Stand: Minimum size 9 sq	
Sponsorship Type:					metres	
Total Price AUD \$ (E	x GST)				Shell Scheme stands include fascia board, carpet, 2 spotlights, 1 x 4amp powerpoint and standard furniture package.	

Please Note:

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A 50% deposit invoice will be issued upon receipt of signed contract and payment due within 7 days. The final 50% balance payment to be invoiced and payment due by 30 March 2014. All invoices are in Australian Dollars.

All cancellations must be made in writing and sent to info@solarexhibition.com.au

Further Exhibition participation requirements including the Move-in and Move-out timetable will be forwarded in the Exhibitors' Manual.

Cancellation clause: A refund less 50% of the booking amount will be made if cancellation is received by 30 March 2014. No refunds will be made available after 1 April 2014.

## 5. Signature

The applicant agrees to accept and observe the Event General Terms and Conditions as stated in the Solar 2014 Event Prospectus. Only complete and signed forms will be processed. Please send this form via email to info@solarexhibition.com.au

NAME:	
POSITION TITLE:	SIGNATURE:
COMPANY NAME:	DATE: