



AIRAH  
**INDUSTRY  
NIGHTS**

# EXHIBITOR'S MANUAL

[industry nights.airah.org.au](http://industry nights.airah.org.au)

## General Exhibition Information

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The information in this manual is supplementary to the specific venue information that is provided one month prior by the AIRAH event teams.

As the booking contact, please ensure all information is shared with the attending event representatives.

### | ACCOMMODATION AND TRAVEL

Industry Night venues are in central locations where accommodation is available. Some Industry Night venues may offer accommodation. If you are unsure of where to book accommodation, please email [events@airah.org.au](mailto:events@airah.org.au)

Qantas, Virgin and Jetstar generally have services to all Industry Night destinations.

Flight bookings and cancellations are the responsibility of the exhibiting company.

### | EXHIBITOR INCLUSIONS

Display Table - All exhibitors will be supplied with a trestle table clothed. The standard size of the supplied trestle table is 1.8m x 0.76m wide, this may vary depending on the venue. You will be advised prior to each event what size trestle table will be used.

All exhibitors have an approx. space of 1-1.5m behind the table.

You may substitute the table for another same sized item however, pre-approval by AIRAH is required and it must fit within your allocated space allowing for representatives to stand behind. If you do not require a table for your space, please email the AIRAH events team [events@airah.org.au](mailto:events@airah.org.au)

**If you have elected to have a custom stand, AIRAH's events team will be in contact to confirm your stand requirements. All stands will be coordinated through Moreton Hire — invoices will be issued by AIRAH, and artwork and stand requirements will need to be managed directly between the exhibitor and Moreton Hire.**

Power - All tables will have access to standard power only. It is highly recommended that equipment sensitive to supply fluctuations be protected with appropriate surge protection equipment. AIRAH is not responsible for equipment damaged by electrical current surges. Please ensure any devices that require a power cable are tag tested, as this may be a venue policy. If not done beforehand, you may be required to pay for an onsite electrician to do the test and tag for you.

Identification Badges - All representatives (**maximum of 3**) manning display tables are provided with a business card sized clear plastic badge. If you supplied the representative details when prompted to by AIRAH prior to the Industry Night, your badge would include an insert displaying your name and company. If representative details are not received by AIRAH, you are required to insert a business card to always identify yourself during the event.

Complimentary drinks and light finger food - Finger food and drinks are served as refreshments only throughout the event. It is recommended that all exhibitors eat lunch prior to the event to allow attendees your full attention during the event times. Attendees are the priority in receiving the refreshments.

## | MARKETING

AIRAH undertakes marketing for each event to reach those who we have on our database and who follow our social media accounts. Past event attendees are also targeted.

Additional paid advertising - (online, print, mail, radio etc) may also be taken out in certain areas to help boost our reach, at AIRAH's discretion.

Social Media channels - are used for each event, please follow the AIRAH pages and either like or share some of our activities about the events.

- AIRAH LinkedIn page
- AIRAH Facebook page
- AIRAH Instagram account
- AIRAH Twitter account

**Email Marketing** - is undertaken by AIRAH.

In addition, AIRAH provides all exhibitors with the following **marketing collateral**:

- Event Flyer with specific event details and all exhibitors listed in alphabetical order
- Social Media Tile to promote your attendance at the AIRAH Industry Nights

As an exhibitor, we appreciate you distributing the event information and customising the message to your local contacts.

## | CANCELLATION OF EXHIBITION SPACE

When booking all exhibitors agree to the payment terms and conditions.

AIRAH has a **strict cancellation policy** for all Industry Nights. If you need to cancel your booking, please ensure this is in writing and emailed to [events@airah.org.au](mailto:events@airah.org.au)

No refund will be provided for failure to notify AIRAH in writing.

- cancellations with 60-30 days or more notice will receive a 50% refund
- cancellations between 8 and 29 days notice will NOT receive a refund

Cancellation fees are charged to cover non-refundable costs incurred by AIRAH.

## | OUTSTANDING INVOICES

Invoices are raised and sent by email to the listed contact, approx. 60-45 days before the Industry Night.

Exhibitors are reminded to observe the payment terms and conditions as specified on their contract.

**Full payment must be made prior to the exhibition date.** This will be strictly adhered to. Non-compliance may result in stand cancellation.

AIRAH reserves the right to **cancel future industry night bookings if an exhibitor has outstanding fees for past industry nights.**

## **| SET-UP TIMES AND INFORMATION (2-4PM)**

Exhibitors may **set-up their display between 2pm and 4pm (however, this will vary from each event dependent on the pre-event activities)** on the exhibition date. Access will not be allowed before this time or after 3.45pm.

**All equipment and non-essential items need to be stored away by 4pm.**

All materials and equipment brought with you must be entered into the venue according to their specifications. Do not assume you can bring items in through the main doors. If you have an extra-large display, please check with the AIRAH events team prior to the event.

If you are running late and will have limited time to set up your stand, please contact the AIRAH events team.

Some locations will have a loading zone that you may park temporarily whilst you unpack equipment. Please ensure you move your vehicle to the allocated parking area once unloading is complete.

## **| PACK-DOWN TIMES AND INFORMATION (7-8PM)**

Exhibitors may pack-up their display **between 7pm and 8pm once ALL attendees have left the room.**

Exhibitors are **not permitted to dismantle stands / remove merchandise / or remove boxes from the storage area prior to the official closing of the industry exhibition.**

All materials must be removed from the venue by 8pm unless by prior arrangement with AIRAH.

## **| VENUE DELIVERIES & COLLECTION**

Where possible AIRAH allows for a 2-week gap between Industry Nights to allow for freight arrival.

**If sending any goods by courier, it is imperative that all packages are clearly labelled with the advised delivery information, your company details are on it and box numbers are listed** i.e. Box 1 of 3.

The **delivery labels or details will be provided by the AIRAH events team.**

No responsibility for the safety or well-being of any such items delivered to the site or awaiting collection in the absence of the exhibitor, their agent, or their contractor, will be accepted by AIRAH.

Please **ensure you send any deliveries with plenty of time to arrive** at the venue.

Some venues do not hold equipment overnight after an event, if that is the case, please ensure a courier is booked to pick up goods on the night, once bump-out is complete.

If items are getting picked up the following day, the items must be boxed, tapped and clearly labelled with a consignment note.

## | CAR PARKING

Parking will be available at or close by the venue.

Please be sure to move your vehicle from any loading zones once unloading is complete.

If the venue requires payment for parking, this is the responsibility of the exhibitor, AIRAH will not cover any parking fees.

## | AUDIO VISUAL/BROADBAND

Most venues offer in-house broadband AV Hire to patrons. A password will be issued upon arrival (where available).

If you wish to hire AV equipment for your stand, please contact the AIRAH events team or feel free to use your own suppliers.

## | CODE OF CONDUCT

- Exhibitor personnel are expected to **always behave professionally and respectfully**
- **As a matter of safety and courtesy, exhibitor personnel should remain in their allocated area**
- **Please drink responsibly.** Intoxicated personnel will not be tolerated and will be asked to leave the venue

## | OCCUPATIONAL HEALTH & SAFETY

AIRAH is committed to providing a safe environment for all personnel (organisers, exhibitors, contractors, visitors) involved with the Industry Nights.

- standing on chairs, tables and other furniture is prohibited.
- AIRAH is not responsible for injuries, falls or damage caused by the improper use of equipment
- children are not permitted in the venue during set-up or pack-down times

## | SMOKING IS PROHIBITED

Smoking is strictly prohibited at all AIRAH Industry Nights. Please adhere to the state laws and venues requests regarding smoking area. If you are unsure where the allocated smoking area is, please ask the AIRAH events team.

## Exhibitor Display Area Rules

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1. All stands must **always be manned and operational** during event times of 4pm – 7pm.
2. Exhibitors may not undertake any activity which, in the opinion of AIRAH, is likely to **cause any annoyance to visitors or other exhibitors**. This includes Audio visual display equipment positioned and the sound level adjusted to comply with these requirements.

3. All activities of exhibitors and their staff **must be confined to the stand site allocated**. No advertising or canvassing for business may take place elsewhere in the exhibition area.
4. Any display or unit that will **requires space outside of the allocated trestle table size will result in the exhibitor being charged for 2 stands**.
5. Any banners or material **outside of the allocated area will be re-positioned** to comply with exhibitor standard.
6. Some areas have a wall behind – **if you require a wall, please note that at the time of booking** on the booking form under special requests.

#### **| CARE OF THE EXHIBITION VENUE**

All exhibitors' equipment must be free standing and must not require fixing or adhering to any surface. Drilling, hanging, affixing to any wall, ceiling or flooring will not be allowed in the venue. Ladders are also not allowed in the venue. Exhibitors are liable to the venue for any damage caused by their equipment.

#### **| SELLING GOODS AND SERVICES AT THE EVENT**

Transactions of companies' goods and services at the event are permissible if your product is such that it can be sold directly to consumers on-site.

#### **| SUB-LETTING AND SHARING OF EXHIBITION SPACE**

Sharing a table is not allowed, all companies must have their own space. If you cannot attend the Industry Night and wish to nominate your space to another company, please send your request to AIRAH events team, at [events@airah.org.au](mailto:events@airah.org.au)

#### **| STORAGE DURING THE EXHIBITION**

There will be minimal storage available at the venue for exhibitors' packing material etc. All material should be stored within the confines of your allocated space such as under the table or removed from the venue.