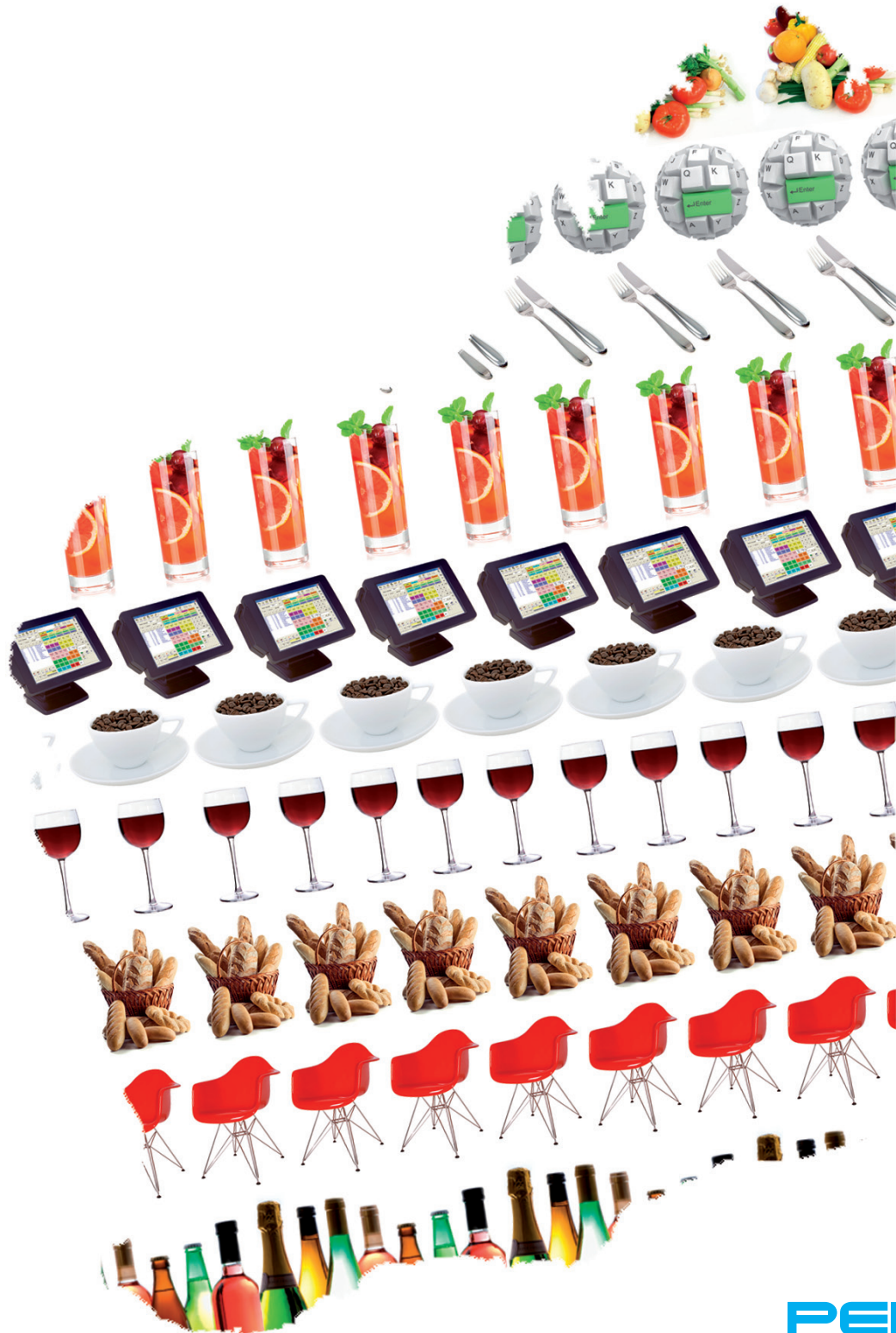


# ospitality expo

Exhibitor Prospectus

WESTERN  
AUSTRALIA'S  
LARGEST ANNUAL  
HOSPITALITY  
TRADE EXPO



Australian Hotels Association  
WESTERN AUSTRALIA

Secure Your Booth Now  
[www.ahawa.asn.au](http://www.ahawa.asn.au)

**PERTH**  
**1 & 2 MAY 2012**

Burswood Entertainment Complex  
Perth, Western Australia

# WHAT IS HOSPITALITY EXPO

Hospitality Expo is a comprehensive showcase of the best and latest trends, ideas, products and services for the hospitality industry.

Hospitality Expo is WA's largest annual hospitality trade only expo that enables you to reach thousands of clients under the one roof. Present your products and services to create the all important first impression!

Hospitality Expo runs in conjunction with the Hospitality Speaks Conference, where hospitality operators hear and see experts from across Australia.

## TOP REASONS TO EXHIBIT AT HOSPITALITY EXPO 2012

- > Generate genuine sales leads
- > Meet decision makers face to face
- > Exhibit to a targeted hospitality trade audience
- > Launch new products/services & demonstrate innovation
- > Stay ahead of your competition
- > Improve brand or product awareness to new and existing customers
- > Gain immediate feedback from the industry
- > Raise your profile and build brand loyalty
- > Network with industry leaders and reaffirm existing corporate relationships

## FACTS & FIGURES

Expected Attendance: 2000+

Expected Exhibitors: 120+

Number of years in existence: 13





## HOSPITALITY EXPO PROMOTION

Hospitality Expo 2012 implements an extensive pre-event marketing and promotions campaign including:

- > Direct mail to over 4000 WA hospitality businesses
- > Promotion in trade publications
- > Online promotions and e-marketing
- > Invitations distributed by exhibitors
- > Official listing in the Hospitality Expo 2012 Buyers Guide distributed to all attendees
- > Hospitality Expo e-mail updates distributed to an active database of over 6,000 industry professionals

### WHO EXHIBITS

ATMs	Furniture
Baked Goods	Gourmet Food
Bedding	Interior Design
Beer	Meat, Poultry & Seafood
Catering Equipment	Point of Sale
Cleaning	Snacks
Coffee	Spirits
Crockery & Cutlery	Sound & Lighting
Dairy Products	Smallgoods
Dry Foods	Soft Drinks
Floor Coverings	Technology
Frozen Foods	Wines
Furnishings	

### WHO ATTENDS

- Hotels
- Taverns
- Accommodation Hotels & Resorts
- Small Bars
- Motels
- Restaurants
- Liquor Stores
- Clubs
- Catering & Food service
- Cafes



*Hospitality Expo is a good avenue for us to connect with trade customers, show new products and network.*

*Matt Turner, Accolade Wines*



### EXPO SPACE IS LIMITED

Send your booking form today

EMAIL: [expo@ahawa.asn.au](mailto:expo@ahawa.asn.au)

POST: PO Box 660, West Perth WA 6872

FAX: (08) 9321 7730

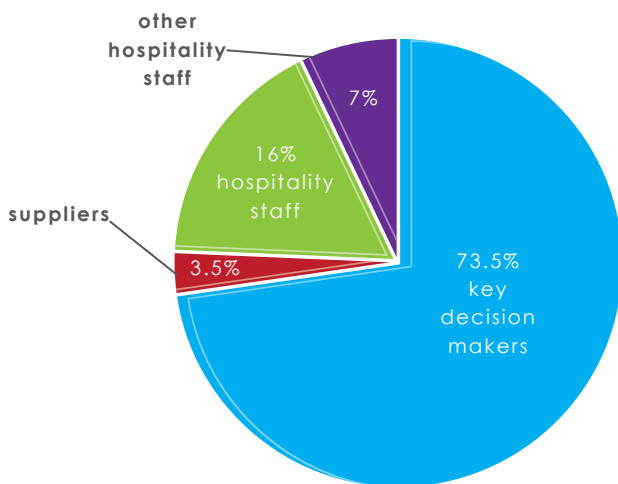
# WHAT IS INCLUDED IN YOUR EXHIBITOR BOOTH

- > Professionally constructed stand shell available in various sizes
- > Company name applied to front fascia
- > All walls in Velcro compatible material
- > Power - One (1) 5 amp GPO per booth
- > Lighting - Two (2) spotlights per booth or one (1) spotlight per 3sqm
- > Exclusive listing in Expo Buyers Guide distributed to all attendees
- > Opportunity to include promotional material in the official conference delegate satchel
- > Recognition on Hospitality Expo 2012 marketing material
- > Top tips on how to maximise your participation at the expo
- > A complimentary ticket to the Industry Networking Function
- > Ground support from event management staff and Burswood

**ADVANS**  
EXHIBITION SERVICES



## Delegate Profiles



## 2011 HOSPITALITY EXPO SNAPSHOT

**79%** of visitors attended the Expo to explore new products and innovations

**75%** of visitors attended the Expo to connect and meet suppliers

*Statistics collated from the official 2011 Hospitality Expo attendee post event survey.*



*The Hospitality Expo provides an excellent environment in which we network and discuss our services with both our customers and prospective clients.*

*Kate Simpson, HOSTPLUS*



[www.ahawa.asn.au](http://www.ahawa.asn.au)

## WHO TO CONTACT

Please contact Mark Bell or Sanya Jankovic from the Australian Hotels Association (WA) to discuss exhibiting opportunities and to book your booth today:

**Mark Bell**  
Corporate Relations Manager

**Sanya Jankovic**  
Corporate Relations Executive

P: 08 9321 7701

E: [expo@ahawa.asn.au](mailto:expo@ahawa.asn.au)