

EXHIBITOR PROSPECTUS

www.ahawa.asn.au

13 & 14 APRIL 2021

11:30am - 6pm | 11:30am - 5pm



**ONE OF AUSTRALIA'S LARGEST
ANNUAL TRADE-ONLY
HOSPITALITY EXPOS!**

**SECURE YOUR
BOOTH TODAY!**



Australian Hotels Association
WESTERN AUSTRALIA

WHAT IS HOSPITALITY EXPO?



Hospitality Expo is Western Australia's premier trade event, showcasing a comprehensive collection of the latest products and services on offer to the industry.

The Expo provides a unique opportunity for exhibitors to promote their brand at WA's largest and most popular hospitality trade event.

Hosted over two days and in conjunction with the Hospitality Conference, the Expo allows exhibitors to directly reach thousands of potential clients.

Hospitality Expo is a key event for industry professionals across Australia, offering a place where exhibitors can create new partnerships, develop existing relationships and network with the best in the business.



TOP 5 REASONS TO EXHIBIT

1

The most efficient way to reach decision makers face to face and generate genuine sales leads

2

Direct access to a hospitality trade

3

Increase brand and product awareness

4

Launch new products and services, demonstrate your innovations

5

Network with industry leaders and reaffirm existing relationships



2019 EXPO SNAPSHOT

96%

of visitors plan to attend the Expo in 2020

94%

of visitors would recommend Hospitality Expo to a colleague

97%

of visitors rated Hospitality Expo above other expos they have attended

77%

of visitors arranged to do business with one or more exhibitors at Hospitality Expo

69%

of visitors compared various suppliers and/or services as a result of their visit to the Expo

WHAT'S INCLUDED?

1. Professionally constructed stand shell, available in various sizes
2. Company name applied to front fascia
3. All walls in Velcro compatible material
4. Power - One (1) 5 amp GPO per booth
5. Two (2) spotlights per booth or one (1) spotlight per 3sqm
6. Exclusive listing in Expo Buyers Guide, distributed to all attendees
7. Recognition in Hospitality Expo 2020 marketing materials
8. Top tips on how to maximise your presentation at the expo
9. Ground support from event management staff and Crown Perth



 Australian Hotels Association(WA)

 @AHAWA
#AHAExpo

 @AHA.WA
#AHAExpo

 08 9321 7701

 expo@ahawa.asn.au



"Hospitality Expo is the ideal place to see a selection of the very best products, services and suppliers to the industry. It's a trade-only event that consistently offers an excellent layout of displays, personal interaction and quality product tasting."

Andrew Hill, COO
Food, Beverage & Entertainment,
Crown Casino

Hospitality Expo 2021

Executes numerous communications aimed at sourcing legitimate tradeshow attendees and conference delegates. Key marketing activities include:

- Direct mail invites to over 4000 hospitality businesses in Western Australia
- Hospitality Expo e-mail updates distributed to an active data base of over 9,000 people working in hospitality businesses
- Promotion in trade publications
- Online promotions through the AHA(WA) website social media channels, as well as targeted e-mail marketing
- Invitations distributed by exhibitors and the AHA(WA) Hospitality Expo 2020 Buyers Guide for all attendees



"Over the past 18 years, H&L have taken part in the Hospitality Trade Expo. It is the most successful and cohesive tradeshow in the country. The greatest strength in the show is the fact that it is designed to ensure that there is a consistent flow of attendees that are promoted to pass every exhibitor, leaving the opportunity for the exhibitor to embrace and engage the passing attendees"

Burt Admiraal,
Business Advisor - H&L



WWW.AHAWA.ASN.AU - 13 & 14 APRIL 2021



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WHY EXHIBIT?

Generate - sales leads

Meet - prospects and clients in person

Launch - new products and services

Demonstate - products and services

22nd Year | **2** Days |

2000+ Visitors | **100+** Stands

TYPES OF VISITORS

80% Decision Makers

11% Hospitality Staff

9% Other Industry Professionals

WHO VISITS?

20% Accommodation

37% Hotel/Tavern

18% Restaurant

10% Small bar

10% Liquor Store

5% Other

SPACE LIMITED!

Contact Tim Badham
(08) 9321 7701
crm@ahawa.asn.au



WHO EXHIBITS?

ATMs
Baked Goods
Bedding
Beer
Catering
Equipment
Cleaning
Coffee
Crockery
& Cutlery

Dairy Products
Dry Foods
Education & Training
Floor Coverings
Frozen Foods
Furnishings
Furniture
Gourmet Food
Insurance
Interior Design
Lawyers
Meat, Poultry & Seafood
Point of Sale
Safety & Security

Snacks
Sound & Lighting
Smallgoods
Soft Drinks
Spirits & Cocktails
Technology
Waste -
Management
Wines



WHO ATTENDS?

Accommodation
Hotels & Resorts
Cafés
Catering &
Food Service
Clubs
Education Centres

Hotels
Liquor Stores
Motels
Restaurants
Small Bars
Taverns
Tourism Venues

TRADE-ONLY



Space Limited!
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