

DOWN UNDER LIVE

The UK's ONLY event
for Australia & New Zealand

TARGETED TO DELIVER A QUALITY AUDIENCE

FORTHCOMING EVENTS:

AUTUMN 2011	17-18 SEPTEMBER	LONDON	Business Design Centre
	24-25 SEPTEMBER	BIRMINGHAM	National Motorcycle Museum
SPRING 2012	11-12 FEBRUARY	LONDON	Business Design Centre
	25-26 FEBRUARY	BIRMINGHAM	National Motorcycle Museum

"Quite simply the best show I have ever attended..."

Why exhibit?

Australia and New Zealand are big business. Migration to both countries was worth an estimated £186 million last year from the UK alone. The UK remains the single largest provider of skilled migrants to Australasia and demand from every state and region is growing.

Down Under Live offers exhibitors a unique opportunity to target an audience that want to migrate and travel to Australia and New Zealand. They want to find their dream job, get invaluable migration advice, discover the lifestyle, get travel options and to sample the best food and wine that Australia and New Zealand have to offer.

Whatever their interest, they will find it all under one roof at **Down Under Live!**

Our show is backed by the market leading title for down under - Australia & New Zealand Magazine – so you can be assured you will be in front of a quality audience, maximising your profit and minimising wasted time.

“Thank you for putting together such a well run show. The friendly, professional atmosphere created an ideal environment for us to talk to attendees and the numbers coming through the door meant we were very busy indeed. All in all a successful show for Moneycorp and we will be keen to work with you again.”

Jonathan Griffith, Business Development Manager, Moneycorp

“The quality of visitors was excellent, all planning definite trips to Australia”.

Mandy Monk, Australian Youth Hostel Association

Today's travellers, tomorrows migrants...

We know that travel and migration are inextricably linked; successful migrants visit their country of choice several times before moving permanently. Our travel partners at **Down Under Live** have included major airlines, global travel agents and specialist tour operators.

Our detailed seminar programme ensures visitors come to the show and stay for the day to listen to a host of expert advice. It also gives our exhibitors an opportunity to speak directly to visitors, ensuring they come to your stand.

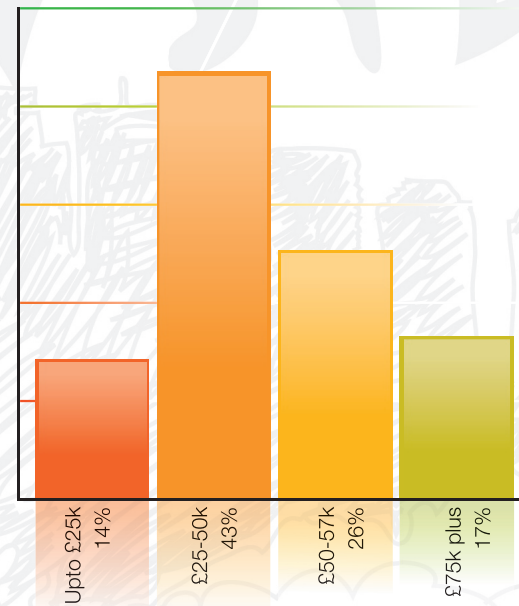
Our London events showcase all the other opportunities that Australasia has to offer, including study, jobs, business opportunities and more. Our aim is to make **Down Under Live** a wonderful experience for visitors and a showcase for the very best that Australia and New Zealand have to offer.

Who comes to Down Under Live?

A survey of the 3,166 visitors who came to our London event found that . . .

- 74%** of visitors were between the ages of 26 and 40 years of age
- 71%** were looking to migrate to Australia, with 34% wanting to go to New Zealand
- 66%** are planning to migrate in the next 12 months
- 75%** of visitors needed to have a visa arranged
- 56%** of visitors had skilled jobs in healthcare, engineering, construction and IT.

Visitors Household Income



“Down Under Live was fantastic. It provided loads of information and advice all in one place. I can't wait to go to Australia”.

Steve Mannion, Surrey

Marketing

Our shows receive the best promotion in the business – guaranteed! We are the ONLY event to promise that a minimum of 20% of stand revenues will be reinvested in promoting the event and we consistently deliver the numbers! We market our events across a number of platforms, including radio, outdoor media, online, and of course our own Australia & New Zealand Magazine.

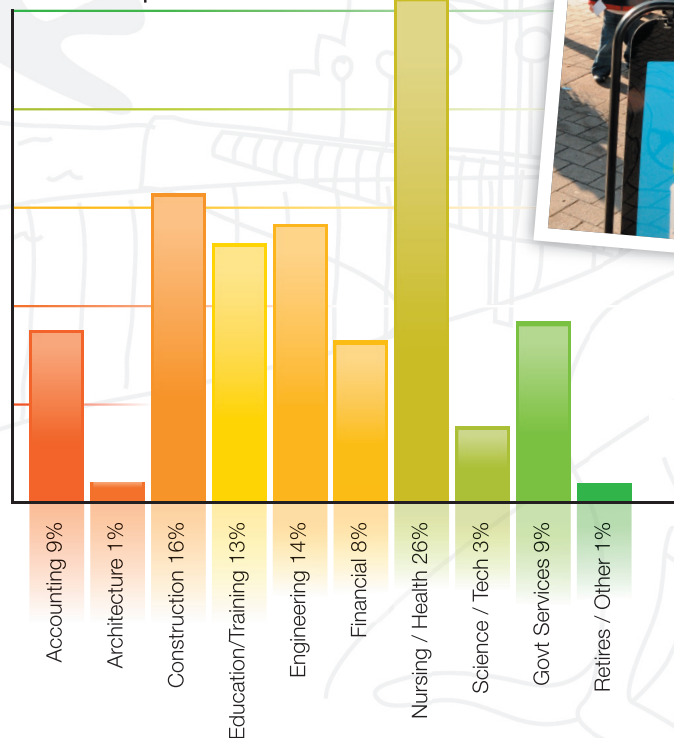
For details on how you can take advantage of our targeted marketing initiatives, contact the sales team now on **0117 9323 586** or email sales@edpltd.co.uk for further information.

"We all had a great day and found out lots of information. We would happily recommend Down Under Live!"

Cheryl and Steve, Leeds Marketing



Visitors Occupations



Track Record

Our events are highly targeted to offer our visitors the opportunity to get invaluable advice from migration and travel specialists including recruiters, state governments, airlines, visa agents, budget travel and studying overseas, pension transfer companies, shippers, currency exchange, banks, pets shippers, business opportunities, property companies ...

Past exhibitors include:

Airpets	National Bank of Australia
Anglo Pacific	PR Properties
ANZ Bank	PSS Removals
Bayleys Training	Rail Australia
Bunac	Royal Brunei Airlines
Commonwealth Bank	Sanza
Degrees Ahead	Scottsdale Consulting
Doree Bonner	SMATS
Excess Baggage	Sort Out My Visa
FC Exchange	South Australia State Government
Freedom Destination	Study Options
Global Qrops	Study Adelaide
Hays Globalink	Study Overseas
HCI Recruitment	Taylor Hampton Solicitors
Holt Healthcare Professionals	Thames Migration
Immigration2Oz	Transfur Animals
Immigration Dept New Zealand	Travel Mood
Immigration Down Under	UK to Oz Overland
Inspired Options	Victoria State Government
Kiwi Emigration	Visa Go
Learn NZ	Western Australia State Government
Lebara Mobile	Western Australia Health Department
Migration Associates	Westpac Bank
Moneycorp	White & Company
Monfort International	Youth Hostel Association
Monopoly Property Co	

"Down Under Live Birmingham was a great success both for us and the over a thousand people that attended. The professional execution of the event, coupled with the satisfied faces we saw throughout, mean we'll definitely be back for future events."

John Adams, Managing Director, Immigration2oz

Exhibition Space & Sponsorship

Exhibition Space

All stand bookings come with an exhibitor listing and link on the Down Under Live website and standard 40 word listing in the Show Guide.

2m x 1m market place stand	£1,600
2m x 2m standard stand	£3,200
3m x 2m silver stand	£4,500
4m x 2m gold stand	£4,750
4m x 3m double stand	£6,000
6m x 4m premium stand	£12,000

Speaking Opportunities

Main Stage Speaking Slot £1,500
price per slot per day

New to Down Under Live is to offer speaking slots* and partnership to limited service providers. Focussed 100% on Australia it offers exhibitors a high profile within the show. (*subject to content approval)

Workshop Speaking Slot* £750
price per slot per day

Exhibitors can have their own 20 minute slot to promote their products and services within the Workshop Theatre. (*London only)

Sponsorship

Main Stage Sponsor £35,000

The main stage at Down Under Live, which is an open theatre style layout is the heart of the show, imparting invaluable advice and information to visitors.

Includes:

- 6m x 4m premier position stand
- Pre show marketing as sponsor
- Seat drops
- 1 speaking slot per day
- Branding of stage
- 1 full page advert in show guide

Workshop Sponsor* £19,000

New to Down Under Live is our dedicated theatre that will feature New Zealand and specialist content.

Workshop Sponsor includes:

- 4m x 3m stand
- Pre show marketing as sponsor
- Branding of stage
- Seat drops
- 1 speaking slot per day
- 1 page advert in show guide (*London only)

Pre and Post Event Marketing

Banner Advertising (per month) £1050

Advertising banners are featured on www.downunderlive.co.uk and www.getmedownunder.com Reaching a highly targeted audience interested in Australia & New Zealand.

Event Email Sponsorship £1,100

Regular emails are sent out to over 7,000 people who have signed up to receive more information.

Sponsors can have up to 40 words and URL to encourage people to go through to their website and alert them to their presence at the event.

Australia & New Zealand Magazine Advertising

To increase awareness and ensure your stand is visited, exhibitors can advertise their presence at the show within Australia & NZ magazine before the event

Full page colour (per issue)	£2,100
½ page colour (per issue)	£1,055
¼ page colour (per issue)	£550
Find An Agent (per issue)	£150

During the Event

Visitor Bag Inserts £1,600

On arrival all visitors have the option of purchasing a visitor bag which includes – a current copy of Australia & NZ magazine, a show guide and other useful information. Insert your brochure or gift in the bags to encourage visitors to come to your stand.

Visitor Bag Sponsorship £3,500

Exhibitors can have their logo printed on the visitor bag to promote their business constantly at the event.

Show Guide Advertising

Exhibitors can advertise their product and services within the A5 show guide which includes a timetable of the seminar programme, a floor plan, exhibitors listing and useful information about Australia & New Zealand.

Full page	£800
Half Page	£400
Featured Listing (80 word listing)	£150

Feature Wall (2m x 1m) £500

Exhibitors can display a range of services from job postings, properties for sale and business opportunities. A display of up to 20 A4 sheets can be accommodated.

Prices are per event and subject to VAT.

Exhibition Space & Sponsorship Booking Form

Please tick the components you would like to book. Prices are per event and subject to VAT.

Events



- 17-18 September 2011 LONDON Business Design Centre
- 24-25 September 2011 BIRMINGHAM National Motorcycle Museum
- 11-12 February 2012 LONDON Business Design Centre
- 25-26 February 2012 BIRMINGHAM National Motorcycle Museum

Sponsorship

- Main Stage Sponsor £35,000
- Workshop Sponsor £19,000

Exhibition Space

- 2m x 1m market place stand £1,600
- 2m x 2m standard stand £3,200
- 3m x 2m silver stand £4,500
- 4m x 2m gold stand £4,750
- 4m x 3m double stand £6,000
- 6m x 4m premium stand £12,000

Speaking Opportunities

- Main Stage Speaking Slot £1,500
- Workshop Seminar Slot £750

Show Guide Advertising

- Full page £800
- Half Page £400
- Featured Listing £150

Australia & NZ Magazine Advertising

- Full page colour (per issue) £2,100
- ½ page colour (per issue) £1,055
- ¼ page colour (per issue) £550
- Find An Agent (per issue) £150

Pre and Post Event Marketing

- Banner Advertising £1,050
- Event Email Sponsorship £1,100

During the Event

- Visitor Bag Inserts £1,600
- Visitor Bag Sponsorship £3,500
- Feature Wall £500

Net Cost	£
10% Discount (4 events booked)	£
VAT* (charged at 17.5%)	£
Total Cost (per event)	£

Payment Terms: A 10% deposit is required on booking and full payment is due 60 days from date of invoice, or seven days prior to event, whichever is the earliest. Failure to settle the invoice within these terms will leave your booking liable to cancellation. Please make cheques payable to Evolve Digital Publishing Ltd.

Person authorising booking (please print)

Contact name: _____

Company name: _____

Name to be displayed on stand fascia: _____

Please list 3 desired stand numbers (see floor plan): _____

Address: _____

Postcode: _____

Tel. _____ Email: _____

Seminar/stand contact (if different from above)

Name: _____

Tel. _____ Email: _____

Invoicing Address (if different from above)

Company name: _____

Address: _____

Postcode: _____

Tel. _____ Email: _____

I hereby confirm I have read the terms and conditions attached before signing this contract and that I am authorised to sign this form on behalf of the applicant.

Signed: _____ Name: _____

Position: _____ Date: _____

Please return completed form to Lisa Doerr, Down Under Live, Evolve Digital Publishing, 3 The Old Estate Yard, North Stoke Lane, Upton Cheyney, Bristol, BS30 6ND

Telephone: +44 (0)117 9323 586 Fax: +44 (0)117 932 8284 Email: lisa.doerr@edpltd.co.uk
www.downunderlive.co.uk

Terms & Conditions

1. Payment. Full payment must be received in the Evolve Digital Publishing Ltd bank account on the date as specified in the booking form. We reserve the right to refuse exhibitors to exhibit if payment is not received by that date. In the event that full payment is not received by the stated date and remains unpaid for more than 14 days then the organisers costs and legal costs including debt collection agency costs together with interest will be charged at 2% per calendar month.

Prices quoted by the organiser are, unless otherwise expressly agreed, exclusive of value added tax ("VAT") or any other sales tax and the exhibitor shall, in addition, pay to the Organiser any applicable VAT (or any other sales tax) chargeable thereon at the then applicable rate.

2. Stand Reservation & Booking. A stand may only be put on reservation for a maximum period of 30 days, accompanied with a deposit of 50%.

All stand bookings are subject to availability. The booking is only valid when a contract is received.

3. Occupation of Exhibition Space. The exhibitor undertakes to occupy the exhibition space allotted to him by commencement of business on the exhibition date. In the event that the exhibitor fails to do so he shall be deemed thereby to have cancelled his booking in accordance with the provisions and the cancellation charges set out in these Terms & Conditions. The exhibitor agrees to reasonable floor-plan adjustment and necessary re-allocation of stand space as the organiser deems necessary to the success of the exhibition.

4. Reduction of Exhibition Space. In the event an exhibitor may wish to reduce the size of his booking after allocation of exhibition space, notification must be sent to the organiser by recorded delivery. The organiser will apply the scale of cancellation charges to the proportion to which the original stand has been reduced and to reallocate the area in question. The organiser reserves the right to require the exhibitor to move to an alternative location in the exhibition if, at their discretion, the reduction in size of the stand is detrimental to the exhibition or other participants.

5. No Assignment or Subletting. The exhibitor may not assign, transfer, part with, share or grant any sub-licence in respect of the whole or part of the exhibition space or sponsorship allocated to him or any other rights under this Agreement save with the prior written consent of the organiser.

Whereby the organiser permits sharing of a stand, the minimum size booked must be a 4mx2m stand. The organiser reserves the right to require any exhibitor to remove any such material it, at its discretion, deems to fall outside the general subject matter of the exhibition.

6. Fire and Safety Precautions. The exhibitor shall adhere to all fire and safety regulations which affect the exhibition. No goods shall be displayed in such a manner as, in the opinion of the organiser, to obstruct the open spaces or gangways of the exhibition venue or to occasion inconvenience or hazard to the public or any other exhibitor or otherwise to affect the display of any other exhibitor.

7. Electrical Fittings. Any additional requirements for lighting or power must be carried out by the organisers' official contractors.

8. Safety of Exhibits. The organiser shall be indemnified by the exhibitor against any claim or action on account of any injury or damage being caused by any exhibit to any persons whatsoever.

9. Cancellation Policy. In the case of cancellation, the customer must give written notice and must be received and acknowledged by the organiser. If this notice is received a) prior to 90 days of the commencement of the event, a 30% cancellation fee will be applied. b) prior to 60 days of the commencement of the event 50% cancellation fee will be applied. c) within 60 days of the event, no cancellation will be permitted and the full amount will be repayable. d) the organiser will give a receipt of the notice to the exhibitor and the outstanding fee due. The receipt date will be applied to the above fees.

The organiser reserves the right to cancel a stand booking at their discretion and without giving any reason, any stand rent paid will be refunded in full.

10. Erection of Stands and Exhibits. All stands must be constructed by the official stand contractors employed by the organiser, unless permission is granted. On no account must nails, screws be used on the stand unless otherwise permitted. The organiser may prevent work from being carried out by, or on behalf of any exhibitor who has not submitted stand design drawings in accordance with the terms stated above. Any damage will be the responsibility of the exhibitor and any damage will be charged to the exhibitor accordingly

11. Completion of Exhibits. All stands and exhibits must be completed by the opening time of the first day of the exhibition and kept in good order throughout the event.

12. Dismantling of Exhibits. Exhibits must not be removed prior to closure of the event. Once the show has closed all displays and material need to be removed in timely fashion. If any exhibition material is left behind, then the organiser reserves the right to pass on any additional costs to the exhibitor.

13. Breach by Exhibitor. If the exhibitor shall not pay any sum due or becoming due from it to the organiser by the due date, shall breach any other condition, shall become

bankrupt or insolvent, shall suffer the appointment of a receiver to any part of its assets or undertakings or (if a company) shall suffer the appointment of an administrative receiver an administrator or a resolution shall be passed or petition presented for the winding up of the exhibitor, the organiser may at any time thereafter by notice in writing terminate the allotment of exhibition or sponsorship space to the exhibitor, and terminate the agreement and re-enter upon the allotted space, remove and exclude the exhibitor, or remove, delete, or cover over any sponsorship media and all persons there from re-licence the same as it shall think fit.

14. Dilapidation. All of the exhibitor's fixtures and fittings must be removed upon termination of this agreement, however determined. Exhibitors are responsible for the cost of making good, restoring or renewing all damage, whether caused by themselves, their agents or contractors on their behalf by any such agent or contractor.

15. Liability. The exhibitor shall indemnify the organiser and keep the organiser fully and effectively indemnified against any damage or injury or death caused or occasioned by the stand holder and its representatives to any person, or to the venue or its contents, for which the organisers would be liable however this may be caused.

The exhibitor shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and damage to or loss of property for a limit of indemnity of not less than £5,000,000 sterling (or its equivalent). The organiser shall be entitled to inspect the Exhibitor's public liability policy, which the Exhibitor shall make available on request.

Neither party shall be liable to the other party for loss of profits or contracts or any indirect or consequential loss whether arising from negligence, breach of contract or howsoever caused.

Insurance. The organiser and the venue owner will not be responsible for the safety, loss, theft, damage or destruction of any exhibit or property of any exhibitor. Nor is the organiser or the venue owner liable of any loss or damage of any building defect caused by fire, storm, lightning, explosion etc.

16. Holding of Exhibition. The exhibitor acknowledges that it shall have no claim against the organiser in respect to any loss or damage of any nature which it may suffer or incur in consequence of the exhibition failing for any reason. Nor will the exhibitor have any claim of any kind against the organiser or the venue owners in respect of loss or damage consequential upon the prevention, postponement or abandonment of the exhibition by reasons referred to in paragraph 15. or for other reasons beyond the organisers control. The organiser shall be entitled to retain such part of or all sums paid by the exhibitors as the organisers

consider necessary to cover its expenses. If in the opinion of the organiser, the commercial purpose of the exhibition can be fulfilled by rearrangement or postponement of the exhibition by substitution of another venue, or any other reasonable manner, the exhibition can be carried out, the contract for space shall be binding upon the parties and all such modifications shall be made in relation to the size and position of the stand allotted to the exhibitor or the sponsorship package as the organiser shall think fit. If the venue becomes unavailable through any of the events listed in paragraph 15 during the running of the exhibition, no refund shall be made of any of the monies under the contract.

17. Access to Event. The organisers reserve the right to refuse any person admission to the exhibition premises and the further right to cause to be removed any person from the exhibition premises at any time during the organisers' occupation of the exhibition premises. The organisers will issue official admission tickets for visitors and none other shall be valid. The exhibitor will be supplied with passes for his personnel which must be produced on request. Passes and tickets are only valid in the name of the person to whom they are issued or sold.

18. Termination. If the exhibitor is in material breach of any of the provisions of the Agreement or is otherwise engaged in any activity which may jeopardise the safety of the exhibition, other exhibitors or those attending the exhibition the organiser may require the exhibitor to close their exhibit and/or withdraw all authorities for representatives of the exhibitor to attend the exhibition.

19. Conduct of the Exhibitor. Equipment for the display of film or video, photographic slides, amplifiers, flashing lights and neon signs may only be used with the Organiser's prior written consent. No competitions, lotteries, draws or the like may be held whether at the Exhibition or through the Sponsorship without the Organiser's and any competent authority's prior written consent.

The exhibitor is not allowed to paste or otherwise to affix or exhibit advertisements anywhere in the building except on his own stand and as granted as part of the sponsorship. The exhibitor may not distribute advertising matter from the gangways but only from his stand and only in relation to his own goods, save as granted as part of the Sponsorship. The exhibitor must conduct business only from his stand or appointed exhibitor lounge areas. He must not under any circumstances canvass other exhibitors or visitors elsewhere within the exhibition premises.

20. Contract. This contract is governed and construed in accordance with the laws of England.

Please fax your completed booking form to Down Under Live at +44 (0)117 9328 284