

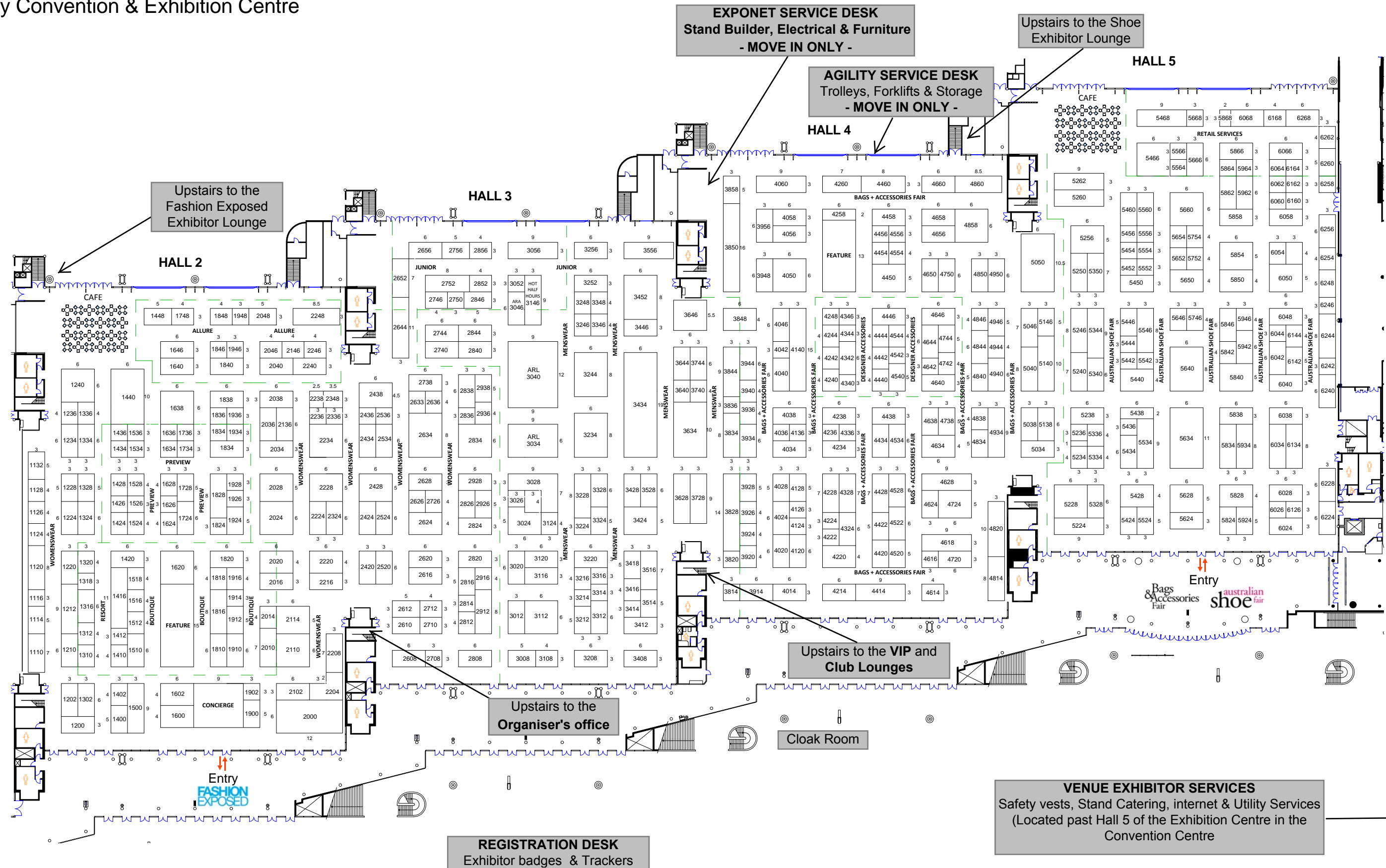
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FASHION EXPOSED AUSTRALIAN SHOE FAIR , BAGS & ACCESSORIES FAIR 2012

12 - 14 February 2012

Sydney Convention & Exhibition Centre
Halls 2 - 5



ORGANISER DETAILS

Australian Exhibitions & Conferences
Level 5, 267 Collins Street
Melbourne VIC 3000
Tel: 03 8672 1200 (Prior to the Fair)
Fax: 03 9654 5596 (Prior to the Fair)
Email: fashion@aec.net.au
Website: www.fashionexposed.com

VENUE DETAILS

Sydney Exhibition Centre
Darling Drive, Darling Harbour NSW 2000
Tel: 02 9282 5745 (During the Fair)
Fax: 02 9282 5747 (During the Fair)
Refer to Section C for Venue Location Map

DATES & TIMES

Sunday	12 February 2012	10am – 6pm
Monday	13 February 2012	9am – 5pm
Tuesday	14 February 2012	9am – 4pm

PRODUCT MOVE IN - LOADING DOCK TIME (Pre-Built Stands)

For Pre-Built Stands, this is your Product Load In Time, not your Stand Build Time. All Exhibitors have an allocated Loading Dock Time in which you will be given priority access to the venue to reduce congestion on the loading dock. Your allocated Loading Dock Time can be located on page 5 of this Manual. Note your allocation time is a “window of time” whereby you can access the dock between those two times with priority.

To request a different Loading Dock Time refer to Form 7b in Section B

CUSTOM STAND BUILDERS - LOADING DOCK ACCESS (Floorspace Only Stands)

For Floorspace Only Stands, this is your Stand Build Time only, not your Product Move In Time. Custom Stand Builders have been allocated a Build Time based on their location in the fair. A separate move in time for your product has been allocated to you for after you have finished building your stand. Please refer to the Move In/Out Schedule on page 5 of this Manual for your allocated Loading Dock Time (Stand Build Time) and Product Move In Time.

Stand builders for Floorspace Only stands can commence building no earlier than 4pm on Thursday 9 February.

NON LOADING DOCK ACCESS

Exhibitors not requiring use of the Loading Dock for Product Move In can access the venue for product move in and stand set up from as early as 7am on Saturday 11 February.

Agility Logistics will be managing the product Move In and Move Out. **Your Product Move In time is allocated to allow easy access on the Loading Dock.** If you wish to change your Product Move In time, please refer to Form 7b. **The allocated time must be strictly adhered to.** Immediate access to the loading dock cannot be guaranteed if you arrive outside your allocated time. Interstate Exhibitors: Please make sure your carriers are aware of your company’s Product Move In time. **Note: Neither the Venue nor the Organiser can sign for goods on your behalf so please ensure you arrange a courier service that does not require a signature upon delivery.** Should you have any questions or concerns, contact Agility Logistics on tel 03 9330 3303.

MOVE OUT TIMES

Tuesday 14 February 2012 from 4pm
 Wednesday 15 February 2012 7am – 3pm

NOTE: All product must be removed by 3pm on Wednesday 15 February. Any goods remaining after this time will be taken offsite and stored at the Exhibitor's cost.

MOVE IN / MOVE OUT – LOGISTICS

Note: Due to Occupational Health and Safety requirements of the Venue, strictly no children or open-toe shoes are permitted in the Exhibition Hall during Move In and Move Out or on the Loading Dock at any time.

**Hi-Visibility Safety Vests**

To comply with Occupational Health & Safety requirements, **Hi-Visibility Safety Vests must be worn** in the Exhibition Hall during Move In and Move Out and on the Loading Dock at all times. These are available from most hardware outlets and safety equipment specialists. Note: should you forget to bring a Hi-Visibility Safety Vest for each staff member to use during Move In/Out they will be available for purchase from the venue exhibitor services desk on the foyer, from the car park cashiers office or from the loading dock gatehouse vending machine for **\$6**.

Agility Logistics has been appointed Logistics Contractor for Fashion Exposed Sydney 2012.

Loading Dock Procedure/Access

The access ramp and driveway for the Exhibition Halls is a one-way directional system accessible via the signed entrance "Exhibition Centre Loading Dock", directly off Darling Drive (north to south) (see venue map, section C).

Parking – Exhibition Centre Loading Dock

All vehicles entering the Exhibition Centre Loading Dock will be issued with a 30 minute unloading permit. Please advise loading dock staff if a longer time is required. Extended time for vehicles is at the discretion of the Exhibition Centre Dock Controller. Parking infringements will be issued. Responsibility is not accepted, by either the Organiser, Logistics Contractor or Venue Management for any items delivered to the Venue in the absence of the Exhibitor, their Agent or Contractor.

Forklift/Trolleys/Storage – Refer Form 7a

A forklift with operator and trolleys will be provided at no charge during Move In and Move Out on a first-in first-served basis for a **maximum period of 15 minutes per company**. However for an efficient Move In and Move Out, we suggest you supply your own trolley. **There is no onsite storage available**. If you require storage, please contact Agility Logistics on tel 03 9330 3303. If you require a forklift for longer than 15 minutes or need to make storage arrangements refer to Form 7a in Section B of this manual.

Move Out

Hand carryable items may be removed via the front entrance doors from 4pm on Tuesday 14 February. Crates will be delivered to your stand by approximately 7pm (weather permitting). Goods Removal Forms are not required for the Move Out on Wednesday 15 February or for goods being removed via the Loading Dock doors at the rear of the Hall on Tuesday 14 February. Please ensure that any product to be picked up by retailers / carriers is packed and labelled clearly.

We recommend that Exhibitors remain on their stand until all product has been removed. For Exhibitors leaving product overnight it is strongly recommended that products get pushed away from the aisles to avoid damage and that small/valuable items are removed and additional security/staff should be organised to guard product overnight. Whilst 24 hour security is provided, it is not possible to monitor all movement of products from the Exhibition Hall.

All products / displays / stands **must** be removed by 3pm on Wednesday 15 February to allow the building to be cleaned. Any goods remaining after 3pm will be taken off site and stored at the Exhibitor's cost.

OTHER IMPORTANT INFORMATION

Selling of Product from your Stand

Please be aware that no selling is to occur to any Visitors from your stand during the Fair.

Storage of Goods & Empty Packaging Onsite - Important

There is no onsite storage available for exhibitors. Each exhibitor is responsible for making their own arrangements for storage. For those exhibitors who are using Agility Logistics for storage, we encourage you to please take note of the process regarding storage of empty packaging during the fair.

- Agility Logistics offers a comprehensive service which includes collection from your stand, storage for the duration of the fair and return to your stand for the Move Out. The dimensions of your packaging, as presented, will be recorded and charged at \$40.70 per cubic metre.
- For exhibitors with large amounts of storage, please discuss your requirements with Agility pre-fair, to enable the most effective solutions to be put into place.

To lower your storage costs, we suggest you minimise the "footprint" or volume of your empty packaging. Where possible, place boxes inside each other or flatten them. It is not the Organiser or Agility's responsibility to do this on your behalf.

If you require storage, please contact Agility Logistics on tel 03 9330 3303 or refer to Form 7a.

Deliveries

Goods cannot be delivered prior to 7am Friday 10 February. The Venue and Organiser will not accept delivery of goods on behalf of Exhibitors, nor will there be any responsibility taken for goods delivered in the absence of the Exhibitor. **Deliveries cannot be signed for.** If you do not plan on being present when your goods are delivered, please ensure you **do not book a courier/transport service which requires a signature on delivery.** Goods must be clearly labelled with the Fair name, your company name and your stand number.

Encroaching into Aisles

To comply with Occupational Health & Safety and Egress requirements of the Venue, all aisles must be 3 metres wide and remain unobstructed. Exhibitors are not permitted to display any materials or products outside of their allocated stand space. Any materials or products found to be encroaching into the aisles will be removed.

Promotional Staff

Promotional staff may roam the exhibition floor except within 6 metres of a direct competitor's stand or any of the entrances. All promotional staff must be appropriately dressed.

Naked Flames

Exhibitors planning to have any type of naked flame on their stand, including candles, tea lights etc must not be at floor level and any stand with any type of naked flame must have a fire extinguisher on their stand. All flames are to be extinguished at least 30 mins prior to the stand being unmanned.

Overnight Power Shutdown Onsite

Please note that all power within the Exhibition Hall will be switched off overnight during the Fair. If you require power to your stand 24 hours, please inform us in writing by emailing fashion@aec.net.au no later than Friday 3 February 2012.

SECTION A

EVENT DETAILS

MOVE IN SCHEDULE

STAND	PRODUCT MOVE IN DATE	PRIORITY ACCESS TIME	DOCK DOOR	FLOORSPACE ONLY - STAND BUILDER ACCESS DATE & TIME
1310	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1312	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1316	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1318	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1320	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
1410	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1412	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1416	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1420	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
1510	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1512	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1516	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1518	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
1616	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1620	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
1810	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1812	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1816	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
1818	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
1820	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
2010	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
2014	Friday 10 Feb	0700-1000	Hall 2	Thursday 9 Feb from 1600
2016	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600
2020	Friday 10 Feb	1000-1300	Hall 2	Thursday 9 Feb from 1600

YOUR STAND DETAILS

Check your Stand Agreement to confirm whether you have a Pre-Built Stand or Floorspace Only.

BOUTIQUE - STAND PACKAGE – Refer to Form 2

Walls	1.7m high white melamine walls with exposed aluminium frame
Signage	1 x company blade sign per stand
Lighting	Overhead lighting
Flooring	Blueberry Carpet Tiles
Power	Not included. Refer to Form 3a to order power and additional lighting
Racks	No roller racks or free standing racks allowed. Racking must be Octonorm or Alutech compatible. For all in-built racking requirements refer to Form 3b of this manual.

ExpoNet is the official stand builder. To order additional lighting or power points, complete the Power & Lighting Form (Form 3a) and return by the due date on the form.

FLOORSPACE ONLY STANDS

ALL custom built stands require venue approval – plans must be submitted to the Organiser by no later than Monday 9 January, including a confirmation that the wall system is self-supporting. Stand Plans are to be emailed to fashion@aec.net.au

Floorspace Only Exhibitors are required to provide:

1. Lighting & Power Point

Your stand will require lighting and may require a power point. Additional lighting helps to highlight special features within your stand area. All lighting must be 2.2 metres above the floor level and any variations must have prior approval of the venue. High powered lights such as floods or spots must not be placed within 500mm of flammable material. All portable light fittings must have a Certificate of Suitability or a Certificate of Approval from Australian or New Zealand Electrical Safety Regulators. If unsure, please contact ExpoNet on tel 03 9676 7777.

Testing & Tagging

It is a legal requirement in temporary Exhibition Work Sites that all electrical equipment be tested and tagged in accordance with SAA 300 Wiring Rules and Code of Practice for Temporary Installations under the OH&S Act 2000. Random checks will be carried out to ensure that all equipment onsite within the Venue meets with Australian Standards. Non-compliance will result in the owner of the equipment being asked to remove the equipment. ExpoNet can provide an electrical tagging service for a nominal fee during Move In on Saturday 11 February.

2. Walls

Walls are compulsory, and must be built to a height of 1.7 metres. **If displays are to exceed 1.7 metres** i.e. the standard Pre Built stand wall height, consent must first be obtained from the Organiser, adjacent Exhibitors must be advised and the back of walls must be appropriately dressed.

3. Signage

Signs, banners and similar materials may not be nailed, stapled, hung or attached to the ceilings, walls, windows, sprinkler systems or any other surface of the Venue, except by permission of the Venue. Damages resulting from installation will be a direct charge to the Exhibitor.

4. Flooring

The Sydney Exhibition Centre is not carpeted therefore you are responsible for providing your own flooring. All stands with raised floors require a bevelled edge. All raised floors, steps and ramps within exhibits must comply with the relevant sections of the Building Code of Australia. Any raised floor sections must be clearly distinguishable from areas of the surrounding floor space.

All raised floors with a height of less than 115mm are not regarded as a step, and these floors will require a suitable and clearly distinguishable ramp from the main exhibition floor level or surrounding platform to the raised section. The ramp must be of a gradient no less than 1 to 3 and be contained within the contracted space. Ramps may not protrude into the nominated aisle way, so must be included in the stand space. The only exception to this requirement is for ramping on 32mm raised flooring constructed from 1 metre modular floor sections, where an allowance of up to 100mm intrusion into the aisle will be acceptable and the 1 to 3 gradient will be maintained.

All raised floors with a height greater than 115mm but less than 190mm from the main exhibition floor level or surrounding platform will be regarded as a step and generally will not require a ramp. However, an approved stair nosing must be installed as per requirements for steps in public places. The raised floor sections or ramps must not contain sharp or dangerous edges and must not cause a trip hazard. Disabled access to the stand must be provided.

Additional Safety Precautions

Should your exhibit feature any of the items listed below please contact the Organiser on tel 03 8672 1200 for further information on the safety steps you may need to take or written approvals that you may need to gain: a second storey, a solid ceiling/roof area more than 18sqm, a structure more than 3m high, naked flame (eg a candle), lighting lower than 2.2m above floor level. All portable light fittings used in the Venue are required to have Certificate of Approval or Suitability from an Australian or New Zealand Electrical Safety Regulator.

FAQs - FREQUENTLY ASKED QUESTIONS***What size is my stand?***

Refer to your Stand Agreement for your stand dimensions.

How do I know if I have Floorspace Only or a Pre-Built Stand and what is included?

Refer to your Stand Agreement and to the body of this email for details of your stand type.

How do I arrange additional lighting, power or hire racking and furniture for my stand?

Relevant forms are provided within this manual and need to be faxed directly to ExpoNet. For additional lighting and power complete Form 3a. For wall-mounted shelving and in-built racking complete Form 3b. For furniture hire refer to the online catalogue at www.exponet.com.au or contact ExpoNet directly on tel 03 9676 7777.

What is my allocated Loading Dock Time block?

Your allocated Loading Dock Time is a priority time slot you have been allocated to utilise the Loading Dock to deliver and unload your product. Refer to the Move In schedule on page 5 for your allocated time. If you do not require the Loading Dock to deliver your goods refer to page 2 for the Product Move In times.

Can I change my allocated Loading Dock Time?

To request a change of Loading Dock Time for Move In complete Form 7b in this manual and fax directly to Agility Logistics on fax 03 9330 3337.

Is there storage available onsite?

There is no storage available onsite. However you may make arrangements for storage offsite for a cost of \$40.70 per cubic metre. Contact Agility Logistics on tel 03 9330 3303. Please also refer to page 4 and Form 7a of this manual for additional information on storage.

When will I get my Exhibitor Badges? Can I arrange additional badges?

NOTE: THE PROCESS FOR THE ONSITE COLLECTION OF EXHIBITOR BADGES HAS CHANGED.

Once requested, your badges will be available for collection from the Registration Desk during Move In from Friday 10 February. Additional badges can also be produced at the Registration Desk. The Registration Desk is located in the foyer near the Entrances to the Fair.

Are there forklifts and trolleys available onsite?

A limited number of forklifts and trolleys will be provided at no charge during Move In and Move Out (located at the rear of the Exhibition Hall, Loading Dock Hall 4) on a first-in first-served basis for a maximum period of 15 minutes per Exhibitor. If you require a forklift for longer than 15 minutes, refer to Form 7a. Exhibitors are encouraged to supply their own trolleys. Photo ID is required to borrow trolleys.

How do I hire a visitor leads tracker for my stand?

Complete Form 5 in this manual to hire a tracker and return to fax 02 9211 7470.

How do I organise a Cafe account card for the cafes or catering on my stand?

Refer to Form 6 for instructions on how to download a Stand Catering Request Form from the Venue's website. Alternatively you can contact the Venue on tel 02 9282 5499.

How do I organise stand cleaning?

Daily vacuuming of your stand can be arranged for the duration of the Fair for \$2.20 per square metre. To arrange stand cleaning refer to Form 1a in this manual. Note: All stands will be cleaned for the opening of the Fair, free of charge.

Who do I contact to hang a sign from the ceiling?

Contact the Rigging Contractor, Clifton Productions on tel 02 8335 9300.

Where is the Organiser's Office located?

The Organiser's Office is located on the mezzanine level of Hall 3.

Where is the Cloak Room located?

The Cloak Room is located in the foyer of Hall 3 and is available for small items during the Fair.

Where is the Venue Exhibitor Services Desk located?

The Venue Exhibitor Services Desk is located past Hall 5 of the Exhibition Centre.

Where is the Exhibitor Lounge located?

The Exhibitor Lounges are located upstairs on the mezzanine level at the rear of Halls 2 and 4.

Are there any private meeting rooms available onsite for Exhibitors?

Boutique

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A limited number of meeting rooms are available onsite for Exhibitors at no charge. Contact Katrina Turner on tel 03 8672 1200 prior to the Fair or visit the Organiser's Office onsite to make a booking.

Where can I park at the venue?

Refer to page 3 of Section C in this manual for car parking options and rates.

Where can I access the internet?

A free internet café is located on the show floor and casual wireless internet access is available for a nominal fee through the Exhibitor Services Desk, located past Hall 5 of the Exhibition Centre.

Where can I hire mannequins?

Broad ranges of mannequins are available for hire through Moving Mannequins. Contact Nicole Wilson via email movingmannequin@optusnet.com.au or tel 0414 970 742 for further information. Book early to avoid missing out!

Which courier provides hanging facilities?

Agility Logistics can provide hanging boxes for transport. Contact Agility Logistics on tel 03 9330 3303 for further information.