

# 2018 Outdoor Leisure Expo

---

## March 16 – 18 2018 @ Hobart Showground

Hobart's most versatile event space, the Hobart Showground, is staging an outdoor leisure expo in March 2018. Great access, easy parking, indoor / outdoor opportunities, high profile location and flexible options.

Join Jayco, New Age, A&K, ARB and others to help us make this a permanent event for Southern Tasmania.

We will offer:

- Free entry to the public.
- Hobart Gem Show also on-site that weekend = 3000 visitors.
- Guaranteed sites for future years.
- Long term commitment to this event.
- Capital city population catchment.
- Extensive advertising campaign during lead up.
- Sites up to 1200sqm.
- Indoor sites in an arena marquee, pavilion or upstairs bar area.
- Fully licensed site.
- Children's rides.
- Encourage and facilitate interactive demonstrations.
- Flexible approach tailored to your needs.

Cost effective pricing: (indicative at this stage)

- Outdoor
  - Over 800sqm                      \$2 per sqm (20m x 40m approx)
  - 150 - 500 sqm                      \$3 per sqm
  - Up to 20 sqm                      \$12 per sqm
- Indoor
  - 3m x 3m                              \$200
  - 3m x 6m                              \$400

Power will be an additional cost (where available):

- 10 Amp                      \$150
- 15 Amp                      \$225
- 3 Phase                      \$440
- Dist Box                      \$300

The Hobart Showground want to make this Hobart's premiere outdoor event so we will work with you to ensure your needs are accommodated within reason. We are taking a long term view so we are really only looking to cover our costs for the initial event.

We see the market as:

- Caravans and motorhomes
- Boats & Jet Skis
- Vehicles – Tow Vehicles and Utes
- Motorbikes and Quad Bikes
- Water Sports, Paddle Boards, Kayaks, Surfboards, Wet Suits
- Safety Gear
- Fishing Tackle
- Spare parts
- Holiday Destinations – caravan parks, tourism bureaus
- Leisure Activities and Tourist Products
- Appliances
- Towing accessories
- Food
- Government Agencies and other industry / recreational bodies
- Finance Providers
- Insurance Providers
- Diving Courses and accessories
- Anything outdoors
- Camping accessories
- Tents
- Motoring Organisations
- Innovative Products
- Engineering
- Safety Advice
- Trailers
- Anything else outdoors

We already have commitments from Tasmania's largest players in this sector who will be showcasing the very latest offerings from some of the better known brands in the market.

We are currently seeking expressions of interest from those of you who think you'd like to be a part of this event. At this stage we only need basic information as per the attached form which is also available from our website at [www.hobartshowground.com.au](http://www.hobartshowground.com.au) .

We will then be in touch in late January to lock in a space for you at which time we will require a 50% deposit which will support the advertising campaign. If you have any questions please call Carly or email us on 0362 72 6818 or [carly@hobartshowground.com.au](mailto:carly@hobartshowground.com.au).

# Expression of Interest

---

## 2018 Hobart Showground Outdoor Leisure Expo

Yes I am interest in attending the 2018 Outdoor Leisure Expo at the Hobart Showground from the 16<sup>th</sup> to 18<sup>th</sup> March 2018.

Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Type of Goods sold: \_\_\_\_\_

Will you require:

Indoor site

Outdoor site

Power 10 Amp

15Amp

3 Phase

Dist Box

Approx size needed: \_\_\_\_\_

Boothing

Small Marquee

We will forward you a prospectus in the New Year that provides all of the information you'll need. This EOI is not a binding commitment. We will be seeking that in the New Year along with a 50% deposit.

Please email this form to: [carly@hobartshowground.com.au](mailto:carly@hobartshowground.com.au) or fax to: 0362 73 0524.

Enquiries can be directed to Carly after the 3<sup>rd</sup> January 2018 on 03 6272 6812.