

MELBOURNE VIRTUAL BOAT & FISHING SHOW

FRIDAY 24, SATURDAY 25 & SUNDAY 26 JULY 2020

INVITATION TO EXHIBIT



WELCOME TO THE MELBOURNE VIRTUAL BOAT & FISHING SHOW

The Boating Industry Association of Victoria is delighted to invite you to exhibit at the Melbourne Virtual Boat and Fishing Show. This is a new and innovative opportunity for you to display your products, to engage with your customers, as well as to engage with and reach the boating community at large. All online and at a very cost effective rate.

This is a first of its kind all-of-industry activity that we look forward to you being part of. We encourage all boat dealers and manufacturers, trailer manufacturers, houseboat businesses, fishing businesses of all kinds, boating tourism businesses, dive and charter operators, tow vehicle dealers, chandleries, speciality stores, safety agencies, suppliers to the industry, and every other business that connects with the boating community to take part.

The Melbourne Virtual Boat and Fishing Show will be online and interactive from July 24-26. As an exhibitor you can expect to engage with many of the thousands of visitors that will attend, looking to see what it's all about, and looking to see what they need and what they should acquire. Visitors can take in your product range, view your videos, brochures and documents, or better still, chat with you via video, audio or text. Visitors can arrange a product inspection with you or make a deal right there.

We hope to see you as part of this all-of-industry initiative that will make a great combined offering to the boating public, that re-invigorates things, just as the time is right for people to choose boating/fishing as their leisure/recreation/holiday options. This is a great time to try something new and innovative and as an Exhibitor, we look forward to your involvement.

KEY OBJECTIVES

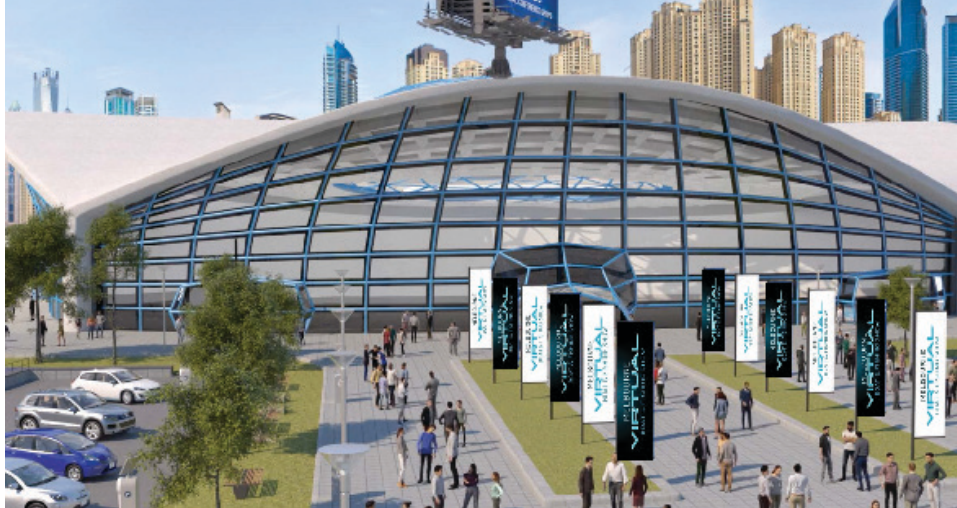
- Provide an exhibition and sales opportunity for you.
- Re-connect with your customers and the boating community at large.
- A coming together of the boating industry to celebrate boating and fishing, and to show off its wears to the community.
- Recapture some revenue!
- An initial pillar of an industry rebuild, as we move towards the post-COVID 'new normal'.

MELBOURNE
VIRTUAL
BOAT & FISHING SHOW

VISITOR EXPERIENCE

The experience for visitors to the Melbourne Virtual Boat and Fishing Show commences as they arrive at the spectacular Entrance, before entering the impressive Lobby where various enticing options present themselves.

ENTRANCE



THIS IS A GREAT FIRST IMPRESSION FOR VISITORS!
AWAITING INSIDE -

- Lobby
- Auditorium and Stage Presentations
- Lounge
- Range of Exhibitors
- Latest Products
- Bargain Offerings
- Door Prizes
- Exhibitor/Visitor Engagement

LOBBY



Once in the impressive Lobby, visitors will be presented with several options including entering the Exhibition Hall where they can peruse the many Exhibitor Booths, head to the Auditorium to hear one of the many fantastic guest speakers, or wander into the Lounge to see who is about.

EXHIBITION HALL



Visitors can take their time as they wander through the Exhibition Hall, visiting the various Booths where they can engage with you. Visitors can peruse your product catalogues, brochures or bargain documents, or join you for a chat via video, audio or text. You can easily be found by visitors through the easy to navigate drop-down list of Exhibitors and Brands.

AUDITORIUM



Visitors can make their way to the auditorium for a real-time experience, taking in one of the many on-stage presentations. Excellent product advice, interesting stories, money-can't-buy fishing tales, fan favourite presenters and the opportunity to win prizes await the visitors to the auditorium.

EXHIBITOR BOOTHS

TEMPLATE OPTIONS



There are eight different template options, above are two examples.

SPECIFIC BOOTH EXAMPLES



Previous [What We Do](#) [Resources](#) [News](#) [Blog](#) [Mass Data Fragmentation](#) [Twitter](#) [LinkedIn](#) [Instagram](#) [Chat](#) Next

| Company | Videos | Documents | USERS ONLINE | |
|--|--------|-----------|----------------------|------------|
| Cohesity Corporate Overview | | | View | + Swag Bag |
| Solution Brief: Maximize Your VMware Environment with a Unified Platform for Secondary Data and Apps | | | View | + Swag Bag |
| Solution Brief: Modern, Web-Scale Data Protection for the Cloud Era | | | View | + Swag Bag |
| Solution Brief: Cohesity on AWS | | | View | - Swag Bag |

ADDITIONAL FEATURES

VIDEOS, BROCHURES AND PRODUCT DOCUMENTS

As shown above in the draft Melbourne Marina Centre Booth, visitors, whilst engaging with Exhibitors at their Booth, can take in an unlimited array of the Exhibitor's videos, brochures and other product related documents. Visitors can also be directed to the Exhibitor's website, special offerings webpage, price list, show specials sheet, or online destination of the Exhibitors choosing. Items can be laid out or listed at the Exhibitor's choice with several menu options offered.

DATA CAPTURE

All visitors to the event have their data captured for use for the event organiser, BIAV. Even better, all visitors to your Booth are identified by the event platform, and that data will be provided to you as the Exhibitor, for future follow up and dealings.

CHAT ROOMS

Visitors can enter a chat room specific to you and your products and engage in open/public dialogue about your products, how best to use them, where to use them or any other aspect about them. Note though, private 1:1 chats will be popular and they can be conducted via text, audio or video. As an Exhibitor you can host up to 10 video chats at the one time. That's assuming you have 10 operators at your end and 10 enthusiastic customers at the other. Let's hope that's the case!

BOOK A DEMO

Just like at an on-site boat show, you can arrange as many on-site or on-water inspections and demonstrations as you can. This can be done via text, audio or video, or can be followed up off-line via mobile, social media or other methods.

GAMIFICATION AND PRIZES

Visitors will have many chances to win a 'door prize' or to take part in an all-of-event game where they must reach so many parts of the venue, note things, and use this information to enter a competition. Exhibitors will have the opportunity to provide a prize and be part of this activity.

PROMOTION

The Melbourne Virtual Boat and Fishing Show will be supported by a targeted five-weeks of strategic advertising and promotion. Digitally focussed, the campaign will target traditional boat show goers and boating enthusiasts, however will also aim to reach that next layer of outdoor/adventure/lifestyle enthusiasts looking for that next thing to take up as they work their way into the post-COVID 'new normal'. **What possibly could be better for them than getting into boating and fishing at this time?**

The campaign will include an extensive paid and unpaid social media investment, leverage the full BIAV, LBWAB and MBS database of known boaters, engage with all boating and fishing media/publications, leverage the databases and social media networks of the many expected Exhibitors, and reach to the networks of the Sponsors, the event Stage Talent, government agencies and other groups connected to the event.

NEXT STEPS FOR EXHIBITORS

IN THE SHORT TERM, EXHIBITORS JUST NEED TO -

- Complete the Registration process and reserve your Booth/s at this [link](#).
- Make sure to book in and take part in one of the highly recommended **Exhibitor Information Zoom Sessions** at this [link](#).

THEN -

- Prepare all digital inventory including videos, logos, signage, images, products catalogues, photos, fliers and other materials.
- Consider resources requirements so that you can adequately service your Booth.
- Speak to your suppliers and consider your 'buy now' bargains and great offerings.
- Consider your overall digital marketing strategy and how you can complement the event's efforts.

QUALITY VIDEO PRODUCTION

Quality videos will be of great value for this event. if you would like some production done, please note these suitable providers - Kosta Linardos, Charlie Micallef, Lee Rayner and Jack Beattie.

| | | | |
|------------------|--------------|-------------------------------------|--|
| KOSTA LINARDOS | 0418 544 507 | kosta@hookedupmagazine.com.au | HAMMERHEAD MEDIA CHANNEL |
| CHARLIE MICALLEF | 0415 242 902 | charlie@savageseasadventures.com.au | SAVAGE SEAS CHANNEL |
| LEE RAYNER | 0417 034 731 | rachel@fishingfever.com.au | FISHING FEVER CHANNEL |
| JACK BEATTIE | 0411 052 733 | jackbeattieproductions@gmail.com | JACK BEATTIE SHOWREEL |

OTHER REASONS TO EXHIBIT

The Melbourne Virtual Boat and Fishing Show will be online and interactive from July 24-26. As an exhibitor you can expect to engage with many of the thousands of visitors that will attend, looking to see what its all about, and looking to see what they need and what they should acquire. Visitors can take in your product range, view your videos, brochures and documents, or better still, chat with you via video, audio or text. Visitors can arrange a product inspection with you or make a deal right there.

Visitors will have ease of access, the ability to attend at no cost, the ability to attend several times over the three days, plenty of time to tell friends and family, and great flexibility. There will be no limit to the number of visitors, or to their length of stay.

This is a great opportunity to engage with the boating community and that next layer of outdoor/recreation/lifestyle enthusiasts and to convince them that Life's Better with a Boat and that in the post-COVID 'new normal' there is no better time than right now, at the Melbourne Virtual Boat and Fishing Show to take that next step.

SPONSOR & SIGNAGE OPPORTUNITIES

The Melbourne Virtual Boat and Fishing Show offers a range of sponsorship and signage options. If interested as an Exhibitor, to upgrade your presence please contact BIAV CEO Steve Walker (contact details below). The options to consider are -

| | | |
|------------------|---|-------|
| MAJOR PARTNER | BENEFITS AND PRICING IS VIA DIRECT DISCUSSION (NOTE - UNDER CONTRACT) | \$30K |
| CATEGORY PARTNER | SIGNAGE OPPORTUNITY IN THE FOYER, HALL AND LOUNGE. AUDITORIUM PRESENTATION OPPORTUNITY. FOLLOW UP PROMOTION VIA EDM TO ALL VISITORS AND OTHER EXHIBITORS. GAMIFICATION INVOLVEMENT. | \$10K |
| SIGNAGE | ENTRANCE, FOYER AND HALL WITH LINK TO WEBPAGE OF CHOICE | \$5K |
| | FOYER AND HALL WITH LINK TO WEBPAGE OF CHOICE | \$2K |
| | HALL ONLY WITH LINK TO WEBPAGE OF CHOICE | \$1K |

EXHIBITOR COSTS

DELUXE

Additional branding options available.

Member Cost:

| | |
|------------------|---------------|
| First Booth | \$2,750 |
| Second Booth | \$1,650 (60%) |
| Subsequent Booth | \$1,100 (40%) |

Non-Member Cost: \$3,575

For Non-Members, same discount rates apply for multiple booths.



STANDARD

Member Cost:

| | |
|------------------|---------------|
| First Booth | \$1,950 |
| Second Booth | \$1,170 (60%) |
| Subsequent Booth | \$780 (40%) |

Non-Member Cost: \$2,535

For Non-Members, same discount rates apply for multiple booths.



PLEASE NOTE: BOATS, TRAILERS AND TOW-VEHICLES MUST HAVE A DELUXE BOOTH.

[CLICK HERE TO LOCK IN YOUR BOOTH](#)

In the first instance, please direct your queries to Steve Walker (CEO of BIAV)

E: steveuw@biavic.com.au

PH: 0466 918 368



ORGANISED BY THE BOATING INDUSTRY ASSOCIATION OF VICTORIA