



NOVEMBER 15/16

ROYAL HALL OF INDUSTRIES,
ENTERTAINMENT QUARTER,
MOORE PARK, SYDNEY

www.musicexpo.com.au

MUSIC
EXPO

Music connects
and moves people no
matter what age or
nationality, and has
never been so accessible
as it is in the digital age.



Whether it's playing, making
or creating, more and more
people are doing it!

Imagine an expo

dedicated to this industry.

HEAR a diverse range of sounds from guitars strumming, pianos tinkling, the beat of drums, seductive flutes and the thrill of live band performances ... to software screens and key boards creating it all there in one place. It's a music expo chock-a-block full of stuff to get hands-on with ...

FREE speciality areas where experts in their fields will ensure visitors access the best advice, see the latest gear and get the best out of their equipment. Whatever your speciality, whether you're launching new products or showcasing existing ones, this expo is a must for you.



At last there is a dedicated specialist exhibition that recognises the music industry. It will be the biggest marketplace of music equipment and instruments in Australia.

It's an expo for all people - from die-hard music junkies to occasional listeners; from wannabe stars to professionals; and from beginners (no matter what age) to masters.

BUILD brand awareness

INTERACT with a qualified audience

LAUNCH new products

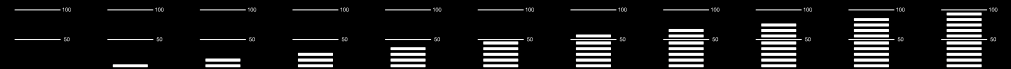
CREATE ongoing sales

RESEARCH the market

SELL at the expo and for months to come

COMMUNICATE with your

target market



It will All be Covered

Every aspect of music is covered: guitars, drums, keyboards, FX, software, PA, piano, brass, woodwind, through to MP players, iPods, DJ and computer systems.

To help visitors continue living their passion even after the expo, there will be onsite education sessions and various music associations – so they can access a network of contacts to assist in making their dreams become a reality.



Specialist Feature Areas

Access to experts and demonstrations of all the latest music gear will ensure an unreal experience for all those coming along to drive their musical interests to greater heights. Specialist areas include: DJ School, the Strings Lounge, the Drum Pit, Music Videos, Live Stage and Home Theatre.

This dedicated specialist exhibition recognises the diversity and growth of the booming music industry ...

The Facts Stack Up

An Australian Attitudes to Music national research study¹ revealed that 88% of the population wish they could play; barely a tenth of that number actually do.

Did you know:

In the last 3 months in Sydney of all people aged 18 – 49²:

- 🎵 851,000 went to a music store
- 🎵 613,000 bought a CD
- 🎵 376,000 went to a night club/disco
- 🎵 240,000 played a musical instrument or sang in a band
- 🎵 103,000 went to a jazz, classical or blues performance

The Music Sector contributed just under \$7 billion to the Australian economy³. (2005/06)

Who knows the value of the home entertainment sector with most new homes incorporating a home cinema and the huge increase in sales of iPods, video games and the like?

... and there is no major consumer expo that brings all this together.

Until now ...



¹ Australian Music Association 2001, Australian Attitudes to Music

² Hyland Media January 2008, Roy Morgan Database

³ Music Council of Australia, July 2007, Music in Australia Knowledge Base

It's an expo for all people from die-hard music junkies to occasional listeners; from wannabe stars to professionals; and from beginners (no matter what age) to masters.



The Venue

The Entertainment Quarter is the perfect venue for the Music Expo; easily accessible with ample and affordable parking, public transport goes past the front doors and great open outdoor areas. Located next to the legendary Horden Pavilion where some of Australia's and the world's best bands and solo artists have played, it's a natural choice.

With everything housed under the one roof, the atmosphere will be full of adrenalin as visitors move from exhibits to the education and stage program areas, whilst also taking a break in the café area.



All the Know How

Expertise Events has extensive experience in delivering superior, successful consumer exhibitions; running some of Australia's most high profile, targeted events - including the ABC Gardening Australia Expo, Travel XPO and the Craft & Quilt Fairs.

The team has the experience and know-how to deliver your visitor audience in volume and they will have a thirst for information and a need to buy.

Helping to maximise your results is vital to the success of the expo and there are speciality staff that can help you with any aspect of the event.

Timing

The timing of any event is about delivering the largest possible qualified visitor audience and a comprehensive cross-section of exhibitors.

The Music Expo is committed to this and has situated the expo at the seasons highpoint of the year. It has also taken into consideration existing major events, local weather conditions and other factors that are important to the public.

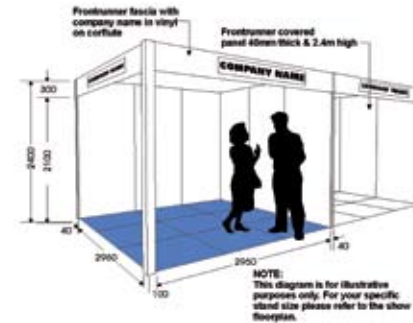


Stand Type

Your expo exposure

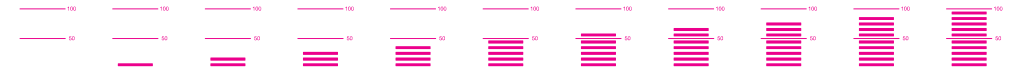
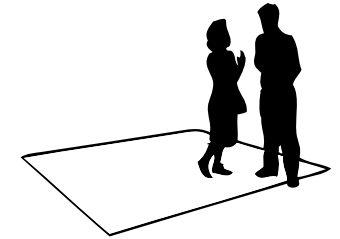
Shell Scheme?

Includes carpeted floor space, walls, fascia board bearing your company name and stand number and 2 spotlights per 9 square metres.



Or Space Only?

Minimum space is 18 square metres. Bare floor space. Proposed stand design must include flooring and walls.



Advertising

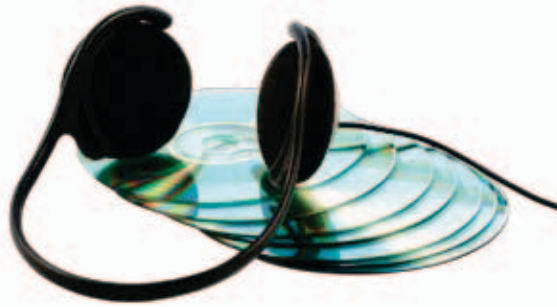
Getting the word out for business

The Music Expo will gain wide recognition and coverage through an extensive media campaign. Your business and sales results will benefit from our promotional relationships and key media partners.

Extensive coverage is ensured by key trade magazines, associations and industry bodies covering the event, on websites, in diary/calendar listings and through advertisements.

As the event draws closer, a high profile advertising campaign is launched through targeted magazines, newspapers and radio guaranteeing the expo achieves the highest awareness.

Advertisements are placed in major daily newspapers, Sunday papers and local newspapers.



Radio advertising incorporates key music radio stations and other selected high-reach stations.

Our internet sit receives thousands of hits and carries the full promotional campaign – www.musicexpo.com.au.

The advertising delivers visitors from not only the city where the expo is located, but research shows a healthy number of visitors will also come from outside the metropolitan area.

Power of Promotion

Marketing Support

To help you get the most out of your experience and marketing opportunities you are provided with extensive promotional support.

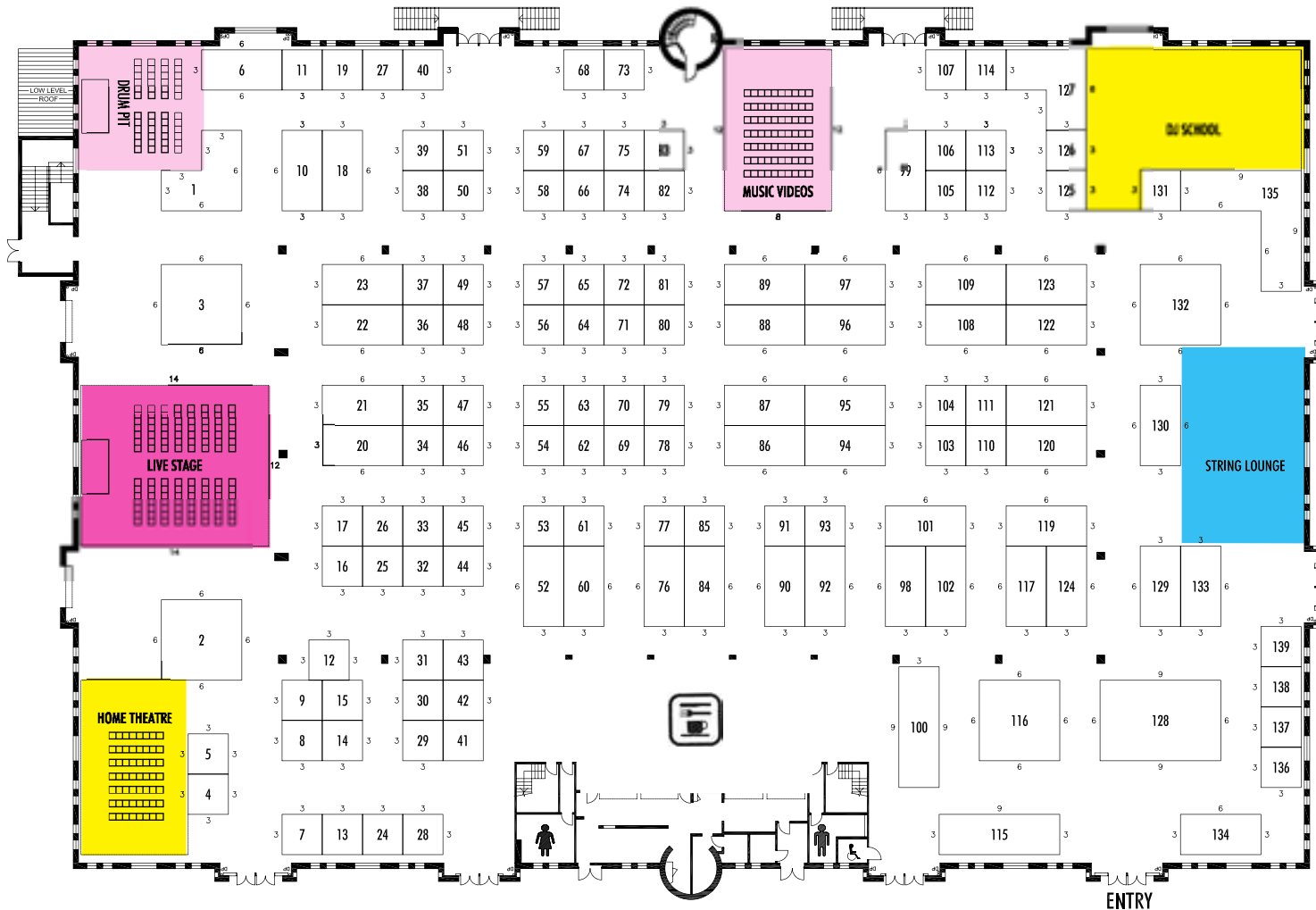
- 🎵 FREE promotional flyers
- 🎵 FREE What's Hot on the Web listing on the expo website
- 🎵 A committed advertising spend incorporating radio, newspapers and magazines
- 🎵 Exclusive opportunity to advertise on the Music Expo website
- 🎵 Exclusive opportunity to advertise in the Expo Onsite Guide
- 🎵 FREE e-cards to send to your customers to alert them about your participation in the expo
- 🎵 FREE website links provided to direct traffic back from your website to the event site for further information
- 🎵 Assistance from our dedicated public relations and media team
- 🎵 News releases about the show distributed to trade and public media generating pre-show and during-show exposure



- 🎵 FREE business listing in the Expo Onsite Guide
- 🎵 FREE opportunity to conduct a stage/theatre presentation, if appropriate
- 🎵 Opportunity to offer prizes for a visitor competition or pre-expo promotion to promote your business and the expo in the media
- 🎵 FREE e-newsletter providing you with the information you need to help you get the most out of your experience

Giving you the right tools, and the right message.





November 15 - 16, 2008
 Royal Hall of Industries
 Entertainment Quarter,
 Moore Park, Sydney



EXPERTISE EVENTS
 Events with a personal touch

Expertise Events Pty Limited
 PO Box 6053
 Frenchs Forest NSW 2086
 Tel: 02 9452 7575
 Fax: 02 9975 3707

www.musicexpo.com.au

Floorplan correct at time of print and subject to change without notice.



Unit 4/1 Skyline Place
PO Box 6053
Frenchs Forest NSW 2086
T: 02 9452 7575
F: 02 9975 3707
info@expertiseevents.com.au
www.expertiseevents.com.au

Expertise Events creates memorable events that connect people and markets in a very personal way.

Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations.

Expertise Events runs more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

