



Equestrian Festival and CDI 3* January 26 to 29 2012



Unique opportunity to promote your business

This year Boneo Park has combined its annual Equestrian Festival and CDI 3* into one event to be held over the Australia Day Weekend, 26-29 January 2012.

Competitions will be held from Thursday to Sunday lunchtime, with an emphasis on Equestrian Entertainment and Education including a Masterclass with Rudolf Zeilinger on Saturday.

The Mornington Peninsula where Boneo Park is situated is a popular Victorian tourist destination in the summer months. An extensive marketing campaign will be aimed at attracting many of the local tourists celebrating the last weekend of the holidays as well as dressage enthusiasts from the Asia Pacific region.

The Trade Village will be situated at the entrance to the indoor arena and VIP courtyard. The event organizers office, score boards and catering will all be part of the "village" ensuring a steady flow of spectators and competitors visit your stores.

Hocker type structures of 3x3, 3x6 and 3x9 are available for hire or if you have your own set up, space is available along the warm up arena.

Benefits

- Your company name, contact and website will be listed in the official event program as well as on the event website.
- You will be provided with 2 exhibitor passes for entry to the event, additional passes will be allocated to exhibitors booking larger marquees.
- You will be invited to the Welcome cocktail party Thursday evening and the Farewell party Saturday evening.
- You will receive a complimentary copy of the official event programme.

Product Donations

If you have suitable products or samples that you are willing to donate for inclusion in the rider bags or to give to volunteers please let us know on the booking form.

Official Event Programme

All riders, officials, VIP ticket holders and special guests will be given a complimentary copy of the official event programme. The booklet will be A5 size in full colour. As an exhibitor you have the opportunity to place an advertisement at 10% of the normal rates. If you cannot attend the event you may choose to advertise instead. Full rates are \$ 300 for a full page and \$175 for a half page advertisement.

Sponsorship

Contact Fiona McNaught on 0402 849 802 for further sponsorship opportunities.

Hospitality Opportunity

Entertain your clients, staff or business partners by booking a VIP package. Further information and bookings forms are on the event website: www.boneopark.com.au or contact Emily at events@boneopark.com.au, or 03 5986 3006 to discuss the various options.

I look forward to welcoming you at Boneo Park next January for a memorable event.

Kind regards,

Sicca van Schaardenburg
sicca@boneopark.com.au,
0418 524 343



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General Information/Terms and conditions for Exhibitors

- Event sponsors will have preferential site allocation.
 - Electricity, one trestle and 2 chairs are included in all sites. Extra's can be booked at additional cost.
 - All power cords must be tested and tagged as per Australian Standards
 - Flooring is available by request at an extra cost
 - Bookings will only be accepted with full payment. Cheques payable to Boneo Park Equestrian Pty Ltd, Credit Card and Direct Debit payment options also available.
 - All exhibitors must supply a copy of their current Public Liability Insurance with their booking form.
 - Although all care will be taken, Boneo Park Pty Ltd will not be liable for any damaged, missing or stolen goods.
 - Displays and equipment left on site are the responsibility of the exhibitor.
- **Set up**

You can start setting up on Wednesday 25th of January from 10am. For horse and spectator safety during the event days, vehicle access to the trade village will only be allowed up to one hour before the start of competition. Car parking will be close by.

• **Trading Hours**

We request that all exhibitors are open for business from 9 am to end of competition on Thursday and Friday. On Saturday we would like you to stay open till dusk.

Sunday is a free day and only hosts the Grand Prix Special in the morning. We would appreciate it very much if you stay open for this part of the event.

• **Accommodation**

This weekend is a very busy time on the Mornington Peninsula. We suggest you book your accommodation as soon as possible. Some very usefull website are:

- www.visitmorningtonpeninsula.org
- www.morningtonpeninsulaaccommodation.com.au
- www.stayz.com.au/accommodation/vic/bays-peninsulas/mornington

• **Timetable**

Wednesday	Trade village set up and horse inspection for CDI Small Tour horses
Thursday	CDI Big Tour horse Inspection, CDN Inter II, CDI and National Prix St Georges, Young Horse Qualifiers
Friday	CDN Grand Prix, CDI Grand Prix, , CDI Intermediate I Novice and Advanced Championships
Saturday	CDI Intermediate I Freestyle, CDI Grand Prix Freestyle, Rudolf Zeilinger Masterclass, Equestrian Festival education and entertainment
Sunday	CDI Grand Prix Special

• **Programme Advertising**

Full page	width 145mm x depth 210mm	3mm bleed all around	\$ 300
Half page horizontal only	width 145mm x depth 90mm	3mm bleed all around	\$ 175

Advertising rates do not include artwork. All artwork should be supplied in High Resolution PDF, with all images at 300 dpi and all fonts embedded.

For accurate reproduction all advertising material should be supplied on CD and accompanied by a printed proof. However emailed artwork will be accepted if necessary.

Bookings close December 30 2011, artwork is due January 6 2012.



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Trade Village and Advertising Booking form

Company: _____

Address: _____

Postcode: _____

Contact person: _____

Phone: _____ Fax: _____

Mobile: _____ E-mail: _____

Trade exhibitors only – please provide details for official event programme and website listing:

Name: _____

Phone: _____ Website: _____

Business description (no more than 25 letters):

TRADE VILLAGE BOOKING: (please tick)

Own Set up – space only \$ 350

Marquee: 3x3m \$ 450 6x3m \$ 600 9x3m \$ 750

Extra trestle table x @\$25 total \$ Extra chair x @\$25 total \$

ADVERTISING BOOKING:

Half page full colour: \$175 \$157.50 Full page full colour: \$ 300 \$270

Total amount payable : \$..... Cheque to Boneo Park Equestrian Pty Ltd

Credit card: MasterCard Visa 3 digit CVS code _ _ _

Card number: _ _ _ _ _ _ _ _ _ _

Name on the card _____ Expiry date ___/___

Signature _____ Date: ___/___/2011

For direct debit information, please contact Emily at Boneo Park 03 5986 3006

Product donations:

Please give details of products you will donate to give away:

Copy of current Public Liability Insurance attached.