



# AALARA24™

CONFERENCE & TRADE SHOW

## EXHIBITOR OPPORTUNITIES



**MAY 20-23, 2024**  
**Gold Coast, Australia**





# Welcome to AALARA24 on the Gold Coast!



Ros Pullen  
AALARA President &  
General Manager, Raging Waters Sydney

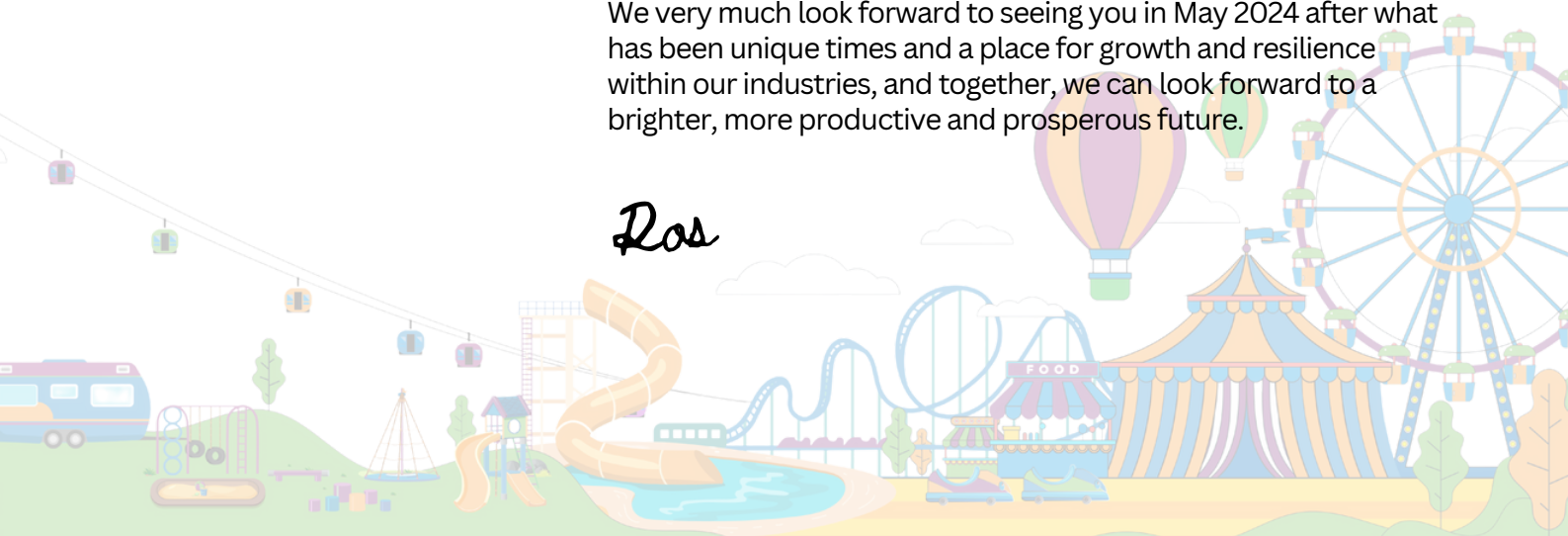
It is our great honour and pleasure to invite you to the 29th AALARA Conference & Trade Show on Queensland's Gold Coast

The AALARA Conference & Trade Show is the industry's only annual conference and the peak industry event for professionals and industry partners within the amusement, leisure and recreation sector.

AALARA24 is the place to share expertise and experience and to connect with industry buyers and professionals. Under the theme of Breaking Barriers and Adapting to the Landscape, AALARA24 features globally recognised speakers and industry professionals to deliver a world class Conference & Trade Show, whilst maintaining our close business community focus.

We very much look forward to seeing you in May 2024 after what has been unique times and a place for growth and resilience within our industries, and together, we can look forward to a brighter, more productive and prosperous future.

*Ros*





# ABOUT AALARA24

The AALARA24 Conference & Trade Show is a unique opportunity for your organisation to connect with leading amusement, leisure and recreation industry professionals from all over Australia and put your business in the spotlight.

AALARA is committed to engaging with delegates through an energising and informative program, facilitating networking and business opportunities for sponsors through an interactive conference line up, dynamic social events and an engaged delegate group.

AALARA24 delegates are the decision makers from across a wide range of industries. CEO's Executive Directors, Business Owners, Marketing , Operations and Executive Managers will be in attendance at AALARA24.

Sponsors receive acknowledgement prior to, during and after the AALARA24 Conference through marketing materials and the AALARA website. In addition, sponsors also enjoy significant contact with delegates during the Conference and social events, unrivalled networking opportunities in Australia.

We look forward to your participation in this premier industry event, and welcoming you to the Gold Coast in May 2024.

## CONTACT

**Kristy Ahrens**  
AALARA General Manager

Phone: + 61 7 55207 717

Mobile: +418 829 927

Email: [info@aalara.com.au](mailto:info@aalara.com.au)

[www.aalara.com.au](http://www.aalara.com.au)

## ABOUT AALARA

Since 1994, the Australian Amusement, Leisure and Recreation Association Inc (AALARA), has connected industry business owners, operators and professionals within the Australian amusement, leisure and recreation industry. The Association educates its members to achieve standards of excellence and professionalism in business ethics, operations and practices. The Association's aim is to also promote and safeguard the interests of its members whilst being a relevant source of information on industry trends and expectations.

## ABOUT THE VENUE

**The Gold Coast Convention and Exhibition Centre (GCCEC)**, is the Gold Coast's premier venue where large-scale national and international conferences and exhibitions roll out.

Located in the heart of Broadbeach, just 500 metres to the beach and walking distance to thousands of accommodation options, GCCEC is Australia's largest regional convention centre.

With nearby accommodation options such as; Qube, Phoenician Resort, Sofitel, The Star, Synergy Broadbeach, Meriton Suites and many more, there is something that suits your needs and budget to ensure you attend AALARA24.



# EXHIBITOR PACKAGES

## EXHIBITOR PACKAGES

The variety of the AALARA24 Trade Show model allows you to capture delegates' attention depending on the specific needs of your business. We also invite you to discuss tailor made options with us to best suit your organisation, which may include both sponsorship and exhibitor components.

## WHY EXHIBIT?

The AALARA24 Conference & Trade Show has several exhibitor packages available, providing exhibitors with a choice of exposure and financial commitment.

Participating as an exhibitor at AALARA24 takes you straight to your target market and gives you an unrivalled level of access to the key decision makers in the Australian industry. It demonstrates your level of support and commitment to the amusement, leisure and recreation industries. It positions you and your business as an authority in your industry.

You gain respect and credibility by standing out from the pack of attendees and prominently displaying your brand.

It is the expressed intention of AALARA to ensure that AALARA24 Trade Show exhibitors will receive the highest recognition in return for their involvement.

## GENERAL BENEFITS ARE:

- ✓ Maximum exposure at the industry's premier Conference & Trade Show devoted to those involved in the amusement, leisure and recreation industry.
- ✓ Get your brand noticed in front of your target market.
- ✓ An unrivalled opportunity to build and reinforce strategic relationships within the amusement, leisure and recreation industries.
- ✓ Time to network with industry colleagues and key decision makers.
- ✓ A cost effective way to reinforce your organisation's brand and build brand awareness amongst your relevant audience. New clients, new customers, new business.
- ✓ Access to a broad network of industry partners from all states in Australia, as well as international guests.
- ✓ Opportunity to present latest innovations and new products or services to a relevant audience, and showcase your expertise and capabilities.
- ✓ Increased marketing opportunities, including visibility on the Conference website and associated marketing materials.



# EXHIBIT AT AALARA24

## Your invitation to attend...

Be part of Australia's only attractions, amusements, leisure and recreation industry exhibition where buyers from throughout Australia, New Zealand, and the Pacific connect with industry manufacturers, distributors, suppliers and consultants.

This trade event represents a cost effective marketing opportunity to showcase your business, products and services to buyers from a vast selection of industry sectors and geographical regions throughout Australasia.

Buyers come to the one location to purchase the latest in amusement rides and attractions, products, equipment, technology and services to grow their attractions business.

New business is written on the trade exhibition floor and it's a great opportunity to catch up with existing clients at this important industry event.

## WHO SHOULD EXHIBIT

### ACCESS CONTROL

Billing entry software, POS, RFID, redemption tickets, ticketing, turnstiles, wristbands.

### ADMISSION SYSTEMS & DEVICES

Turnstiles, gate control systems, redemption tickets, wristbands.

### AMUSEMENT RIDES & ATTRACTIONS

Amusement facilities, bumper cars, carousels, dark rides, Ferris wheels, flat rides, go karts, kiddies rides, major rides, trains (manufacturers, distributors and service/repair, fencing, portable buildings).

### ARCADE GAMES & COIN

**OPERATED MACHINES** Arcade amusement machines, vending machines, coin-operated kiddies rides, midway skills, redemption prizes.

### AQUATIC LEISURE

Aquatic soft play, rides and attractions, flumes, rafts, boats, water treatment, pool manufacturers, aquatic design consultants, anti-drowning devices, aquatic consultants, building and design, cleaning equipment, heating, lockers, play equipment, scoreboards, shade structures, signage, surfaces, timing, waterborne inflatables, wave machines.

### CLOTHING

Costumes, swimwear/resort wear, t-shirts, uniforms.

### COMPUTER SYSTEMS/ SOFTWARE

Line management systems, point of sale, ride control systems.

### CONSULTANTS

Accounting, advertising/public relations, architecture and design, economics/ feasibility, engineering, entertainment/ theatrical agents, financing/leasing, legal, market research, ride testing/ inspections, safety/security, risk management, recruitment, resource management, training and software.

### DISPLAY & THEMING & SHOW PRODUCTIONS

Games manufacturers, visual effects, simulation/virtual reality, animal/marine, animation, music, stunts, theatrical, audio visual and laser shows and special effects.

# EXHIBIT AT AALARA24

## FOOD & BEVERAGE SUPPLIERS

Food preparation equipment, beverages, confectionery, ice creams/ frozen treats, popcorn/ pretzels/snack foods, carts & kiosks, concession trailers, food service supplies, vending machines.

## FACILITY & GROUNDS

Awnings/canopies, supply and servicing the attractions and amusement industry including furniture, lighting, nurseries, seating, shade structures, tiling, turf, maintenance equipment and providers, supplies, outdoor furnishings, landscaping equipment and supplies, maintenance equipment, waste disposal suppliers.

## GIFTS, NOVELTIES & SOUVENIRS

High-tech equipment and services, animatronics, laser and special effects, custom items, tickets and uniforms.

## INDOOR PLAY & PARTICIPATORY PLAY

Play structures and indoor family entertainment rides, interactive centres, climbing walls, rope courses, ziplines, land borne inflatable rides, interactive bowling, laser tag, laser skirmish, miniature golf, mazes.

## PEOPLE-MOVING EQUIPMENT

Carts, golf carts, strollers, wheelchairs, rollers, trains, trams and other ambulatory aids.

## PHOTOGRAPHIC EQUIPMENT

Equipment and supplies, photo booths, ride photography.

## SECURITY EQUIPMENT & SAFETY

Communications, cameras & surveillance, fire management systems, traffic control.

## SAFETY CONSULTANTS & ENGINEERS

Help our members manage their risk and provide consulting services to one of the fastest growing industries in Australia.

## AALARA24 Exhibitor Investment

Booth Size	Member Investment	Non Member Investment
3x1m white melamine intro	\$2500 (up to 1 person)	\$3000
3x2m white melamine small	\$3000 (up to 1 person)	\$3500
3x3m white melamine medium	\$3500 (up to 2 people)	\$4000
3x6m white melamine large	\$6500 (up to 3 people)	\$7500



## AALARA24 TRADE SHOW BOOTH INCLUSIONS

Package Inclusions	Intro	Small	Medium	Large
Floor space & octonorm module	✓	✓	✓	✓
Printed company name on fascia	✓	✓	✓	✓
Wall to wall panels	✓	✓	✓	✓
Fascia board	✓	✓	✓	✓
Energy efficient spotlights		1	2	4
Energy efficient spotlights	✓	✓	✓	✓
Logo on AALARA24 marketing	✓	✓	✓	✓
240V Power point	✓	✓	✓	✓
AALARA24 Conference Bags	1	1	2	3
Exhibitor Manual	✓	✓	✓	✓
Service Desk during bump in	✓	✓	✓	✓
Welcome Reception Ticket	✓	✓	✓	✓
Morning Tea catering	✓	✓	✓	✓
Lunch catering	✓	✓	✓	✓
Afternoon catering	✓	✓	✓	✓
Conference bag insert flyer	✓	✓	✓	✓
Listing on AALARA website	✓	✓	✓	✓
Inclusion on AALARA emails	✓	✓	✓	✓
Promotion of 'show specials'		✓	✓	✓
Entry into AALARA24 Conference			1	2
Special offer EDM to AALARA database	✓	✓	✓	✓
AALARA social media mentions	1	1	2	3
Full page in AALARA 2024 Member Directory				✓

# THE FINE PRINT

## EXHIBITOR CONDITIONS

AALARA reserves the right to accept or reject any exhibitor application at its absolute and unfettered discretion with the return of any deposit paid.

Company advertisements and satchel inserts are subject to approval from AALARA.

All AALARA24 Trade Show packages are GST inclusive.

Payment Terms: Strictly payment upfront.

## TO CONFIRM YOUR BOOTH

Should you wish to confirm your Trade Show booth, please return the completed Acceptance Form. On receipt of the full payment, a confirmation letter will be sent to detail further information regarding your AALARA24 Trade Show booth, due dates etc.

## SPONSORSHIP PACKAGES

Please refer to the Sponsorship Packages for outlined benefits and to further your AALARA24 Trade Show experience. Any variations of a package must be as agreed in writing with the Conference Organiser.

## EXHIBITOR ENQUIRIES

Please contact  
Kristy Ahrens

AALARA General Manager to discuss AALARA24 sponsorship packages and opportunities available in more detail.

Phone: +61 7 55207 717  
Mobile: +61 414 166 202  
Email: [info@aalara.com.au](mailto:info@aalara.com.au)  
Web: [aalara.com.au](http://aalara.com.au)

## BOOTH ALLOCATION

AALARA24 Trade Show booths are limited in number, and will be generally allocated to those organisations who apply earliest. Allocation of AALARA24 Trade Show booths, regardless of the preference indicated, is at the discretion of the AALARA General Manager, whose decision will be final.

## CANCELLATION POLICY

Once an AALARA24 Exhibitor Acceptance Form has been received, any cancellation must be advised in writing to the AALARA General Manager. If the cancellation is received up to three months before the event, an administration fee of 25% of the total price is retained. If the cancellation is received less than three months prior, no refund is applicable.

## EXCEPTIONAL CIRCUMSTANCES

AALARA reserves the right to change the venue and duration if exceptional circumstances demand. In the event of a change of venue and/or duration, the agreement to participate will remain in force as long as the sponsor/exhibitor is informed at least one month prior to the planned conference.

## VENUE

The Exhibitor and the servants, agents, contractors and invitees of the exhibitor are also to observe the rules, regulations and procedures as prescribed by the Gold Coast Convention & Exhibition Centre.

## VALIDITY

AALARA24 Exhibitor Prospectus current as at September 2023. Details may change, so please refer to the website for the latest and most up-to-date information. This can be found on the AALARA website.

## PARTNERSHIPS

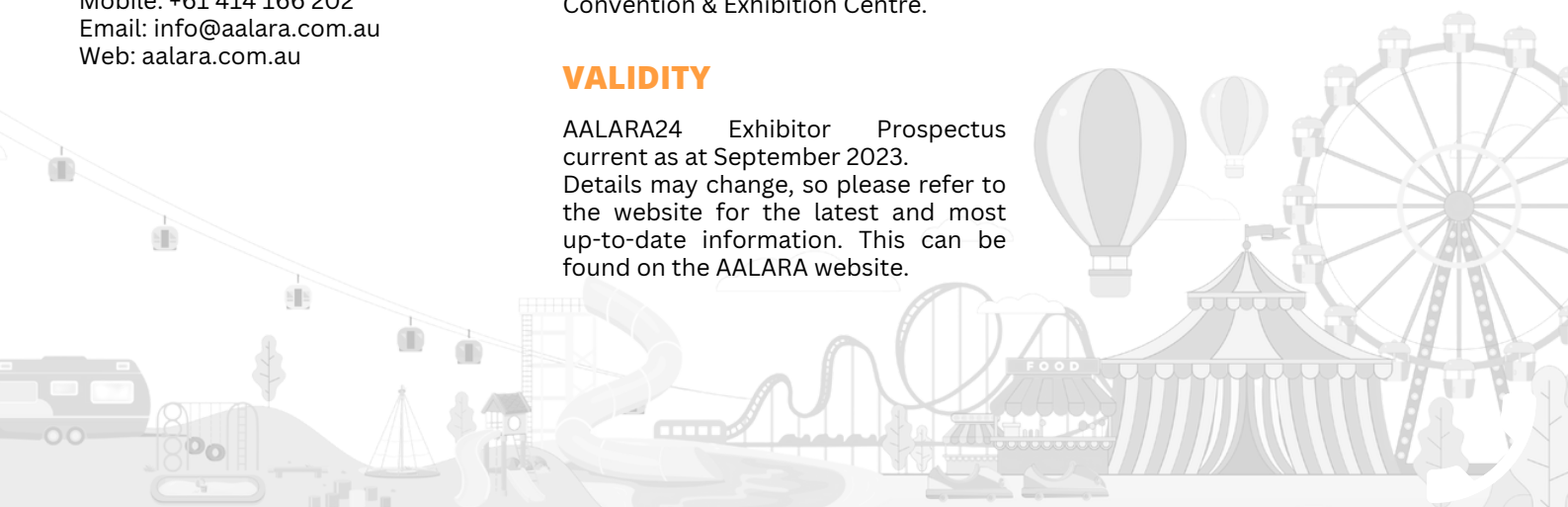
Nothing contained in this agreement will be deemed to constitute a partnership, joint venture or agency relationship between you and AALARA, and you must not do anything where you will in any way, be represented that you are a partner of the Australian Amusement, Leisure and Recreation Association and/or the Conference Organisers.

## DETAILED REQUIREMENTS AND DUE DATES

The AALARA24 Conference Committee and Conference Organiser requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other required information will be sent to you in a confirmation letter at a later date with the relevant due dates.

In the event that materials, information or artwork required by the Conference Organiser are not received by the designated due date, their use for the intended purpose cannot be guaranteed. The value of these entitlements will not be refunded if this is the case.

Logos will be requested in PDF, jpg and .eps format, at least high resolution 300dpi. Should an alternative format be received, the Conference Organiser cannot be held responsible for the quality of the logos displayed in any promotional material.





# AALARA24 TRADE SHOW EXHIBITOR ACCEPTANCE FORM

To confirm your AALARA24 Trade Show booth, please return this form to AALARA by email [info@aalara.com.au](mailto:info@aalara.com.au) or to AALARA, Suite 14b, Pipeline Capital Building, 37 Connor Street, Burleigh Heads, Qld, 4220.

## YOUR CONTACT DETAILS (all correspondence will be forwarded to this contact)

FIRST NAME: ..... SURNAME: ..... PHONE: .....

ORGANISATION: ..... POSITION: .....

ADDRESS: .....

STATE: ..... POSTCODE: ..... EMAIL: .....

## EXHIBITOR PACKAGES

Please tick appropriate box to indicate your chosen sponsorship package. All amounts are in AUD & include GST, unless stated otherwise.

☐ \$2,500 Intro Booth (Member)

☐ \$3,000 Intro Booth (Non-Member)

☐ \$3,000 Small Booth (Member)

☐ \$3,500 Small Booth (Non-Member)

☐ \$3,500 Medium Booth (Member)

☐ \$4,000 Medium Booth (Non-Member)

☐ \$6,500 Large Booth (Member)

☐ \$7,500 Large Booth (Non Member)

☐ Custom Booth Package Details: .....

Please refer to the following AALARA24 Trade Show floorplan and nominate your preferred booth #: .....  
Whilst we will do our best to provide you your desired booth, no guarantees can be made.

Your signature below is taken as authorised acceptance of the exhibitor entitlements as per the AALARA24 Exhibitor Prospectus and acceptance of the terms and conditions.

Signature: ..... Date: .....

## PAYMENT

### CHEQUE/MONEY ORDER

☐ I enclose full payment of:

AUD\$ .....

### ELECTRONIC FUNDS TRANSFER

☐ I have made payment of:

AUD\$ .....

### CREDIT CARD

☐ Charge the amount of:

AUD\$ .....

☐ Mastercard ☐ Visa

Payment will incur a 2% credit card fee

to:  
Australian Amusement,  
Leisure and Recreation  
Association (AALARA Inc)  
Unit 14b, Level 2  
Pipeline Capital Building  
37 Connor Street  
Burleigh Heads  
Qld 4220

to:  
AALARA Inc  
BSB: 014 636  
Account #: 333 326 893  
International Swift Code: ANZBAU3M  
(International transfers add AUD\$30  
bank fees to total).  
Date processed:.....

Name on card: .....  
Card number: .....  
Expiry: .....  
CCV: .....  
Signature: .....