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SEPTEMBER 7 - 9, 2005

SYDNEY SHOWGROUND

SYDNEY OLYMPIC PARK

www.filmex.com.au

filmEX 05

AUSTRALIAN FILM
INDUSTRY EXPO

Exhibition Prospectus

Dear fellow film professional,

I am pleased to inform you of the creation of the inaugural Australian Film Industry Expo. 'FilmEx 05' will be the first dedicated Trade Show developed for the film industry and promises to be the major professional and business development event on the Australian film calendar.

This prospectus outlines the main features of the Show, including exhibition options, sponsorship and advertising opportunities. In coming months, this will be complemented by an industry wide integrated marketing campaign designed to make this one of the most talked about events locally and internationally.

I cordially invite you to consider the possibilities for showcasing your business here, and look forward to meeting you at the Show.

Regards,



Dennis Adonis Show Director



Australian Film ExpoCo

AUSTRALIAN FILM
INDUSTRY EXPO

Trade Show in action



THE AUSTRALIAN FILM INDUSTRY

The Australian Film Industry is vibrant, highly skilled and internationally well regarded. The Production sector has grown dramatically through the 1990's and in recent years has seen Australia become a location of choice for many large scale international productions, accompanied by a renaissance in local talent and dramatic expression.

Businesses involved in Film and TV Production span the gamut of creative and craft related disciplines, from caterers to casting agents, lighting rigs to locations, sound sets to scriptwriters. The common link is the provision of a craft or creative service in turning imagination into reality!

Studies of AFC and ABS figures show some compelling figures for these businesses:

- Revenues of more than \$4.2 billion dollars
- More than 2200 different businesses
- Over 48,000 staff employed (inc TV)

TRADE SHOW BENEFITS

Every year in Australia, 360 different Exhibitions are run - Trade or Consumer - generally considered the pinnacle annual showcase for their particular industry. Exhibitors gather to promote their business, network with their peers, position their brand and gain face to face exposure to their target market. Visitors, whether trade or consumer, come to see a selection of premier businesses, displaying innovative products and services in a way that just isn't possible through static ads, or any related medium.

Trade Shows, as the name suggests, attract an audience comprised of a particular profession or

industry. This audience is perfectly targeted - every visitor is a potential collaborator or future resource. These Shows are less about immediate sales and more focused on marketing exposure, long term brand building, business and professional development, and peer to peer networking.

Some interesting Trade Show facts, drawn from the Exhibition and Events Association of Australia:

- 83% of all visitors to a trade show have the authority to purchase or are a decisive influence in the purchasing decision of the company.
- 72% of trade show visitors intend to make a purchase either at the show or in the near future.
- An average expenditure of 9% of companies' marketing budgets was measured as returning 23% of business - equating to an impressive 250% ROI!

FilmEx 05 - The Australian Film Industry Expo - is the product of an intensive, structured program of research into the composition and needs of the Australian Film Industry and will feature an impactful, dedicated, year round marketing campaign, and integrated partner marketing initiatives, to ensure that every member of the domestic industry, and key buyers from all major international markets, are drawn to the Show.

WHO WILL ATTEND?

Exhibitors and visitors to the Show will be drawn from all sectors of the production, distribution, exhibition, television and video industries, including:

- Production companies
- Creative talent, including actors, directors, producers, scriptwriters, cinematographers, sound engineers, songwriters

- Casting agents
- Film and drama schools
- Lighting, technical and audio makers
- Production suppliers including caterers, action vehicles, rigging, props, wardrobe
- Production locations
- Studios
- Government film agencies
- Industry associations
- Design and animation houses
- Marketing and advertising services
- Finance and administrative support
- Editing and post production

And so many more...

SPONSORSHIP

A range of sponsorship opportunities are available to businesses or filmmakers seeking to optimise market exposure, brand development and positioning via an industry wide coordinated marketing campaign of this scope, and via close alignment with an event of this magnitude.

Please contact us directly to discuss whether your business can benefit from a customised sponsorship package, designed to capture the brand and marketing exposure available from this Show.

Telephone: 1300 88 91 82

Email: events@filmex.com.au

SPECIAL EVENTS

A comprehensive series of special events and educational programs are being developed to run throughout the show, in the 3 dedicated 'Special Project' rooms, including seminars, film screenings, digital media and lighting displays, in conjunction

with our event partners. These events will benefit from the infrastructure assembled for a Show of this size and scope and will cover a range of topics befitting an assembled trade audience of this nature, including:

- Guest lectures and talks from industry luminaries
- Seminars and workshops covering industry developments and educational briefs
- High impact displays of the latest in film making technology - CGI, digital media, lighting, sound and engineering
- Short film, preview and feature screenings
- Script Mart

Exhibitors will gain full access to all events; Visitors will have access to all events on their day of attendance.

Full details will be released as the program order develops.

SOCIAL PROGRAM

In addition to the Special Event program which will run throughout the days of the Show, each of the 3 evenings will feature a unique social event, aimed



Gala dinner

at celebrating the special qualities of the industry and designed to optimise the networking experience of the Show.

- Opening night is the VIP Welcome Cocktail Reception, with invited guests only, drawn from the industry as well as select local arts, media, sporting and political identities.
- Evening two will feature a special screening event, celebrating young and developing filmmakers
- Closing night, the culminating event of the Show, will be a Gala Charity Dinner and Ball, designed to close the Show in fitting style.

Exhibitors will receive invitations to all events; Visitors may be eligible to register to attend certain evenings.

Full details will be released as the program order develops.

SMALL FILMMAKERS ACCESS PROGRAM

An integral focus of the Show will be the inclusion of the entire industry. As mentioned above, we see significant business and professional development benefits for small filmmakers and production businesses exhibiting at the Show. To this end we have a range of customised access options to suit smaller businesses. Please contact us if you may be interested in learning more.

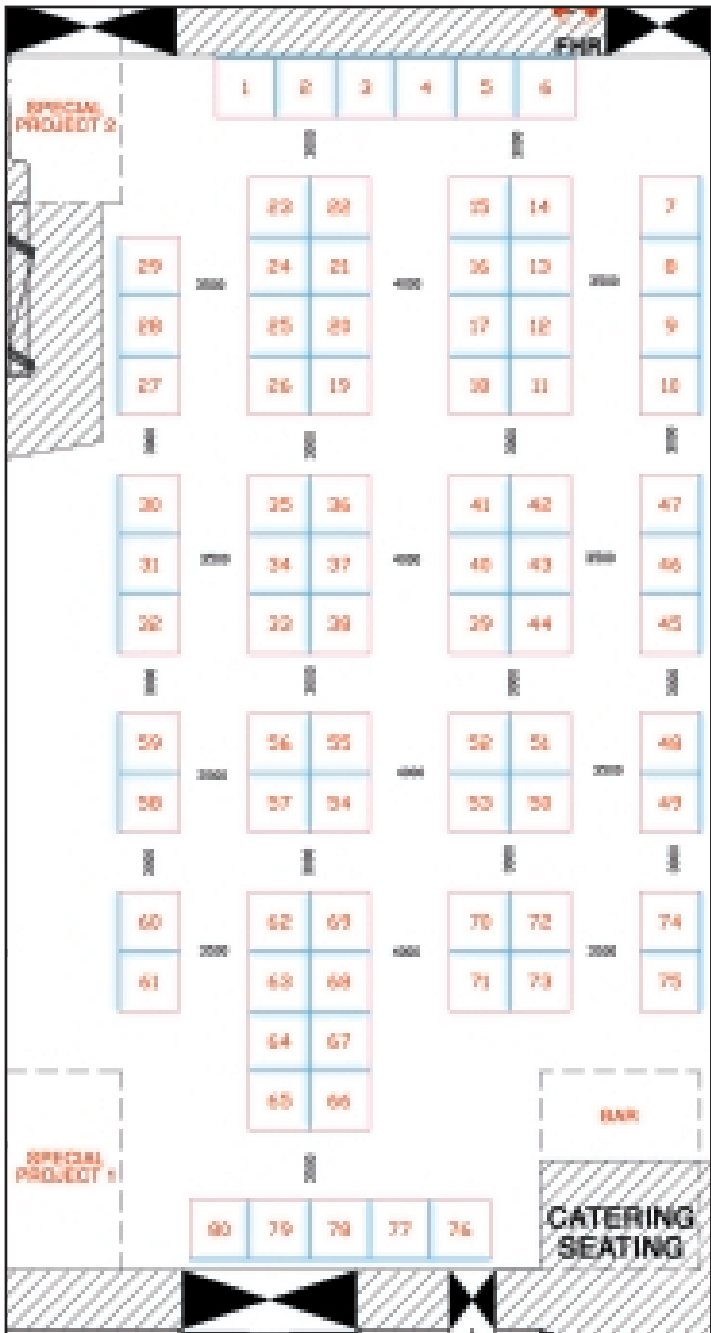
Telephone: 1300 88 91 82

Email: events@filmex.com.au

Please refer to the Show website for further details on the event and more information on the Australian Film Industry: www.filmex.com.au

FLOOR PLAN AND PRACTICALS

'FilmEx 05'
- Australian Film Industry Expo
 Sydney Showground,
 Sydney Olympic Park



Floor Plan Layout - 100x3x3m booths

LEGEND:
 All dimensions in mm unless specified otherwise
 M= Panels in Metre
 F= Fascia in Metre
 Dotted line indicates Space Only Areas

BOOK NOW

Exhibition dates

Wednesday 7th - Friday 9th September, 2005

Every effort will be made to accommodate requests for specific stands, size and positioning, however space will be allocated in order of receipt of confirmed bookings.

Space only

\$410 per m² + GST = \$451 per m²

Shell scheme

\$450 per m² + GST = \$495 per m²

* Minimum 3m x 3m = 9sq/m

Stand inclusions

- Fabric wall • Quality carpet tiles • Fascia signage
- 40 mm Foga system • 2 x 150 watt spotlights
- 1 x 4 power outlet.

Optional extra furniture and equipment is available to suit your needs. Optional design, printing and stand tailoring assistance is available.

**All expo equipment supplied by
 Moreton Exhibitions and Events.**



Standard 3m x 3m shell scheme

