

active OUTDOORS

expo | 2010



May 29
Cultural Forecourt
South Bank
Brisbane



Expressions of Interest

Active Outdoors Expo 2010

May 29

About the Expo

The Queensland Outdoor Recreation Federation (QORF) is pleased to announce the return of **Active Outdoors Expo 2010** – the only event designed to showcase the diversity of Outdoor Recreation in Queensland.

Aims of the Expo are to:

- Provide QORF Members and Queensland's outdoor community with an opportunity to engage with the general public in a focused outdoor environment.
- Raise awareness of the many benefits that stem from outdoor recreation
- Provide a free opportunity for the general public of all ages to sample activities and products designed to help Queenslanders take advantage of a healthy active outdoor lifestyle.
- Promote the value and potential of a healthy active outdoor lifestyle to contribute to our quality of life now and in the future.

The **Active Outdoors Expo 2010** will be run in conjunction with the *Resi River Race*, an 18km marathon teams outrigger canoe event hosted by the Brisbane Outrigger Canoe Club, and a number of sprint races featuring high profile personalities. The races take place between 10:00am & 2:00pm with the start/finish area directly opposite the Expo grounds at South Bank. The *Resi River Race* start & finish will feature on the Expo Programme.

Your Opportunity

This is your opportunity to be involved in an event with enormous potential.

Key Benefits of featuring your activity, business or product at the **Active Outdoors Expo 2010** include:

- **Access to a broad range of demographics in a focused outdoor environment**
- **Direct touch-point with outdoors focused consumers**
- **Guaranteed exposure for your product/service at an iconic, urban precinct**
- **Opportunity to feature your product/activity on the Expo Programme**
- **Free listing on Expo page of Outdoors Queensland website - over 30,000 visitors to the site each month**
- **Expo listed on South Bank website – over 95,000 web pages views per month**
- **Your Company/Organisation acknowledged in QORF E-news - over 1500 recipients including 135 Full Members**
- **Verbal acknowledgement throughout Expo by MC**
- **Association with one of Brisbane's premier outdoor recreation locations**



Your Options

There are several ways you can choose to be involved in the event.

Activity Demonstration

An opportunity to profile your activity at specific time(s) throughout the day and featured on the Expo Programme

As a demonstrator, you will ensure that your activity receives maximum exposure for your organisation, business, or club

Come & Try Activities

An opportunity to offer a free activity trial or product sample

Activity providers must ensure their activity encourages active recreation in an outdoor environment and reinforces the 'Active Outdoors' Expo message. That is, all activities provided must be offered free of charge to the general public and promote a positive outdoor and environmental message.

If you choose this option you will also have the advantage of an exhibition space to profile your business, club or organisation.

Exhibition Stand

A marquee will be erected onsite to provide covered display space for your organisation, business or club. This opportunity is open to any outdoor service provider from equipment & apparel suppliers to commercial operators, clubs and government departments.

Please remember, the focus of the Expo is on encouraging the community to be active and environmentally positive. As such QORF may need to make choices as to the appropriate mix of exhibitions and trade displays that are put forward.

Brochure Display in QORF Stand

If your business or product does not warrant a full exhibition stand or activity demonstration, we are also offering an opportunity to gain exposure at the Expo through a brochure display in the QORF stand. This will ensure you still reach Expo customers and gain exposure for your business or product. At this location, the public will be able to access a limited number of environmentally friendly Expo show bags to carry away information of interest to them. Your brochure could be part of this mix.

The **Active Outdoors Expo 2010** is designed to profile the outdoor recreation industry in Queensland. As such we have a number of expectations for the event and how exhibitors and activities will be presented:

- Your display/activity must be professional, credible and well run
- Your display/activity must promote a positive environmental message
- Your display/activity must be offered free of charge to the general public
- You will be required to operate your display/activity for the entire Expo Programme (9:00am – 3:00pm) and at least one staff member must be present at all times
- You will provide the opportunity for consumers and participants to be able to take something home with them (sample, giveaway etc) - along with a great memory
- You will limit the dissemination of brochures and information to your trade stand, QORF's trade site or through the Expo Show Bag
- You will respect the other exhibitors and activity providers, working together to profile your products, message or organization
- You will inspire, convince and encourage ongoing participation in outdoor recreation

The Venue | South Bank

The venue for the **Active Outdoors Expo 2010** will be the **Cultural Forecourt Grassed Area at South Bank** (Please see attached map for location)

South Bank is home to more than 17 hectares of public parklands, the country's only inner city beach, a Cineplex, more than 40 restaurants, cafes, bars and shops; and is recognised as the city's cultural hub and arts precinct.

The Cultural Forecourt offers the ideal setting for the **Active Outdoors Expo 2010** with high public visitation rates on any given day and especially on weekends.

Timeline | Important Dates

Lead-in time for this inaugural event is limited and we acknowledge the difficulty that some of you may have finding space on your calendar. We are, however, endeavouring to confirm the Expo Programme as early as possible to enable the effective launch and promotion of the event.

Important Dates:

Expressions of Interest Close

Friday March 19th

Bookings Close: Activity Demonstrations

Friday April 16th

Bookings Close: Come & Try Activities / Exhibitors

Friday April 30th

Please get back to us as soon as possible to express interest or confirm your involvement.



Register Your Interest

Please answer the questions below to provide us with an understanding of how you wish to be involved in the **Active Outdoors Expo 2010**. Please note, this is not a booking form simply an **expression of interest** that will assist us in meeting your requirements and deciding on the Expo mix.

Name of Organisation / Business / Club: _____

Please specify your status _____
(e.g. not for profit organisation, club, commercial operator etc)

How many of your staff members will be present?

Do you have your appropriate insurance* YES NO
(*Minimum \$10 million cover is required by South Bank)

What is your primary interest in the Expo? (Please choose one and provide details)

EXHIBITOR
Please describe what you wish to profile (product, club, business etc)

Exhibition Space 3m x 3m
 6m x 3m

ACTIVITY DEMONSTRATION (Please answer questions below as per Come & Try)

COME & TRY ACTIVITY & EXHIBIT (Please answer questions below)

Describe your activity including equipment, props used, type of interaction with public

How much space do you require? (Please allow for set up space and operating space)

Active Outdoors Expo 2010

Location Map

