



MANDURAH

DOLPHIN QUAY, MANDURAH

21st - 23rd February 2025

**EVENT
PROSPECTUS**

Presented by:





WA'S ONLY ON WATER BOAT SHOW

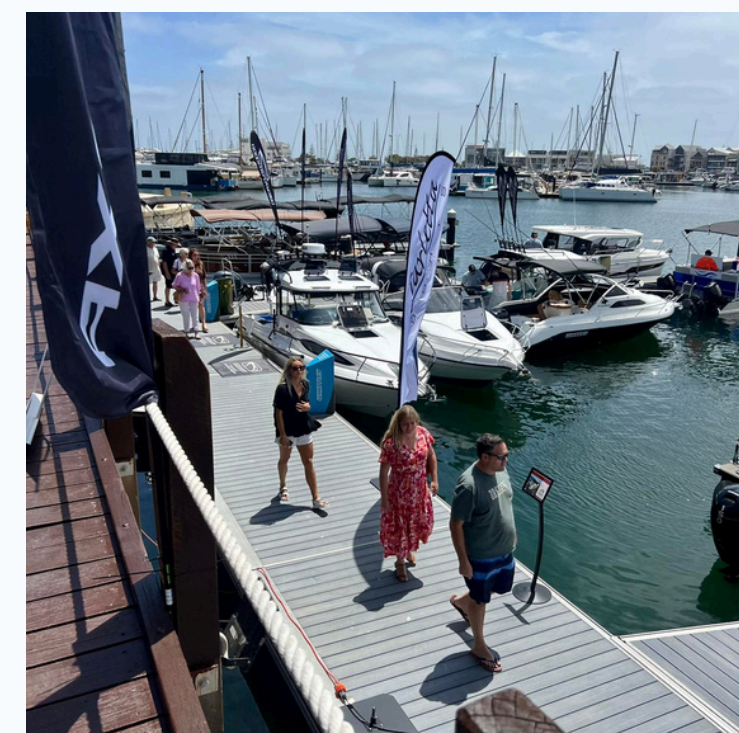
THE EVENT

The Mandurah Boating Festival has been created with the theme of prestige, colour, movement, and luxury; and importantly free of charge for all visitors. Prestigious boats, both new and second hand will be viewed in their natural environment, with family entertainment and attractions over the weekend; drawing in crowds, creating a festival atmosphere.

The venue location, Dolphin Quay, facilitates the mooring of 38 boats, Keith Holmes Reserve and Lido Beach allows room for trailable boats and exhibition space, as well as numerous restaurants situated along the boardwalk enabling a multitude of entertaining options.

SHOW HIGHLIGHTS

- Premiere waterfront location
- Free visitor entry
- Family fun entertainment
- Beach area available for demonstrations
- Multiple hospitality options for both visitors and exhibitors
- Close to Mandurah City centre



SHOW PROMOTION

A comprehensive advertising and promotional campaign will promote the show, exhibitors & their brands to drive visitor attendance and create interest in the boating lifestyle.

- **PR and Marketing**

Comprehensive campaign to reach key marine channels

- **e-Newsletters**

Engaged database of boating enthusiasts

- **Advertising**

Radio advertising and live reads, and traditional media to complement the broader campaign

- **Social media**

FaceBook, Instagram and YouTube

Event Schedule

MOVE IN

19th - 20th February

SHOW DAYS

Friday 21st February: 10am - 6pm

Saturday 22nd February: 10am - 7pm

Sunday 23rd February: 10am - 6pm

MOVE OUT

24th - 25th February

Exhibitors will have 2 days post show to move out.

SHOW SPACE

Manufacturers, dealers, retailers and government agencies are invited to exhibit at the 2025 Mandurah Boating Festival.

ON WATER BERTHS

The Mandurah Boating Festival will feature on water vessels. Pens will be created per boat size.

OPEN DISPLAY SPACE ONLY

Open space is available on Keith Holmes Reserve, Lido Beach and Oceanic Boardwalk for a variety of exhibitors to showcase their products and services such as trailable boats, product demonstrations and business promotion.

Refer to the Show Layout for pen and open space placement.

EXHIBITION RATES

ON WATER BERTH

DOLPHIN QUAY / OCEANIC

BIAWA Member:
\$200+ GST per metre

Non Member:
\$235+ GST per metre

OPEN DISPLAY SPACE

KEITH HOLMES RESERVE, LIDO BEACH,
OCEANIC BOARDWALK

BIAWA Member:
\$36 per sqm

Non Member:
\$41 per sqm

PUBLIC LIABILITY INSURANCE

All exhibitors must have Public Liability Insurance. Your policy must clearly state that you are covered for the Show duration including move in and out, being away from your own premises.

SPONSORSHIP OPPORTUNITIES

PLATINUM

- Exclusive use of Oceanic Boardwalk for vessels
- Premium branding in all advertising, radio and promotional material
- Speaking opportunity
- Plus much more

GOLD

- 3 vessels premium placement
- High level branding
- Extensive social media coverage
- Event marketing
- Plus much more

SILVER

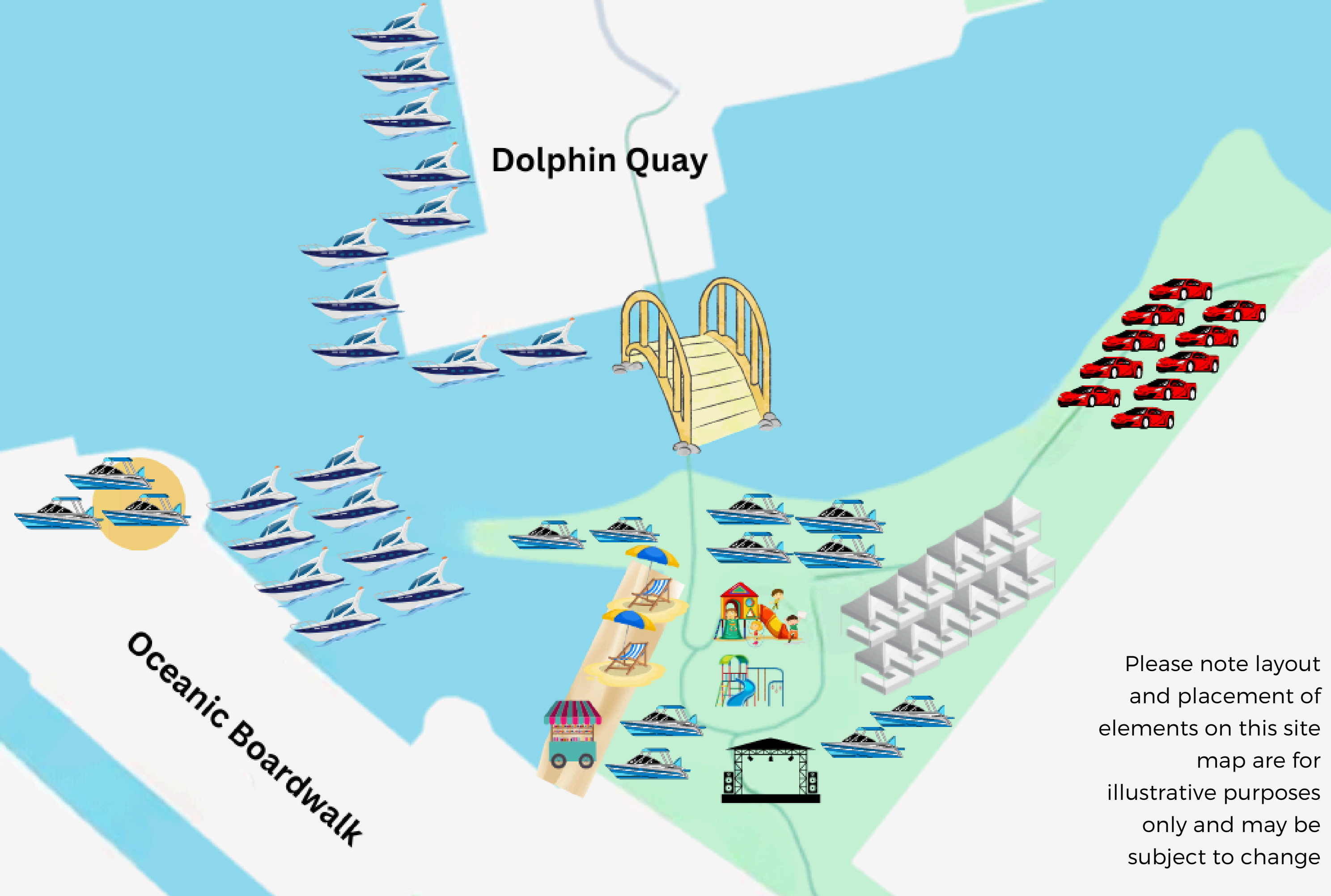
- 2 vessels premium placement
- Brand visibility
- Social media coverage
- Event marketing
- Plus much more

SUPPORT SPONSORSHIPS \$VARIOUS




- Hospitality Sponsor
- Supporting Partner

**Further information
can be found in our
Sponsorship Packages**

Talk to us today about sponsorship opportunities



LEGEND

-  On water
-  Free space
-  Booth displays
-  Car display
-  Beach activation
-  Children's entertainment stage

Please note layout and placement of elements on this site map are for illustrative purposes only and may be subject to change

SHOW LAYOUT

HOW TO BOOK

- 1.** Complete the online Application to Exhibit form.
- 2.** Once your application is approved, you will receive an invoice for any applicable fees. Payment can be made via the methods outlined on the invoice. Please ensure payment is processed by the due date to confirm your participation.
- 3.** Forward a copy of your Public Liability Insurance to events@biawa.asn.au

Important Information - Bookings are taken on a first in best dressed policy.

EXHIBITOR AGREEMENT

Mandurah Boating Festival

- Public Liability Insurance – All exhibitors must have Public Liability Insurance. Your policy must clearly state that you are covered for the Show duration including move in and out, being away from your own premises.
- Security is provided throughout the Show between the hours of 9am – 5pm, however, please be aware that all goods are displayed at your own risk and must be adequately insured by your insurer.
- Steps will be required to access boats from the jetty, please take into consideration the tides.
- All exhibits must be in place by 6pm on the Thursday before the start of the Show.
- Freight Forwarding – Please ensure that you are on site to receive and send your goods to and from the Show.
- Event Staff or staff from Dolphin Quay WILL NOT BE RESPONSIBLE for the receipt of any goods.
- All boats must be manned until the close of each Show day. A move in schedule for the Show will be sent out with the exhibitor information. Please ensure that you are aware of your move in time.
- Exhibitor functions are permitted on boat(s) following closure of the Show each day. All care and responsibility are on the Exhibitor.
- Exhibitor functions must be advised to boat show management prior to the start of the Show. This information must be lodged with our security for access to be granted.
- Cancellation of space – Please see terms and conditions.
- Applications will be dealt with strictly in order of receipt. Space bookings will be confirmed upon receipt of a completed booking form and payment.
- If you will be conducting demonstrations of your product, please read our terms and conditions located in the back this prospectus.

Exhibitor Safety

The Exhibitor Safety Rules have been prepared to advise you of the safety precautions which have been put in place for the safety of all staff, volunteers, exhibitors and members of the public. Please read and disseminate this information to all those who will be assisting you with your display.

Hazard Identification

Hazard identification is the responsibility of all staff, volunteers and exhibitors. Please report any hazards to the boat show office immediately.

First Aid

A first aid post will be located in a dedicated first aid area within the Show. First aid kits will be located at the boat show office. In the event of injury please make your way to, or contact, the boat show office. Please ensure that you and your staff are familiar with the location of the first aid post and boat show office.

Fire

In the event of a fire please phone 000 immediately and report the fire, then inform the boat show office.

Electrical Safety

Please read the electrical safety rules on the Electrical Bookings form and ensure that you and your staff are familiar with them.

Lost Children

Lost children should be accompanied to the boat show office where they can await collection by their parents.

EXHIBITOR AGREEMENT

Trip Hazards

Exhibitors and caterers must ensure that paths are clear and safe. Any potential hazards not within your control should be reported immediately to the boat show office.

Safety Vests

Safety vests must be worn for the move in and out at all times. No Children are allowed on site during move in and move out.

Evacuation

In the event of evacuation you will be advised over the public address system of the reason for the evacuation, the area to be evacuated, the nominated exit point and the gathering or muster point.

If the evacuation is not in response to an immediate and dangerous threat you will also be advised of procedures for re-entering the Show.

Show Closure

In the event of an extreme weather warning from the Bureau of Meteorology or a threat posing significant danger to exhibitors and the public, the organisers will close the Show until it is safe to return to the venue.

Risk Management Plan

A full copy of the event Risk Management Plan can be viewed at the boat show office.

Move-In

Water Berth Exhibitors

Dolphin Quay will facilitate move in the week prior to the Show. A schedule will be sent out to you outlining your arrival time and day.

Ground Exhibitors

A move in schedule will be issued to all exhibitors as part of the exhibitor information. This schedule will be set out as such to alleviate any congestion in the Show during the set-up of the Show. Please make sure that you adhere to the plan. If you have any special requirements with regards to move in or out, please contact event management staff.

Move-Out

Water Berth Exhibitors

A schedule will be sent out to you outlining your move out time and day.

Ground Exhibitors

Move out will begin at 5:00pm on the final day of the Show. Move out passes will be issued to exhibitors towing boats. Please ensure that you order your move out passes in advance through the form in the exhibitor's kit.

Please note that there is NO ONSITE STORAGE. All trailers, pallets and boxes must be taken off site for the duration of the Show. If you have goods that need to be stored during the Show, you will need to source your own storage facility.

EXHIBITOR AGREEMENT

Terms and Conditions

INDEMNITY

The exhibitor shall indemnify and keep the organisers indemnified against all losses, claims, demands, actions, proceedings, damages, costs or expenses or other liability arising in any way from the use of the site by the exhibitor except to the extent that the same is caused or contributed to by the negligence of the organisers.

BOOKING OF SPACE

All space bookings must be via the online application. It is the exhibitor's responsibility to make sure that the booking has been placed and received by the show organisers. Once booked in exhibitors will receive a confirmation email with their invoice. If you do not receive an email from BIAWA please contact us direct to ensure that the booking has been placed.

DEPOSIT/ PAYMENTS

A 50% Deposit is required to confirm a site booking and final payment must be received in full no later than the payment deadline. Failure to remit final payment by the due date could result in your site being sold to another exhibitor for a discounted price and you will forfeit your deposit.

PAYMENT OF BOOKING

Full payment of your booking must be made by the exhibiting company no later than the payment deadline. Failure of payment by this date will result in cancellation of space. Please see Cancellation of Space, for refund policy.

LEGAL REQUIREMENTS

Exhibitors must comply with all applicable laws, industrial agreements, industrial awards, occupational health and safety and consumer protection practices.

INSURANCE

Exhibitors must produce to the organisers a certificate of currency of public liability insurance policy with coverage of Ten Million Australia dollars (AUD\$10,000,000) endorsed for the show duration including move in and move out. The Exhibitor shall be responsible for the insurance of all property brought by the Exhibitor onto the Show Site. The Exhibitor must hold adequate workers compensation coverage for staff working on stands. Where a supplier to an Exhibitor is displaying on the site with the Exhibitor, they must also send through a copy of their public liability insurance to BIAWA Events. If this is not received, then the Exhibitor will be held liable for any claims that may arise on their site.

CONDUCT OF EXHIBITOR

The Exhibitor shall ensure that their stand is open to view and staffed by competent representatives during the official opening hours of the Show. The Exhibitor shall not exhibit its products or conduct its business from any other than their allocated space.

The Exhibitor shall not conduct or permit to be conducted any auction, lottery, raffle, guessing competition, or other game of chance, whether for charity or otherwise, at the Show without written consent from the organisers. The Exhibitor shall ensure that the aisles, passageways and walkways on or adjacent to their space are kept completely free from obstruction during the Show.

Sound levels caused by the Exhibitor's use of display equipment such as videos and televisions shall not be intrusive to other Exhibitors. The organisers reserve the right to terminate the use of such equipment on the basis of unacceptable sound levels.

The Exhibitor shall not use individual public address systems in the Show site unless written permission has been obtained by the organisers. Where such permission is obtained the PA system must comply with the above noise levels.

The Show PA system is for the notice of an Emergency Evacuation and as such shall not be tampered with at any stage, any exhibitor found to be tampering with the PA system and or equipment shall be liable for any damage or costs incurred.

EXHIBITOR AGREEMENT

SITE MARK-OUT AND BOUNDARIES

All sites will be marked out and numbered prior to move-in. All exhibits must remain within their boundaries and displays are not to creep into other exhibits. Any exhibitor seen to be outside their boundary will be asked to reposition their display, however if the display does not fit within the space ordered a new site may be allocated with an additional charge being incurred. Failing this the exhibitor may be asked to remove items that clearly do not fit within their display area. Show management can ask an exhibitor to change the design of their stand if it is deemed that a line of sight through the show cannot be maintained.

ELECTRICAL INSTALLATION

All electrical work will be carried out by the Show's official electrical contractors.

DISPUTES

Any disputes between exhibitors and the public or the exhibitors themselves, will be referred to the board of the show organisers.

FOOD, DRINK

The Exhibitor shall not sell, distribute or give away any item of food, drink or tobacco on the Show site without prior written consent of the organisers.

STEPS AND STAGING

Any steps or landings that rise to 1m or more off the ground need to have continuous balustrades. This applies to platforms 1m high or more and steps that lead to a platform 1m high or more. Steps need to be between 280mm and 355mm and rises should be between 115mm and 180mm.

SELLING AND PRODUCTION LIMITATIONS

Exhibitors are to only sell products and services that are part of their everyday business.

ALTERATIONS TO SPACE BY SHOW MANAGEMENT

The organisers reserve the right at any time to make alterations to the space they consider necessary in the best interest of the show, including altering the size, shape or position of the space. Where possible Exhibitors will be informed of any changes ahead of the show.

POSTPONEMENT, ABANDONMENT OR CANCELLATION

If, for any cause beyond the reasonable control of the organisers, the holding of the Show is postponed or abandoned or the Show site becomes wholly or partially unavailable for the holding of the Show, the organisers may at their discretion cancel the Show and return all sums paid to it by the exhibitor in respect of the Show. In any case, the organisers shall not be liable, and are hereby released from liability, for any damage, loss (including consequential) or expense incurred by the exhibitor as a result of the postponement, abandonment or cancellation.

CANCELLATION OF SPACE

Cancellations must be advised in writing. If you cancel your space 60 days prior to the start of the show, you will receive a refund of monies paid less the applicable admin fee (plus GST). Cancellations after the 60 days deadline will forfeit the deposit paid regardless of the site being sold to another exhibitor.



Boating Industry Association of Western Australia

E: events@biawa.asn.au

P: +61 8 9227 7899

