



HAVE A PRESENCE

AWA TRADE FAIR SITE - BEEF 2018



AUSTRALIA'S PREMIER **BEEF EXPOSITION**

The Australian Wagyu Association will have a strong presence in Rockhampton Qld at **Beef 2018** from **May 7 to 11** with a 6 x 2.4 metre prime position trade display in the Genetics (Durack) Pavilion.

This is in the same corner position as at Beef 2015 and is opposite one of the two entrances to this busy pavilion.

The Rockhampton beef event brings the beef industry of Australia and the world together only once every three years and this is a great opportunity to promote your business.

In 2015 a record 50,000 people passed through the gates with 1100 International delegates from more than 40 countries in attendance.


TRADE SITE **OPTIONS**

AWA members and suppliers of services and products to the Wagyu industry have the opportunity to partner with AWA to share space on the stand which received enormous enquiry at Beef 2015 from broad domestic and international industry interests seeking Wagyu bulls, females, feeders, semen, embryos and Wagyu beef.

There are five display partner spaces and only two cold cabinet display spaces available. These will go to the first who order.

TRADE SITE **ENQUIRIES**

Geoff Phillips

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CONNECT WITH US



TRADE SITE INFORMATION



TRADE SITE OPTIONS

DISPLAY PARTNERS

\$2,000 plus GST. (Five spaces only)

Display partners will be accepted on the following basis:

- » A maximum of five partners on the stand
- » Each to have a pull-up banner of a common size 913 mm wide x 1960 mm high. The banner must have a Wagyu connection/focus and must not have images of or references to other breeds. AWA may reject non-conforming material. An image of the banner is to be submitted to AWA for approval.
- » Table space will be available for two bundles of promotional material (maximum A4 size) for each display partner.
- » Each display partner is able to use the AWA stand as a base for personnel. The stand will be staffed by AWA management and other AWA representatives during opening hours (8:30 am to 5:30 pm) Monday May 7 to Friday May 11.
- » The stand must be fully set up prior to 8:30 am on Monday May 7 - a public holiday in Queensland which may interfere with deliveries.
- » Deliveries of the pull-up banner and promotional material can be made to the AWA stand prior to May 7.

COLD CABINET DISPLAY OF WAGYU BEEF

\$500 plus GST. (Two spaces only)

At Beef 2015, a major centre of interest with great drawing power was the display of marbled Wagyu beef in a refrigerated cabinet on the AWA stand. A similar facility will be at Beef 2018.

- » The refrigerated cabinet will have space for two displays.
- » Each 400 x 400 mms, of sliced and arranged marbled beef.
- » A4 signage space available adjacent to the product. Some space for promotional brochures will also be available.
- » Meat to be displayed must be supplied in sufficient quantities, individually cryocaced portioned bundles to allow at least one and preferably two changeovers during the week to maintain colour and bloom. While AWA staff can assist with the meat display, it is recommended the member/supplier oversees their display. Because of health regulations, this product cannot be sold and will be discarded if not collected by the owners.

Cold cabinet display space is available at \$500 plus GST with a maximum of two cooperators on a first in basis.



ADVERTISING OPPORTUNITY


SPECIAL BEEF 2018 EDITION OF WAGYU UPDATE MAGAZINE

A special 3,000 run Beef 2018 edition of the Wagyu Update Magazine is being produced as a handout material.

This publication will focus on breed promotion rather than traditional member information.

Advertising opportunities exist, contact

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