

SYDNEY

**AWISA**



4-7 JULY

2018



# AWISA

**THE  
EXHIBITION**

4-7 July 2018

ICC Sydney Exhibition Centre  
Darling Harbour Sydney

AUSTRALIA'S INTERNATIONAL  
EXHIBITION OF MACHINERY,  
MATERIALS, FITTINGS & SERVICES  
FOR THE WOODWORKING AND  
FURNITURE INDUSTRIES

ORGANISED BY THE AUSTRALIAN WOODWORKING INDUSTRY SUPPLIERS ASSOCIATION LIMITED

# The trade show for the Australian and New Zealand cabinet, joinery, furniture, timber and panel industries.

In 2018, with the opening of the ICC Sydney Exhibition Centre, the AWISA exhibition moves back to Darling Harbour, Sydney. AWISA 2018 is organised by the Australian Woodworking Industry Suppliers Association Limited to provide suppliers with the opportunity to present and sell their products to the Australian and New Zealand woodworking and furniture industries. The exhibition has been held regularly since 1988 with the 2018 exhibition being the fifteenth of these well-supported and successful exhibitions. The new ICC Sydney Exhibition Centre at Darling Harbour is on the same site as the previous Sydney Convention & Exhibition Centre that hosted biennial AWISA exhibition from 1992 to 2012.

## AWISA THE EXHIBITION

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ICC Sydney  
Exhibition Centre  
Darling Harbour,  
Sydney

### The exhibition

#### WOOD AND PANEL PROCESSING

The majority of the space at AWISA 2018 will be allocated to companies exhibiting panel processing, solid wood and timber machinery, tooling, manufacturing software, plus ancillary products such as dust extraction and materials handling equipment. This part of the exhibition will be on Level 1 of the venue, and will be the place for the cabinet, kitchen, furniture, joinery, timber, fit-out and panel industries to visit to select new equipment.

#### AWISA – DESIGN

The AWISA – Design area was introduced at the 2012 exhibition as a separate area for products presented by suppliers of hardware and decorative products. It has been a stand out success, and is possibly the best-presented interior design show in Australia. AWISA-Design will take place in Halls 6 and 7 on Level 4 of ICC Sydney.

The hardware, decorative products and design software exhibited at AWISA have increased in sophistication over the years, as has the quality and size of the displays of these products. Coinciding with this has been the increasing importance of the design community to this sector of AWISA's membership. By creating the separate AWISA – Design area, AWISA puts emphasis on the exhibition's strong design component. This makes the exhibition attractive to architects and interior designers as well as the traditional AWISA visitor.

#### AWISA 2018 – PROMOTING THE SHOW TO VISITORS

AWISA's quarterly trade magazine will be the main publicity vehicle for the exhibition, but AWISA will also advertise in other trade magazines with strong distribution to the panel, solid wood and timber industries, and publications for architects and interior designers. Exhibitors will be provided with invitations to distribute to their clients. AWISA will also undertake social media and direct mail campaigns and will have a comprehensive website for the exhibition.

#### AWISA 2018 – THE VENUE

ICC Sydney at Darling Harbour is Sydney's new convention, exhibition and entertainment precinct built on the site of the old Sydney Convention & Exhibition Centre. The ICC Sydney Exhibition Centre has a total exhibition capacity of 35,000 square metres, with exhibitions halls on two levels. AWISA has booked 27,000 square metres of this space, with machinery and associated exhibits being on Level 1 and AWISA-Design being on Level 4. Levels 3 and 4 are taken up with meeting rooms and foyers.

The venue's prime waterfront location has all the benefits of the old venue. Close to thousands of hotel rooms and close to Sydney's central business district. The perfect location for international and interstate visitors, many of whom spend two or three days at the exhibition. Also a great location for those exhibitors planning evening social activities with their clients. Visit [www.iccsydney.com.au](http://www.iccsydney.com.au) for more information about ICC Sydney.

#### AWISA – THE ASSOCIATION

The exhibition is organised as a service to members of AWISA. New exhibitors must first become members of the association. Membership applications are welcome from Australian based companies, and from overseas companies with Australian agents or distributors that are also members of AWISA. AWISA was formed in 1986 by the principal suppliers to the Australian woodworking industry. The main aims of the association are to present industry exhibitions, publish industry magazines, co-operate with other organisations in the industry, and to encourage high ethical standards

## SYDNEY

# AWISA



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### The exhibitors

Product categories to be exhibited at AWISA 2018 include:

- Woodworking machinery & accessories
- Woodworking tooling
- Cabinet, furniture and joinery hardware
- Panel products and timber
- Surface materials and surface treatments
- Portable tools, staples and nails
- Decorative hardware
- Computer software
- Aluminium profile machinery
- Sawmilling equipment
- Frame and truss machinery
- Stone machinery and equipment
- Materials handling equipment
- Dust extraction equipment
- Components and semi-finished products
- General plant and safety equipment
- Services and organisations

### Targeted visitors

The advertising campaign for AWISA 2018 will target the following visitor categories:

- Cabinet makers
- Kitchen manufacturers
- Joinery manufacturers
- Furniture manufacturers
- Mouldings manufacturers
- Shop and office fitters
- Sawmillers
- Stair and balustrade manufacturers
- Window and door manufacturers
- Frame and truss manufacturers
- Timber merchants
- Chair manufacturers
- Bed manufacturers
- Architects and interior designers
- Boat builders
- Aluminium fabricators
- Builders and carpenters
- Maintenance departments
- Technical institutions
- Public works departments
- Construction companies

ICC Sydney Exhibition Centre, Hall 1.



ICC Sydney Exhibition Centre with theatre at left.



AWISA 2018 takes place on the lower level of the ICC Sydney Exhibition Centre, under the three white roofs at centre of photograph.



The ICC Sydney Convention Centre at left, with new Sofitel hotel tower between the centre and the Novotel hotel.



View of Sydney's central business district from ICC Sydney's ballroom foyer.

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Exhibition Centre

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### AWISA EXHIBITIONS – SOME HISTORY

AWISA 2016 in Melbourne was visited by 8682 people. Since 1992, AWISA exhibitions in Sydney have had, on average, 8250 individual visitors attend each exhibition. The more impressive statistic is the number of visitations, which counts attendees every day they attend. The number of visitations has averaged 10,900 or 32% higher than the number of individuals who attended, which means that a third of the visitors attended for a second day. This is an unusually high figure for an Australian trade show. On average 40% of visitors travelled from interstate or overseas. Two-thirds of attendees have been company owners, directors or managers, or in production or manufacturing management roles.

### VENUE

ICC Sydney Exhibition Centre.  
Darling Harbour, Sydney, NSW, Australia.

### AWISA Wood and Panel Processing

Halls 1-4, Level 1.

### AWISA-Design

Halls 6-7, Level 4

### SHOW HOURS

Wednesday	4 July 2018	9.00a.m. - 6.00p.m.
Thursday	5 July 2018	9.00a.m. - 6.00p.m.
Friday	6 July 2018	9.00a.m. - 6.00p.m.
Saturday	7 July 2018	9.00a.m. - 4.00p.m.

### MOVE-IN

A schedule will be published early in 2018 and an individual exhibitor's move-in time will be determined by factors such as the amount of space booked, the complexity of installation, and location on the floor plan.

### MOVE-OUT

Subject to schedule published early 2018.

Saturday	7 July 2018	4.30p.m. - 11.00p.m.
Sunday	8 July 2018	7.00a.m. - 10.00p.m.
Monday	9 July 2018	7.00a.m. - 10.00p.m.

### EXHIBITOR MANUAL AND DISPLAY RULES

Early in 2018 exhibitors will be supplied an Exhibitor Manual that contains the information required to assist exhibitors plan their preparation for the show. Included in the manual will be information on both AWISA's and the venue's display rules. If an exhibitor has queries prior to the publication of the manual they should contact AWISA.

### EXHIBITOR SPACE RATES

These prices are GST exclusive. For details of GST treatment and exhibitors' GST obligations see clause 23 of AWISA Ltd's terms and conditions published in separate leaflet and available at [www.awisa.com](http://www.awisa.com).

#### Bare floor space:

Bookings of 456 square metres and over:  
\$210.00 per square metre.

Bookings of between 144 sq.m. and 455 sq.m:  
\$265.00 per square metre.

Bookings of between 48 sq.m. and 143 sq.m:  
\$325.00 per square metre.

Bookings of up to 47 sq.m:  
\$380.00 per square metre.

Floor space with shell scheme:

Add \$50.00 per square metre to the above rates.

Plus AWISA Ltd membership fee of \$600.00 for the two-year period to 31 December 2018.

Rates include an allowance for electrical installation work of \$18.00 per square metre. By completing an order form in the Exhibitor Manual exhibitors can specify how the allowance is spent. It is costed to cover most exhibitors' full requirements. Electrical consumption and stand floor cleaning are included in the rates. Exhibitors are also supplied a tracker that scans visitors' name badges and downloads the information provided by them when registering.

### PAYMENT SCHEDULE

On booking 15%

Second payment due 4 August 2017 15%

Third payment due 4 December 2017 20%

Fourth payment due 4 May 2018 50%

If at the time of booking any of the dates specified have elapsed, the payments that are past due must be paid.

### TERMS AND CONDITIONS

See separate "Terms and Conditions" leaflet.

### EXHIBITING ENQUIRIES

AWISA 2018 is organised by the Australian Woodworking Industry Suppliers Association Limited  
ABN 44 134 548 253

#### Please direct all enquiries to:

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