



2011 ARMOR ALL BATHURST 12 HOUR

EVENT DATES 04 TO 06 FEBRUARY

MERCHANDISER & EXHIBITORS PROPOSAL

Background and General Information

The 2011 Armor All Bathurst 12 Hour (B12HR) will be held over the period 4 to 6 February. In 2011, GT vehicles will be eligible to compete for the first time alongside production cars. A 45+ car field is expected supported by five racing categories comprising over 250 race vehicles in total. The 2010 Event attracted 17,000 attendees over the three days, with 20,000 expected in 2011 who will be entertained by over 17 hours of racing.

One HD is the current Australian television rights holder; broadcasting a 3 Hour Highlights Program of the 12 Hour Race and a 30 min program for selected support categories. The 3 Hour Program is also broadcast through networks in New Zealand, North America and Europe.

The Armor All Bathurst 12 Hour is promoted and organised by Yeehah Events (Yeehah) in conjunction with Bathurst Regional Council (BRC). More information can be found at www.bathurst12hour.com.au.

Sites & Fees

Merchandise and retail exhibitors will be located in one of two locations; either in the Paddock (behind the Pit Complex) or in Harris Park. Sites within the Paddock are limited and hence a premium is paid for these sites. Site sizes commence at 3m x 3m through to 20m x 10m.

Paddock (Inner Circuit)

3m x 3m	\$600 plus GST
6m x 3m	\$800 plus GST
10m x 5m (Pantec)	\$1,000 plus GST
15m x 10m	\$1500 plus GST
20m x 10m	\$2000 plus GST

Harris Park (Outer Circuit)

3m x 3m	\$300 plus GST
6m x 3m	\$400 plus GST
10m x 5m (Pantec)	\$500 plus GST
15m x 10m	\$750 plus GST
20m x 10m	\$1000 plus GST

- ✓ 50% deposit (refundable) required when booking accepted with balance due thirty (30) days prior to the Event
- ✓ Please note that bookings are taken on a 'first in, first served basis'

Set Up Costs & Official Suppliers

At set-up costs are borne by the tenant. This includes such things as marquee, electrical reticulation, plumbing tables and chairs etc. Please note that mains power is available and can be used by the tenant. Once we have confirmed your booking you will be issued with an Official Suppliers list for the Event. This list will give you contact details for all our suppliers to the Event for whom you can contact to book a marquee, plumber, electrical reticulation etc. Please remember that you will need to liaise directly with the supplier. If you choose to erect your own structure, please be aware that no peg and pole structures are allowed at the Event. Accreditation will not be provided to a competitor of an Official Supplier. Additionally, access to the Event may be denied.

Set Up Times

Set-up must be completed by COB Thursday 03 February 2011. If set-up is not completed by the start of the Event, it must be completed outside of trading hours (after 6pm and before 8am). Vehicles not intended for display purposes will not be permitted in the vicinity of the merchandise sites, other than in the allocated exhibitors parking area, during trading hours. Vehicles not authorised to park in the Paddock will be towed at the owner's expense. The General Car Park is in close proximity to Harris Park. All rubbish as a result of set-up or trading must be removed before the next day's trading commences. This is the trader's responsibility, not the Event Cleaners.

Trading Hours

Thursday 03 February	Set-Up Completed	Friday 04 February	8.00 am - 6.00 pm
Saturday 05 February	8.00 am - 6.00 pm	Sunday 06 February	6.00 am - 7.00 pm

Trading hours may be amended subject to written approval from the Promoter.

Accreditation and Car Passes

As a merchandiser, you will be issued with four (4) sets of accreditation and one (1) car park transit pass for each site. The tickets will be made available at the Accreditation Centre, which is located in a Demountable Building at the Main Pedestrian Gate in the General Car Park. All cars will need to be parked in the General Car Park behind Harris Park. Should you wish to purchase additional tickets over and above your allocation, you will need to contact Ticketek on telephone 132 849 or www.ticketek.com.au

Insurance

Yeehah does not accept any liability for any goods or services you sell at the Event and you are required to effect insurance in accordance with State legislation, specifically Public Liability Insurance to a minimum limit of \$10 million for each occurrence. You must produce a Certificate of Currency no later than thirty (30) days pre Event.

Circuit Merchandiser Agreement

A Circuit Merchandiser Agreement will be sent to you on booking of a site. This Agreement must be signed and returned to Yeehah no later than thirty (30) days pre Event. This Agreement covers such issues as approved products, conduct and insurance and indemnity issues.

Workplace Health and Safety Policy

Workplace Health and Safety regulations will prevail. Should you require additional information or have any queries in relation to Workplace Health and Safety, please contact the Circuit Manager, Mark Rayner, on 0488 121 000.

Security

We do not provide dedicated security to a particular site, however general precinct security operates. Should you leave valuables on your site, it is then your responsibility to make sure it is secure. Contact details for the Security Company are provided on the Official Supplier List, which will be forwarded to you with confirmation of your site.

Event Logo

You are not permitted to use the official Event logo without prior written approval from Yeehah.

Travel and Accommodation

The Bathurst Visitors Centre can help you with all your accommodation needs. From hotels to bed and breakfast, they will find the perfect place to stay. As with all major events, we recommend you book early. Contact the Bathurst Visitors Centre on (02) 6332 1444.

Camping is also available at the Circuit, in the Paddock Campgrounds. Sites (10m x 8m) can be purchased for \$55 per site through Will Lesh at BRC on 02 6333 6236.

Access

- ✓ No site access is permitted until the Site Manager (Adrian Dalton) has been contacted on 0418 340 616.
- ✓ No access will be permitted from 0600 hours on Friday 04 February 2011 without the appropriate accreditation and car passes.
- ✓ No access will be permitted if the Circuit Merchandiser Agreement has not been received signed by Yeehah.
- ✓ No access will be permitted unless a satisfactory Certificate of Currency has been submitted to Yeehah.
- ✓ No access will be permitted if Site Fees have not been paid in full.

Summary

The 2010 Event attracted a three day crowd of approximately 17,000 with expectations of 20,000 in 2011. The Site Fees offered for this Event are reflective of our strategy to encourage patrons and exhibitors alike to attend the formative Events with a view to growing attendance significantly over the next few years.

There are plenty of sites available in Harris Park however sites are limited in the Paddock Area given the infrastructure requirements of the 12 Hour Teams. Should your Company be interested in securing a Site at the Event, you are encouraged to register your interest ASAP as a system of 'first in, first served' will apply.

Should you have any questions with regard this Proposal, or the Event in general, please contact James O'Brien of Yeehah on 07 3315 2499.

Yours in motor sport,

Yeehah Events Team

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MERCHANDISER AND EXHIBITITORS – BOOKING FORM

Company Name or Sole Trader's Name:

ABN:

Contact Name & Title:

Telephone No:

Fax No:

Mobile No:

Email:

Address:

Postcode:

Please indicate:-

Product or Service sold/offered:

Paddock or Harris Park.....

Site Size.....

Cost.....

Dimensions of Pantec when set-up:- Length Width

Total Payable \$.....

Signature: Date:/...../.....

Please send your booking form to the address below. On acceptance of booking, a Circuit Merchandiser Agreement will be forwarded to you for signature along with an invoice for 50%. On execution of the Agreement, and payment of the Invoice, your booking will be confirmed and a further invoice for 50% raised and due for payment NLT 30 days pre Event.

Financial Controller
Yeehah Events
PO Box 309
RED HILL QLD 4059
Phone: (07) 3315 2499
Fax: (07) 3315 2499