



*The West  
Australian*

# **Skills** **WEST EXPO**

[www.skillswestexpo.com.au](http://www.skillswestexpo.com.au)

**PERTH CONVENTION EXHIBITION CENTRE  
FRIDAY 3rd - SUNDAY 5th SEPTEMBER 2010**

**EXHIBITOR  
INFORMATION**

POWERED BY



## EVENT OVERVIEW



**Skills West Expo** provides Western Australia's industry organisations, employers and educational bodies the opportunity to showcase, to the state's future and current workforce, careers, jobs and training.

This skills-focused event is free to all visitors and will be held at the Perth Convention Exhibition Centre from *Friday 3rd to Sunday 5th September 2010*.

The Minister for Training & Workforce Development, Hon Peter Collier MLC launched the expo at a function in March where he stressed the importance of investment in skills to support the state's future, including the need for people to be appropriately skilled for the resources and related sectors.

## MARKETING SUPPORT

The West Australian is the major sponsor of this event. Leading up to the event they will be putting their resources into highlighting skills issues and promoting the event, including:

- Advertising the event in The West Australian and online with radio and television support;
- Regular stories in The West Australian to ensure skills issues stay on the radar;
- Using its *Newspaper in Schools* and *The Wire* features to reach school students and young adults;
- Marketing the event to reach a broad range of people, from those currently studying to those looking for career change;
- Providing the opportunity for industry stakeholders to advertise with relevant editorial; and
- Publishing a Premium Liftout in the week preceding the event which will also be available at the event.

## EVENT MANAGEMENT



EOC Group, as event managers, will be responsible for selling space, managing seminars, providing exhibitor support (including stand design) and running the event itself:

- The expo will have designated areas for: Industry Associations and Career Advisers, Employers (companies and government), Interactive demonstrations (including Try'a Trade) and Education, Training & Workforce Development;
- The Friday of the expo will be accessible to organised visits from secondary school students as well as being open to the general public. School Career Advisers will be given the opportunity to plan their visit and seminars will be tailored for this audience;
- Saturday and Sunday will be similar to each other, providing a more adult theme to promote trades, encourage training and provide real job opportunities;
- Seminar rooms will be available for exhibitors to promote their industries, specific job opportunities and the value of training. Friday seminars will have a focus on students; and
- The event is priced competitively, providing 3-days of exceptional value within a proven environment, with State Government support and backed by the resources of the state's leading media group.

## EVENT FORMAT



EOC Group is bringing innovation to the expo:

- Creating a 'journey' for visitors to; explore career options and receive advice, to talk to employers about real jobs, through the interactive area where they can try their hand at skills and finally, visiting educators to discuss available training and education;
- Exhibitors will be encouraged to offer demonstrations of trades – this will include Try'a Trade brought to the event by the Department of Training & Workforce Development;
- Open booths rather than enclosed stands will be preferred so that the visitor is in a friendly and comfortable environment; and
- There will be flexibility in terms of sites and sizes available, although open stands and interactive displays are encouraged.

Specified offerings include:

### **Standard Booths (inclusive of walls, carpet, fascia, power and lighting);**

1. Mini-Booth - 3m x 3m expo stand positioned on outer walls in appropriate section.
2. Double Booth - 6m x 3m double expo stand in appropriate section.
3. Large Booth - 6m x 6m quad-size expo stand well-positioned in appropriate section.

### **Open Stands (allocated premium positions and inclusive of carpet and power);**

4. Large Open – 6m x 6m open stand well-positioned in appropriate section.
5. Maxi Open – 9m x 9m open stand well-positioned in appropriate section.
6. Interactive – various spaces in open area for demonstration exhibits only.

# EVENT PRICING & PACKAGES

Prices for this exceptional event include both exhibition space and advertising in the Event Liftout, as well as a number of value-adds.

| EVENT PACKAGES               | EVENT LIFTOUT ADVERTISING | PACKAGE PRICE<br>(From 1 -July-10) | EarlyBird Price<br>(Until 30-Jun-10) | EarlyBird Saving<br>(Until 30-Jun-10) | EarlyPay Price<br>(Pay by 30-Jun-10) | TOTAL SAVING |
|------------------------------|---------------------------|------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------|
| 3M X 3M STAND - Mini Booth   | 1/6 Page                  | \$3,995                            | \$3,495                              | 12.5%                                 | \$3,320                              | 16.9%        |
| 6M X 3M STAND - Double Booth | 1/4 Page                  | \$6,995                            | \$5,995                              | 14.3%                                 | \$5,695                              | 18.6%        |
| 6M X 6M STAND - Large Booth  | 1/3 Page                  | \$12,495                           | \$10,495                             | 16.0%                                 | \$9,970                              | 20.2%        |
| 6M X 6M STAND - Large Open   | 1/3 Page                  | \$11,995                           | \$9,995                              | 16.7%                                 | \$9,495                              | 20.8%        |
| 9M X 9M SPACE - Maxi Open    | 1/2 Page                  | \$23,495                           | \$19,495                             | 17.0%                                 | \$18,520                             | 21.2%        |

| EVENT PACKAGES INCLUDE       | EVENT LIFTOUT | SEMINARS X 4 | FEATURE EDITORIAL | SHOWBAG INSERT |
|------------------------------|---------------|--------------|-------------------|----------------|
| 3M X 3M STAND - Mini Booth   | 1/6 Page      | NO           | NO                | NO             |
| 6M X 3M STAND - Double Booth | 1/4 Page      | NO           | NO                | NO             |
| 6M X 6M STAND - Large Booth  | 1/3 Page      | YES          | YES               | YES            |
| 6M X 6M STAND - Large Open   | 1/3 Page      | YES          | YES               | YES            |
| 9M X 9M SPACE - Maxi Open    | 1/2 Page      | YES          | YES               | YES            |

| OTHER EVENT OPTIONS                     | PRICING        |
|---|----------------|
| INTERACTIVE DEMONSTRATIONS (Space Only) | ON APPLICATION |
| SEMINARS (2 PER UPGRADE)                | \$125          |
| SHOWBAG INSERTS (1 PER UPGRADE)         | \$950          |
| NEWSPAPER UPGRADE From 1/6 to 1/4 PAGE  | \$700          |
| NEWSPAPER UPGRADE From 1/4 to 1/3 PAGE  | \$1,400        |
| NEWSPAPER UPGRADE From 1/3 to 1/2 PAGE  | \$2,800        |

NB:

\* All prices quoted are exclusive of GST and subject to the Skills West Expo Order Form terms & conditions.

\* Seminar Sessions are subject to content approval, availability and will be allocated over the event's three days.

\* Feature Editorial support is at the final discretion of the Editor and subject to size of the Event Liftout.

\* All Seminars and Showbag inserts are subject to availability, supplied specifications and final approval by Event Management and The West Australian.

\* Specifications for Premium Liftout: stitched & trimmed square format magazine (300mm x 270mm), published Tues 31 August 2010, estimated 64 pages. Ad sizes available: 1/6 page horizontal - 93mm x 126mm, 1/4 page vertical - 141mm x 126mm, 1/3 page horizontal - 93mm x 256mm, 1/2 page horizontal - 141mm x 256mm.

**For more information on this not-to-be-missed event, or to have a detailed discussion about participating please contact:**

**EOC Group on: 08 9420 6414 or email: [skillswestexpo@eoc.com.au](mailto:skillswestexpo@eoc.com.au)**

**[www.skillswestexpo.com.au](http://www.skillswestexpo.com.au)**