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> INVESTOR NETWORKING
> BUSINESS SEMINARS
> ADVISORY CLINICS
> PUBLIC SHOWCASE

26 & 27 July 2010
REDDACLIFF PLACE, BRISBANE SQUARE
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Business Acumen is where Australia’s innovators and investors discover one another.

These online archives are great for business research! PLUS you get 10 regular editions of Business Acumen direct mailed AND a bonus Acumen 2010 Yearbook ($13.95 in value) FREE!

* Business News Releases subscribers only.  º Coming soon!  ^ Available to all subscribers.

INTERESTED IN TAKING SPACE FOR YOUR INNOVATION IN QUEENSLAND BUSINESS ACUMEN MAGAZINE?  
Contact Catherine Boles on 0416 917 758 | catherine@businessacumen.biz or Chris Michaelides on 0406 660 264 | chris@businessacumen.biz
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‘The Innovation Exhibition’
INNOVATION: IT’S OUR BUSINESS
An invitation from Nick Day, Director, Australian Innovation Exhibition

It’s all about what the name says. Join us at the Australian Innovation Exhibition, to showcase and commercialise your innovative business.

As an exhibitor you will be presenting your products and services to potentially thousands of decision makers, all looking for better ways to do business, forging new alliances and partnerships. As a delegate, you’ll find better ways to do things and discover the most innovative products and potential investments in Australia today.

AIE 2010 saves exhibitors and delegates alike time and money in commercialising and discovering new pathways to market. It is a great deal more than a networking event or a showcase – AIE 2010 is both, supercharged. Businesses of all stages and sizes benefit from its energy and variety.

There is no other event like it in Australia. Here business decision makers, innovators and investors actively seek solutions to their business development challenge across the broadest spectrum.

AIE’s stimulating and educative seminars can be followed up directly on the exhibition floor, where real solutions are at hand.

Many come to use the myriad of networking opportunities to learn more about innovation. Some will use AIE 2010 for launching new products face-to-face with a broad business audience, drawing immediate feedback.

Don’t miss the best opportunity available to engage in the Australian innovation marketplace – in one place – in just two busy days.

Queensland is a hotbed of innovative technology.

‘The Innovation Exhibition’
EVENT PROFILE

Australian Innovation Exhibition is Australia’s first national innovation Exhibition. The Australian Innovation Exhibition will provide a national showcase of the best in innovation that Australia can offer and its purpose is to provide a range of exciting and relevant events that will inspire many more people to become involved with innovation and entrepreneurship.

A key element of the Australian Innovation Exhibition is the exposure to, and contact with, investors for all participants. The exhibition is designed to offer a structured way for exhibitors to present their innovations directly to the investor market, while also showcasing to the general public and the business community.

In the longer term, through alliances with the angel investment community, venture capital organisations, Brisbane Marketing, and through national and international publicity generated through Business Acumen and other media, the exhibition is designed to become an annual destination for innovators and investors alike.

The Australian Innovation Exhibition is an excellent opportunity to encourage direct contact with the relevant target groups. An Exhibition is amongst the most powerful marketing tools available to companies today to inform the marketplace of Innovative products or services and to increase sales and consumption of attendees' products or services.

The Australian Innovation Exhibition is designed to generate the following outcomes:

• Provide a venue for sharing ideas and experiences of countries, governments, corporations, universities, research and development programs, Angels, VC Funds, Private Equity Funds and industry groups across Australia and worldwide;

• Assemble the leaders of the Australian innovation industry, environmental industry, business and policy makers to facilitate cross-fertilisation and networking opportunities, the breadth and diversity of contributors is expected to cover all aspects of technology and sustainability;

• Provide private and unlisted public company executives with access to the required knowledge, capital and networks to grow their business;

• Increase venture capital and private equity investment into the State;

• Increase local management skills and connectivity internationally;

• Harness the strength and resources of our business leaders;

• Generate an increase in investments, skills and networks for the private company sector, creating the next generation of international companies headquartered within the State.

• Combine all the elements of the promotional mix to focus exhibiting companies on advertising, promotion, public relations and sales of their products and services.

Participation in the Australian Innovation Exhibition signals your support for the Innovation industry in the sectors of Seed, Early and Expansionary stage business. It is a timely event over two days in conjunction with Brisbane Marketing and Brisbane City Council’s Enable 2010 festival in July.

In 2011, the Exhibition is timed to coincide with the Asia Pacific Cities Summit on July 6 – 8, where up to 1000 international city administration and business delegates are anticipated to attend.
EXHIBITOR PROFILE

Boost your investment opportunities in just two days by exhibiting at the *Australian Innovation Exhibition 2010*. The extraordinary value of face-to-face marketing is the cornerstone of this unique event that connects exhibitors with investors across all business and industry sectors.

This national event is being hosted at Reddacliff Place, Brisbane Square, Brisbane on July 26-27, 2010. AIE 2010 is a great opportunity for exhibitors to promote their innovations to prospective investors throughout the two-day event.

*Exhibitor Profile Includes:*

- Cleantech and Greentech
- Information Technology
- Financial Services
- Biotech and Medical
- Computers and Peripherals
- Energy Resources/Utilities
- Health and Natural Medicines
- Manufacturing
- Media and Entertainment
- Marine Industries
- Hospitality and Tourism
- Telecommunications
- Mining and Exploration
- Motor Vehicles and Accessories
- Professional Services
- Products and Services
- Construction and Infrastructure
- Aviation and Aerospace
- Agriculture and Aquaculture
- Retailing/Distribution
- Transport

‘The Innovation Exhibition’
VISITOR TARGETS

Australian Innovation Exhibition will attract the widest variety of investors from the angel investment community and venture capital organisations.

Research by the Exhibitions and Events Association of Australia shows that:

- 83% of all visitors to an exhibition have the authority to purchase or recommend;
- 72% intend to make a purchase either at the show or in the near future;
- 54% come specifically to see new products and services;
- 48% of visitors come for information;
- About 40% come to keep up to date with technology;
- 15% of delegates come to make new business contacts;
- An average expenditure of 9% of companies’ marketing budgets (on exhibition participation) was measured as returning 23% of overall business.

Business exhibition delegates represent a superb ‘do-business’ market. AIE 2010 has the potential to deliver the best business decision-making audience in this country, on an annual basis. As it grows, AIE will become part of the annual marketing plan for thousands of national and, eventually, international business decision makers.

Potential visitors to the exhibition include:

- Venture Capital Organisation Members
- Angel Investment Community Members
- National and International Investors
- The Business Community
- Australian Institute of Commercialisation Members
- Brisbane Technology Park Tenants
- General Public

Mining industry innovations. Duncan Gilmore’s e3k team engineers inventions to market.

‘The Innovation Exhibition’
The **Australian Innovation Exhibition** incorporates a seminar series that covers current, important and relevant business topics. These intimate presentations are being conducted by sponsors of the event and are designed to enhance your business, and increase your knowledge around a variety of topics including the following:

<table>
<thead>
<tr>
<th>Innovation Seminar Series</th>
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<tr>
<td><strong>Session</strong></td>
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<td>Monday 26 July</td>
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The Seminar Series is being conducted in the Brisbane Square Library Theatrette on the ground floor of Brisbane House. Seminars are conducted in a 45-minute session with a 15 minute Question & Answer period to conclude. Some seminar speakers are also exhibitors, so many business discussions continue onto the exhibition floor.

For further information, contact Jestina Sullivan on 0408 684 811.

‘The Innovation Exhibition’
AUSTRALIAN INSTITUTE FOR COMMERCIALISATION CLINIC

*Australian Innovation Exhibition* provides a free commercialisation clinic, hosted by Australian Institute of Commercialisation, an Australian Government initiative that assists researchers, entrepreneurs and innovative companies to convert ideas into successful commercial ventures.

The support provided by Australian Institute of Commercialisation is designed to help successful applicants through the commercialisation process. Assistance is tailored to the needs of each successful applicant and is structured around the key development stages in the commercialisation pathway.

IP ATTORNEY AND LEGAL CLINIC *(PRICE ON APPLICATION)*

Setting your company or business up properly can be a legal minefield. Knowing how to legally structure your business and protect its intellectual property and assets can be bewildering. So can legal threats and challenges that come up unexpectedly in businesses of all shapes and sizes.

VENTURE CAPITAL CLINIC, SPONSORED BY:

Venture Capital Group is an all encompassing Capital Raising Service designed to take Small to Medium Enterprises to a Capital Raising event, whilst supporting the Business Owners along a designed pathway by increasing their knowledge, education, confidence, managerial experience, public speaking experience and much more. They also provide you with the knowledge of good business management and corporate governance required to ensure Investor confidence is maintained in your business. Venture Capital Group virtually walk beside you every step of the way.

ATTENDANCE TO THE CLINICS IS FREE.
BOOKINGS ARE ESSENTIAL.
PLEASE CONTACT JESTINA SULLIVAN ON (07) 3274 6115 OR 0408 684 811 TO BOOK YOUR PLACE.

‘The Innovation Exhibition’
EVENT SPONSORS

1. CARRIER BAGS – $2,500 + GST

Australian Innovation Exhibition is producing 2500 paper carrier bags, which will be handed out to exhibitors and visitors. Your company’s logo will appear on one side of each bag. As an advertiser, your company will not only gain visibility throughout the exhibition, but also well after when these bags are used for general everyday use. (A sample is available upon request.)

2. CARRIER BAG INSERTS – $500 + GST EACH

Only 10 opportunities exist to insert a leaflet in the carrier bags. If you are running a competition from your stand, this is a perfect opportunity to promote this to not only other exhibitors, but visitors as well. If you are launching a new product or just want to promote your current portfolio, then a leaflet insert to an interested audience of 2000 people is a must.

3. EXHIBITORS LOUNGE (BY SPECIAL ARRANGEMENT) – $3,000 + GST

Quiet areas in the exhibition area are limited. The Exhibitors Lounge is the only place where exhibitors can escape from the hustle and bustle on the floor. As the sole sponsor of the lounge, the promotional opportunities are endless. From having a free standing promotional board, to leaflets on coffee tables; from corporate branded gifts to offering a massage service for weary feet. Whatever ideas you may have, please feel free to discuss them with us.

4. ‘YOU ARE HERE’ BOARDS – $1,000 + GST EACH

The AIE Plan Boards are a vital source of information for visitors and exhibitors alike. Three Plan Boards will be available at the front and back of the exhibition and inside Brisbane Square. They are a vital source of reference on the location of stands within the expo. Your company logo will appear on the top of the board and your stand will be highlighted, ensuring that your company is the most prominent on the floor-plan.

5. VISITOR TICKETS: $7,500 + GST

Australian Innovation Exhibition will be printing 30,000 tickets which will be distributed as inserts and mailed to prospective visitors to the event. If you are looking at raising your company profile or brand awareness, then this provides an excellent opportunity to target prospective visitors, even before they come to the Exhibition. You can also use this opportunity to alert them of your presence at the event and invite them to visit your stand.

6. VIP BREAKFAST ON OPENING DAY: 2 X SPONSORS @ $2,500 + GST EACH

All exhibitors will receive 1 free invitation to the VIP Breakfast on the first day of the event. Also in attendance will be the VIP Opener of the event and our official speaker for the breakfast. This will be a very high profile event attended by industry’s decision makers who are in control of company budgets. If you want to catch their attention, this is the place to do so. Your company can provide leaflets for the tables and banners/posters to dress the room with. Australian Innovation Exhibition will ensure that your name gets a mention in all editorial and Press releases prior to the event, and on all other event collateral that promotes the VIP Breakfast.

7. SPONSORSHIP PACKAGES

Sponsors of the Australian Innovation Exhibition are assisting a new generation of Australian innovation to come to market. In supporting the event, Sponsors place their brand at the forefront of innovation in Australia and the Asia-Pacific Region.

‘The Innovation Exhibition’
EXHIBITION SPONSORS

Gold - $15,000
• Free full page ad in the Australian Innovation Exhibition Event Catalogue. This is a publication that will be retained by the anticipated 3000 visitors to the event and utilized for future contact.
• Your choice of a selected topic for a speaking event at the Australian Innovation Exhibition Seminar Series. First bookings receive priority
• Sponsor Logo and link on the AIE 2010 website and promotion in E-Newsletters produced by Business Acumen.
• 15% discount off advertising in Business Acumen Queensland Magazine for Gold Sponsors.
• 15% discount off rate-card for advertising in the Event Catalogue for Sponsors' Associates and Members, plus a 10% income of that advertising for Gold Sponsors.
• Sponsor logo on all event advertising and collateral (including Carrier Bags, On-Site Banners and Signage, etc)
• Free Insert in Exhibition Carrier Bag
• 15% discount off rate card for advertising in Business Acumen Magazine from June 2010 – May 2011.

Silver - $10,000
• Free half page ad in Australian Innovation Exhibition Event Catalogue. This is a publication that will be retained by the anticipated 3000 visitors to the event and utilized for future contact.
• Your choice of panel participation for selected speaking events at the Australian Innovation Exhibition Seminar Series. First bookings receive priority.
• Sponsor Logo and link on the AIE 2010 website and promotion in E-Newsletters produced by Business Acumen.
• 10% discount off advertising in Business Acumen Queensland Magazine for Silver Sponsors.
• 10% discount off rate-card for advertising in the Event Catalogue for Sponsors’ Associates and Members, plus a 10% income of that advertising for Silver Sponsors.
• Sponsor logo on all event advertising and collateral (including Carrier Bags, On-Site Banners and Signage, etc)
• Free Insert in Event Carrier Bag
• 10% discount off rate card for advertising in Business Acumen Magazine from June 2010 – May 2011.

Bronze - $5,000
• Free quarter page ad in Event Catalogue. This is a publication that will be retained by the anticipated 3000 visitors to the event and utilized for future contact.
• Sponsor Logo and link on our AIE 2010 website and promotion in E-Newsletters produced by Business Acumen.
• 5% discount off advertising in Business Acumen Queensland Magazine for Bronze Sponsors
• 5% discount off rate-card for advertising in the Event Catalogue for Sponsors’ Associates and Members, plus a 10% income of that advertising for Bronze Sponsors.
• Sponsor logo on some event advertising and collateral (including On-Site Banners and Signage, etc)
• Free Insert in Event Carrier Bag.
• 5% discount off rate card for advertising in Business Acumen Magazine from June 2010 – May 2011.

‘The Innovation Exhibition’
AIE undertakes to provide:

- Free Exhibition Space (sqm to be confirmed depending on Sponsor Status) with the following entitlements:
  - 1 Pull-up Banner
  - 1 Coffee Table and 2 Chairs
  - 1 Power Socket

Sponsor undertakes to provide:

- Two advertisements in Members’ magazines and/or e-newsletters in June and July 2010 inclusive.
- One full page advertorial in next Members magazine or e-newsletter.
- Provide an email broadcast to members on your database regarding the event.
- Assist in releasing invitations and encouraging all members to participate in the exhibition and to pass on information to other persons and entities that could benefit from participating.
- Provide a banner link on your homepage to the Australian Innovation Exhibition home page.
- News coverage of the event on your website from now to July 27, 2010, and post event coverage on your organisation's involvement.

NOTE: All sponsors will also receive the following:

1. A listing on the Sponsors’ ‘Thank You’ Board with your name, stand number and company logo. This board will be located next to the Registration Desk.
2. A mention on the ‘Thank You’ list in the event catalogue, which will be a vital source of reference to visitors and exhibitors all year round. Sponsors will also be featured in the ‘Thank You’ panels of the AIE 2010 Daily newspaper.

If you have any other ideas that haven't been covered, please feel free to discuss these with us, as we are here to help you get the most out of your participation at the exhibition.
The Australian Institute for Commercialisation (AIC) provides innovation and collaboration services that help organisations grow. Nationally, AIC works with entrepreneurs, businesses, research organisations and governments to convert ideas or intellectual property into successful business outcomes. Using AICs networks and experience, AIC delivers services to achieve that by establishing partnerships, improving skills, and providing commercialisation advice.

The AIC are also an advocate for commercialisation, and assist government with policy initiatives and thought leadership in the innovation space.

The AIC’s mission is to work with Australian industry, research organisations, and governments to create high value jobs, exports, and wealth by taking innovative ideas to market. The AIC defines “commercialisation” as “the conversion of an idea or knowledge into a replicable product or service that delivers value to a market.”

The Australian Association of Angel Investors Limited (AAAI) is the national, not-for-profit peak body for Australian professional Angel Investors. AAAI promotes a vibrant Angel community and culture in Australia through the promulgation of best practice, fostering the development of Angel Investor groups, providing continuing education for Angel Investors, nurturing international relationships with the global community of Angel Investors and representing its members through policy advocacy and collaborative initiatives with Australian governments to encourage and develop an efficient and effective risk capital market in Australia. As a community of peers the AAAI is redefining the nature and practice of early-stage investment in Australia. This association provides thought-provoking discussions and valuable information in an atmosphere of inclusive collaboration.

AVCAL represents and promotes the long term interests of the private equity and venture capital industry in Australia. AVCAL works to ensure a favourable environment for growth in sustainable equity investment and entrepreneurship. The organisation fulfills this purpose by creating a forum for members, being a single voice with government, regulators and the public through providing research and by facilitating networking and training programs throughout Australia. The association is overseen by a Council of 14 industry participants from the private equity and venture capital industries. The Council is supported by a range of specific working groups that provide input and guidance on specific issues and a secretariat headed by the industry spokesperson/CEO and is headquartered in Sydney, NSW. In addition to supporting and promoting the industry, AVCAL periodically selects and supports appropriate philanthropy partners in Australia by providing them a distribution mechanism for corporate awareness. AVCAL is working towards encouraging principles of responsible investment (economic, socially aware and environmental) to members.

AVCAL are associate members of the IGCC.

Venture Capital Corporation assists Entrepreneurial and Innovative Business Owners of small and medium-sized Unlisted Securities (Limited Companies) to raise capital without the need for the drafting of an expensive prospectus and raising funds through a Stock Exchange. Venture Capital Corporation provides the ‘Investor Gateway’ that enables an effective Venture Capital Investment platform to introduce some of Australia’s most innovative business ideas to Venture Capital Investors interested in this Asset Class. Venture Capital Corporation has the ability to identify novel and innovative technologies that have the potential to generate high commercial returns at an early stage. Venture Capital Corporation partners Business Acumen magazine in the formation of the Australian Innovation Exhibition.

Business Acumen magazine has featured up-and-coming businesses, cutting edge science and inventors in its Innovation section since its inception in February 2004. Business Acumen is a Queensland-owned and developed magazine that helps create business opportunities through publicity. Business Acumen, by name and nature, has grown to become an essential resource for astute, progressive business decision makers working in (and with) Queensland. Acumen’s popularity now also encompasses a growing national readership and the magazine circulates to 50 countries. Business Acumen also has an industry-leading website and e-Newsletter series, while the Acumen team is helping to develop the Australian Innovation Exhibition as an annual commercialisation opportunity for the region’s leading innovations and their potential investors.

‘The Innovation Exhibition’
LINKED EVENTS

ENABLE 2010: Brisbane Enabling Innovation

Brisbane’s forum to measure, nurture and showcase innovation in Australia’s New World City

An initiative of Brisbane Marketing this inaugural event will showcase Brisbane, Australia’s new world city, as a centre of world-class innovation.

Brisbane is quickly emerging as a leading global force in mining, energy, clean technology, digital industries, biotechnology, innovative manufacturing and infrastructure development.

From July 19 to 28, Enable 2010 will promote and celebrate innovation and its essential role in driving Brisbane’s long-term economic prosperity and cement the city’s reputation as a centre of excellence.

Enable 2010 brings together industry, academia and government and offers the unique opportunity for collaboration between these sectors.

This partnership is essential in keeping Brisbane a prosperous and entrepreneurial city that continues to attract leading companies to locate and innovate.

Enable 2010 culminates with the launch of the Brisbane Innovation Scorecard, developed by Brisbane Marketing, in partnership with Deloitte, UQ Business School, Brisbane City Council and Queensland Government which recognises and rewards those companies, businesses and individuals who demonstrate excellence in innovation and contribute to Brisbane’s long-term economic growth.

So join us at Enable 2010 and support Brisbane’s pursuit for world-class knowledge and innovation. Visit enablebrisbane.com.au for more information.

When: Monday 19 July – Wednesday 28 July 2010
Where: At various key venues in Brisbane
Program: Visit enablebrisbane.com.au for more information

‘The Innovation Exhibition’
Steve Vamos (top) and Peter Williams (above) address last year’s Innovation Series in Brisbane, sponsored by AIC, Zernike Australia and Brisbane Technology Park.

‘The Innovation Exhibition’
DELEGATE MARKETING PLAN

ENABLE 2010: Brisbane Enabling Innovation

As part of the Brisbane City Council / Brisbane Marketing Enable2010 program, the Australian Innovation Exhibition will be included in the promotional program conducted through the Brisbane Marketing media partner network and partnering media outlets.

The Australian Innovation Exhibition will also feature prominently in the program and will become a destination for participants in other events being conducted for Enable2010. The Australian Innovation Exhibition is a highlight of a bold new program by Brisbane, Australia's new world city. Brisbane is showcasing a series of initiatives from July 19 – 28 to promote and celebrate innovation and its essential role as a key driver to Brisbane's economic prosperity.

Enable2010 incorporates the launch of the Brisbane Innovation Scorecard – a Brisbane Marketing initiative in partnership with Deloitte, UQ Business School, Brisbane City Council and Queensland Government, at the Lord Mayor's Leaders of Innovation event.

Brisbane is emerging as a leading global force in Mining, Energy and Clean Technology, Digital Industries, Biotechnology, Innovative Manufacturing and Infrastructure Development. Brisbane has the opportunity to be an enabler of innovation within its own time zone. Enable2010 will explore the themes that make this possible and highlight Brisbane's innovation leaders and its unique business environment and export offerings.

Join Enable2010 in the pursuit of world-class knowledge and open innovation, as the first of an annual forum in Brisbane. www.enablebrisbane.com.au

BUSINESS ACUMEN

Editions of Business Acumen Magazine, Acumen e-Newsletters and the Acumen website are presenting the latest highlights and featuring exhibitors and sponsors in the lead-up to the Australian Innovation Exhibition 2010. Acumen is also conducting special mail-outs to subscribers along with informative e-mail campaigns to entice maximum participation in the event.

www.businessacumen.biz

ALLIANCE PARTNERS

The Australian Innovation Exhibition is distributing 30,000 pre-registration leaflets through Business Acumen magazine, subscriber databases, business PO Boxes in the Brisbane CBD and South East Queensland business centres, along with alliance partners, sponsors and, of course, exhibitors. A pre-exhibition event will be staged in early July at which collateral will be distributed to exhibitors and sponsors for a seismic push to potential delegates. Pre-registrants will be offered priority access and other benefits throughout the exhibition.

WEBSITE

The Australian Innovation Exhibition website, www.aust-innovate.com, will be constantly updated with information about new exhibitors, new elements of the program, seminars and special offers to attendees. This will be the practical go-to site for Australian innovators and investors leading up to and beyond the annual event.

www.aust-innovate.com

NEWSPAPERS

Local newspapers – through Enable2010 sponsor Quest – will be used for the final weeks of promotion, in a mix of advertising and editorial about local innovators and the fascinating exhibitors attending the event.

RADIO

Radio promotion will be utilised in the days leading up to and during the Australian Innovation Exhibition. This will help drive opportunistic visits and keep people up to date about special attractions and the appearances of certain celebrities. For example, Brisbane Broncos will be at the event showcasing their innovative GPS on-field player tracking system that has been used to enhance team performances.

‘The Innovation Exhibition’
GAME CHANGING INNOVATIONS

Gardasil anti-cancer vaccine creator, Professor Ian Frazer.

UniQuest-backed HyShot and the world-beating Scramjet.

The Flaik ski performance tracking system came out of Queensland’s i.lab.

‘The Innovation Exhibition’
Name of Exhibiting Company: ________________________________

Contact Name: ________________________________

Job Title: ________________________________

Address: ________________________________

Town: ________________________________ State: ________________________________ Postcode: ________________________________

Telephone Number: ________________________________ Fax Number: ________________________________

Email: ________________________________

Website: ________________________________

Nature of Business (Industry Type): ________________________________

Which Industry Sector would you like to be located in on the Floorplan (see list on page 4):

Sector: ________________________________ Stand No.: ________________________________

EXHIBITION STAND OPTIONS:

☐ Option A: 3m x 3m Package
   $3,300 incl GST

☐ Option B: Space Only
   @ $330 incl GST per square metre

   We provide the floor-space and you can use your own suppliers to design and construct a unique stand which meets your specific requirements and budget.

☐ Option C: 3m x 3m Display Package
   $3,614 incl GST
   (with 2 x 150 watt spotlights and 1 x 4 amp power outlet). Includes 1000 business cards of 2 types • 2 pull-up banners • 1000 flyers.

EXHIBITION CATALOGUE ENTRY OPTIONS:

Advertising in this catalogue offers a unique opportunity to target all buyers, and will provide an essential source of information for reference both during and after the event.

To make the most of your presence at the event, and secure a prime spot in the catalogue, complete and return this booking form now. Please indicate the type of advertisement you wish to book by ticking the relevant option below, or contact Jestina Sullivan on (07) 3613 9712 to discuss advertorial or any other opportunities. Ad specifications are the same as Business Acumen magazine’s.

☐ Front Cover (1/4 page strip ad) $1100 incl GST
☐ Outside Back Cover $2376 incl GST
☐ Inside Front or Inside Back Cover $2376 incl GST
☐ Double Page Spread $3564 incl GST
☐ Full Page $1980 incl GST
☐ Half Page $1089 incl GST
☐ Quarter Page $599 incl GST
☐ Sixth Page $330 incl GST

All Prices are inclusive of GST

Would you like more information about our promotional and sponsorship opportunities?

Total Catalogue Advertising Cost

Signature ________________________________ Date ________________________________

Please Fax this Booking Form to
Jestina Sullivan
Fax: (07) 3274 6115
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‘The Innovation Exhibition’
TEAM MEMBERS

EXHIBITION SALES ENQUIRIES

Chris Michaelides
General Manager, Business Development
Mobile: 0406 660 264
chrism@aust-innovation.com
chris@businessacumen.biz

Catherine Boles
Sales Executive
Mobile: 0416 917 758
catherine@aust-innovation.com
catherine@businessacumen.biz

General enquiries
Tel: +61 7 3274 6115
sales@aust-innovation.com

OPERATIONS

Jestina Sullivan
Operations Manager
Mobile: 0408 684 811
info@aust-innovation.com

MANAGEMENT

Mike Sullivan
Director
Mobile: 0412 259 134
msullivan@aust-innovation.com

Nick Day
Director
Mobile: 0421 501 735
nday@aust-innovation.com

Chris Robinson
Director
Mobile: 0402 261 896
crobinson@aust-innovation.com

Peter Clapin
Director
Mobile: 0427 076 277
pclapin@aust-innovation.com

To pre register for free go to our website at
www.businessacumen.biz/AIE

P.S. Don’t miss out on valuable research for your business at this National Exhibition

Dates – 26th and 27th of July 2010
Venue – Reddacliff Place, Brisbane Square

‘The Innovation Exhibition’
www.aust-innovation.com

Helping innovation get to market.

Supporting Partners