



**AWI 7th World Merino Conference**  
Perth Western Australia 12-14 July 2006

# Merino Innovation Day

## Trade Stand Prospectus

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Innovative (according to [www.dictionary.com](http://www.dictionary.com))

adj 1: ahead of the times; "the advanced teaching methods"; "had advanced views on the subject"; "a forward-looking corporation"; 2: being or producing something like nothing done or experienced or created before; "stylistically innovative works"; "innovative members of the artistic community"; "a mind so innovational, so original"

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**Wednesday, July 12, 2006**

**At Egerton, Upper Swan**  
**The home of The Grange Merino Stud**

A unique opportunity to showcase Merino industry innovation and inspire the world's Merino producers and associated industries that quality research and development of products, systems and services will shape their future viability.

All inquiries regarding Merino Innovation Day to Esther Price Promotions

[esther@estherprice.com.au](mailto:esther@estherprice.com.au)

T: 08 9525 2663



Major supporting partner



**Australian Government**  
**Department of Agriculture,**  
**Fisheries and Forestry**

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MEAT & LIVESTOCK AUSTRALIA



**RSM Bird Cameron**  
Chartered Accountants



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### Merino Innovation Day

Merino Innovation Day is the ultimate pre-cursor to the most significant Merino Industry event that this country has seen – the AWI 7<sup>th</sup> World Merino Conference. Thanks to the generosity of The Grange Merino Stud principal John Roberts, Merino Innovation Day will be staged on his historic Swan Valley property, Egerton, on Wednesday, July 12, 2006.

Merino Innovation Day has a single, overwhelming purpose: **To mount a visual, interactive mega display that captures the innovation that is both here (already commercialised) and in the future (still at development stage), that will take the Australian Merino into its next decade of profitability with renewed vigour.**

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### Merino Innovation Day at a glance

- The day is centred around up to 12 **Innovation Platform Presentations** where world class sheep, wool and meat industry scientists and researchers provide physical demonstrations of their innovations and technology. These **Innovation Platform Presentations** will be programmed for delivery every hour on the hour and so delegates choose which they attend. Every segment of the wool production chain is invited, from farm to fashion.
- **Innovation Day also Includes what we hope to be the biggest-ever sheep-specific industry trade display seen in Western Australia, set up in a manner that will compliment the delivery of the Innovation Platform Presentations**
  - All packaged and presented throughout the historic grounds of the Egerton sale complex
  - Runs from 9.30am to 3.00pm  
*(It backs right on to the official World Conference welcome function, which begins at The Grange at 3.30pm)*
  - Is free of entry charge
  - Includes a complimentary luncheon courtesy of The Grange



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### Commercial Trade Displays

An essential component of Merino Innovation Day is the opportunity for companies providing goods and services to the Merino industry and associated entities, to put their products on display and take advantage of what we believe will be virtually the entire delegation to the AWI 7<sup>th</sup> World Merino Conference, together with members of the general public.

Commercial trade display space will comprise:

- 3m x 3m individual tent sites or 3m x 2m booth areas, located within the complex and allocated on a first come, first served basis.
- 6m x 6m display sites, suitable for small equipment displays

All site space is bare and priced at **\$880** per site and requires the exhibitor to hire all additional, including tents if required, power, lighting, backing display boards, trestles, chairs.

All entities with a connection to the Merino industry are invited to attend. The only restriction we face is that we cannot permit any livestock to be taken onto the property.

### Allocation of site space

Site space will be allocated in order of receipt of booking; and confirmed on receipt of payment within trading terms.

As each booking is received by this office, the exhibitor will be contacted and the available site space discussed and allocated.

All exhibitors will need to have displays completed by no later than 8.00am on the morning of Innovation Day and as a consequence, are encouraged to erect displays the day prior.



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**Trade Exhibition Application - Merino Innovation Day July 12, 2006**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

**Display space requested**

- 3 x 2m indoor booth area (in one of three buildings as per site plan) \$880
- 3 x 3m tent space in open display area \$880
- 6m x 6m small equipment display space \$880

**Additional**

- 3 x 3 marquee \$260
- 3 x 2 velcro compatible boothing (including 2 spotlight;  
1 x 4 amp power outlet, fascia board with company name) \$260

Total requirements (space plus additional) to be invoiced \$ \_\_\_\_\_

*We are utilising the services of Perth Expo Hire for all display requirements. On receipt of your application we will pass your details on to Perth Expo Hire who will contact you to discuss any additional display requirements you may need, such as additional power, chairs, trestles, lighting etc.*

**Please lodge this form with Esther Price Promotions on +61 8 9525 2532 or [esther@estherprice.com.au](mailto:esther@estherprice.com.au)**

**Once we receive your application we will contact you to discuss and reserve your preferred site allocation (see site map over). A tax invoice will then be raised by the conference organisers and your site allocation confirmed once payment is received.**



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