



ALSA
CONFERENCE
THE RETAIL LIQUOR
INDUSTRY BENCHMARK



HYATT
REGENCY
SANCTUARY COVE
A RESORT
QUEENSLAND AUSTRALIA

2012

Conference Registration
Sunday 26th - Thursday 30th August 2012
Hyatt Regency Sanctuary Cove

ALSA EXPO & TRADE DAY PACKAGES

**MARKETING YOUR BUSINESS
TO AUSTRALIA'S RETAIL LIQUOR INDUSTRY
AT THE ALSA NATIONAL CONFERENCE**

CONFERENCE OVERVIEW

The Australian Liquor Stores Association (ALSA) Annual National Conference is the 'retail liquor industry benchmark' and is considered a 'must attend' event for liquor retailers, owners, managers and staff.



Delegates have the opportunity to liaise with corporate partners and suppliers while enjoying a week filled with fun, relaxation and entertainment. Guest speakers include business experts, key liquor industry experts and suppliers, and well known celebrities and fellow liquor retailers.

All come together to share their wealth of knowledge and reveal strategies to help grow business and profits, along with forums to discuss current and future challenges facing the industry.

CONFERENCE PROGRAM

The ALSA Conference opens on Sunday with a **Welcome Dinner**, where everyone gets to meet their fellow delegates.

The daily **Business Sessions** will provide delegates with information vital to help them embrace changes in the retail liquor industry and increase the profitability of their business.

Workshops on both Monday and Wednesday will provide important information on specific areas of running their businesses, and on Monday afternoon we host the ever popular **Networking Cocktails**.

The **ALSA Expo & Trade Day** on Tuesday afternoon allows delegates to have direct interaction with industry suppliers, take advantage of exclusive deals and offers and be briefed on their latest products.

After the three (3) business days conclude, the **ALSA Gala Dinner** on Wednesday night is where delegates can unwind, let their hair down and reflect on the week that was with old and new friends and colleagues. Some serious prizes are also an integral part of the night's festivities!

Thursday is the final day of the conference, traditionally known as the **ALSA Big Day Out**, where delegates choose to play in the **Golf Day**, or take one of the **Optional Tours** before all meet for a **Farewell BBQ**.



ALSA EXPO & TRADE DAY

The **ALSA Expo & Trade Day**, held on the Tuesday afternoon allows delegates to have direct interaction with suppliers to the industry. Delegates get to 'see and taste' the latest product offerings from suppliers, learn about new product initiatives and take advantage of exclusive deals and offers.

Date: Tuesday 28th August

Timing: 10:00am Exhibitor Set Up
1:00pm Expo & Trade Day
4:00pm Close

Location: The Grange, Hyatt Regency Sanctuary Cove

Exhibitors: 30 exhibitors maximum



WHY BE AN EXHIBITOR?

For those companies interested in promoting their products and services directly to all components of the retail liquor industry in Australia, the ALSA Conference offers the best platform.

In no other forum will you get the opportunity to meet face to face with 200 – 250 liquor store owners, managers & staff, liquor suppliers and key liquor industry stakeholders from right across Australia – there is simply no other event like it!

ALSA is pleased to offer **ALSA Conference Expo & Trade Day Packages** to allow companies to access and network with our delegates in an ideal setting – the ALSA Expo & Trade Day.



EXHIBITOR QUALIFICATIONS

ALSA sees secondary service providers as an integral part of the retail liquor industry.

Due to the limited exhibition space available, to be eligible for consideration to be an ALSA Conference Expo & Trade Day exhibitor, you must be **an existing or potential secondary supplier to the retail liquor industry** (e.g. equipment & services – security, cleaning, refrigeration, recruitment, promotional products, accounting, builders/designers, point of sale equipment, printing & design, telecommunications, legal, etc).

Note – primary suppliers to the retail liquor industry (e.g. liquor producers and distributors) are only eligible to be involved in the ALSA Conference if they are ALSA Corporate Partner Members.



WHO WILL ATTEND?

Based on actual attendance in recent years, ALSA anticipates that 200 – 250 delegates will attend the 2012 ALSA Conference. Delegates from each state and territory will include:

- Independent liquor store owners, managers & staff
- Senior representatives from various Banner Groups (e.g. Cellarbrations, Little Bottler, Liquor Barons, etc)
- Senior representatives and store managers from Woolworths Liquor Group
- Senior representatives and stores managers from Coles Liquor Group
- Corporate Partner Members & key senior representatives
- Senior Liquor Industry leaders



EXHIBITOR PACKAGES

We would be more than happy to discuss any specific and/or unique opportunities with you that you feel will be of benefit to your company and of course to our delegates and the overall event program.

Our aim is to ensure that our delegates leave the conference feeling inspired and uplifted and that our exhibitors receive the most exposure from their support of the ALSA Conference and the retail liquor industry.

The **ALSA Expo & Trade Day** has been designed to offer you maximum contact with conference delegates. Both lunch and afternoon tea will be served in the trade area. Exhibitors are encouraged to design interesting and enticing displays.



Exhibitor Package 1 – \$3,000 + GST:

- 1 x trestle table (1800 x 600)
- Table comes skirted & clothed
- Signage – on table with company name
- Power – is available
- Attendance by one (1) company representative for the duration of the ALSA Expo & Trade Day
- Catering – Morning Tea, Lunch & Afternoon Tea
- Company listing in Conference Program (if payment is received prior to printing)



Exhibitor Package 2 – \$3,500 + GST:

- Exhibitor Package 1, plus:
- Attendance at the Networking Cocktails (Monday)
- One (1) night Accommodation at Hyatt Regency Sanctuary Cove, including full breakfast for one (1) person



We are happy to also tailor an attendance package to suit your specific requirements.

ADDITIONAL OPPORTUNITIES

Exhibitors are entitled to the following additional promotional opportunities. ALSA strongly encourages exhibitors to take advantage of these, so as to generate maximum exposure for your company:

Delegate Welcome Pack

Every delegate receives a 'Welcome Pack' on arrival. Exhibitors are entitled to place a promotional item (i.e. small gift, special offer, call to action, etc) in the pack. Note – opportunity is subject to availability, size and weight restrictions apply

Prize Donation for 'Major Prize Draw'

Exhibitors are welcome to donate a prize (must be valued at a minimum of \$200) to be given away at the 'major prize draw' during the ALSA Gala Dinner. Companies who donate a prize will be acknowledged on the night and throughout the week.



EXHIBITOR APPLICATION FORM



EXHIBITOR DETAILS

Please complete all details below

Company: _____
Contact: _____
Position: _____
Address: _____
State: _____ Postcode: _____
Phone: _____
Email: _____

2012 ALSA CONFERENCE EXHIBITOR AGREEMENT

I agree to abide by the rules and regulations of the ALSA Conference, and to pay the total amount indicated in this application to be an exhibitor in the *ALSA Expo & Trade Day*.

By means of ticking the box/es below (if appropriate), I also agree to supply promotional items for the *Delegate Welcome Pack* and/or a prize for the *ALSA Auction*, and to have such item/s delivered by the required deadline.

I understand and agree to the *ALSA Conference 2012 Exhibitor Cancellation Policy* and to applicable cancellation fees where applicable.

Exhibitor Cancellation Policy

Cancellations received are subject to the following cancellation fee:

Before 30th June 2012: 50%
After 1st July 2012: 100%

I understand and acknowledge that I am 100% responsible for the delivery and security of my exhibitor items, and

SIGNED: _____

DATE: _____

Please MAIL, FAX or EMAIL completed form to address below:

Michael Waters
Conference & Events Manager
Australian Liquor Stores Association
Suite W3G, Sydney Corporate Park
75 – 85 O’Riordan Street
ALEXANDRIA, NSW 2015
(P) 02 8335 3250 (F) 02 9317 2051
(E) michael.waters@alsa.com.au

TYPE OF PACKAGE

Please tick the type of exhibitor package you wish to take (amounts are ex. GST)

- Exhibitor Package 1 @ \$3,000.00 + GST
 Exhibitor Package 2 @ \$3,500.00 + GST
 Tailored Package @ \$ _____ + GST

OTHER PROMOTIONAL OPPORTUNITIES

Please indicate whether you will be participating in either of these opportunities

- Delegate Welcome Pack
 Prize Donation for ‘ALSA Auction’
Note – prize must be valued at \$200 minimum

PAYMENT

- Enclosed is a cheque/money order for \$ _____ inc. GST
 Please debit my credit card below for \$ _____ inc. GST
 VISA MASTERCARD BANKCARD AMEX

Card Number: _____ Exp: _____

Card Holder’s Name: _____

Signature: _____ Date: _____

- By Electronic Funds Transfer (EFT)

Bank: **Westpac** Account Name: **Australian Liquor Stores Association**

BSB: **032003** Account Number: **199322**

Note – please email michael.waters@alsa.com.au with a copy of the remittance advice