



Rodeo • Campdraft • Ranch Sorting

2019

ABCRA

NATIONAL

Finals

**Rodeo
&**

Campdraft

TRADER

OPPORTUNITY



2019 ABCRA National Finals Rodeo & Campdraft 18th – 25th Jan 2020

RETAIL TRADERS OPPORTUNITY



2019 ABCRA National Finals ...

The Australian Bushmen's Campdraft and Rodeo Association hosts the premier event in the Australian Rodeo and Campdraft industry, the ABCRA National Finals Rodeo and Campdraft.

The ABCRA National Finals experience is like no other, and comprises three main events held over five full days and nights:

The ABCRA National Finals Rodeo

The ABCRA National Finals Junior Rodeo; and

The ABCRA National Finals Campdraft

Held in the state of the art AELEC Arena during the Tamworth Country Music Festival, the ABCRA National Finals are a flagship event of the festival, now recognised as the second biggest country music festival in the world. Our event attracts upward of 10,000 attendees throughout the 5 days of action packed rodeo & Campdraft.

The National Finals aims to involve not only competitors and industry enthusiast, but also encourage new fans to get involved in our sports, with activities like the increasingly and immensely popular Build A Cowboy/Cowgirl day, where each year over 150 children from all backgrounds have the opportunity to attend a free 'come and try' Rodeo and Campdraft day.

The ABCRA also honours its social responsibilities and utilises the National Finals event to fundraise for selected charities.

In previous years, the ABCRA and the Cancer Council raised nearly \$10,000 during the event, through engaging with spectators and having a whole lot of fun with their Executive Bull Ride initiative.

For several years the Friday night of the National Finals has been host to "**Tough Enough to Wear Pink**" night in support of the Cancer Council, where all spectators, competitors, officials and even the livestock get in on the fun.

The ABCRA National Finals receives significant television and print media attention and exposure with pre and post event coverage. Substantial event coverage is also featured in a number of leading industry publications and websites.

RETAIL TRADERS OPPORTUNITY



Why Exhibit with us?

- **UTILISE US**

We offer great opportunities and exposure for your business during our event and also throughout the coming years.

- **EASY ACCESS**

The ABCRA National Finals provides on average 11,000 spectators and 500 competitors throughout the 5 day event to the venue.

- **BUILD BRAND AWARENESS**

Link your business with the ABCRA to build your customer database and share our network within the industry.

- **THERE IS NO ONE LIKE YOU**

Meet other industry leaders in the Western World and make long lasting relationships, share ideas and future plans.

Retail Traders Opportunity



Daily Events: Demonstration Arena...

Leading professional will entertain the crowds with demonstrations and displays throughout the 5 day of the ABCRA National Finals Rodeo & Campdraft in the indoor demonstration arena located adjacent to the AELEC Main indoor arena.

Comfortable and easy viewing seating plan, close to the bar and canteen facilities.

A range of disciplines and industry related activities to watch and learn. Make the most of the cool and comfortable seating during the 2019 ABCRA National Finals Rodeo & Campdraft.

COVERING EVERYTHING FROM:

- Rodeo Professionals Clinics
- Working/Sheep Dog Trials
- The Basics, Rodeo & Campdraft
- Getting involved in the sport of Rodeo, How, when & Where to start
- Rodeo Displays & Demonstrations

And The List Goes On

Retail Traders Opportunity



Our Packages...

• INDOOR & OUTDOOR MAIN ARENA PACKAGES

EACH SITE INCLUDES: Booth 2.4m x 3.6m (8.64sqm) located on the concourse level of the main AELEC indoor arena. 3 walls 2.4m high, light, fascia board with name and power board. (To be paid in full by 29.11.2019.)

- | | |
|--|----------------------------|
| 1. Booth Only | \$1,000.00 per site |
| 2. Booth & Concourse Banner | \$1,300.00 per site |
| 3. Booth, Concourse Banner & ¼ Page Program Ad | \$1,500.00 per site |

Additional Event Buckle Sponsor: (Event to be advised) **\$500.00** per buckle

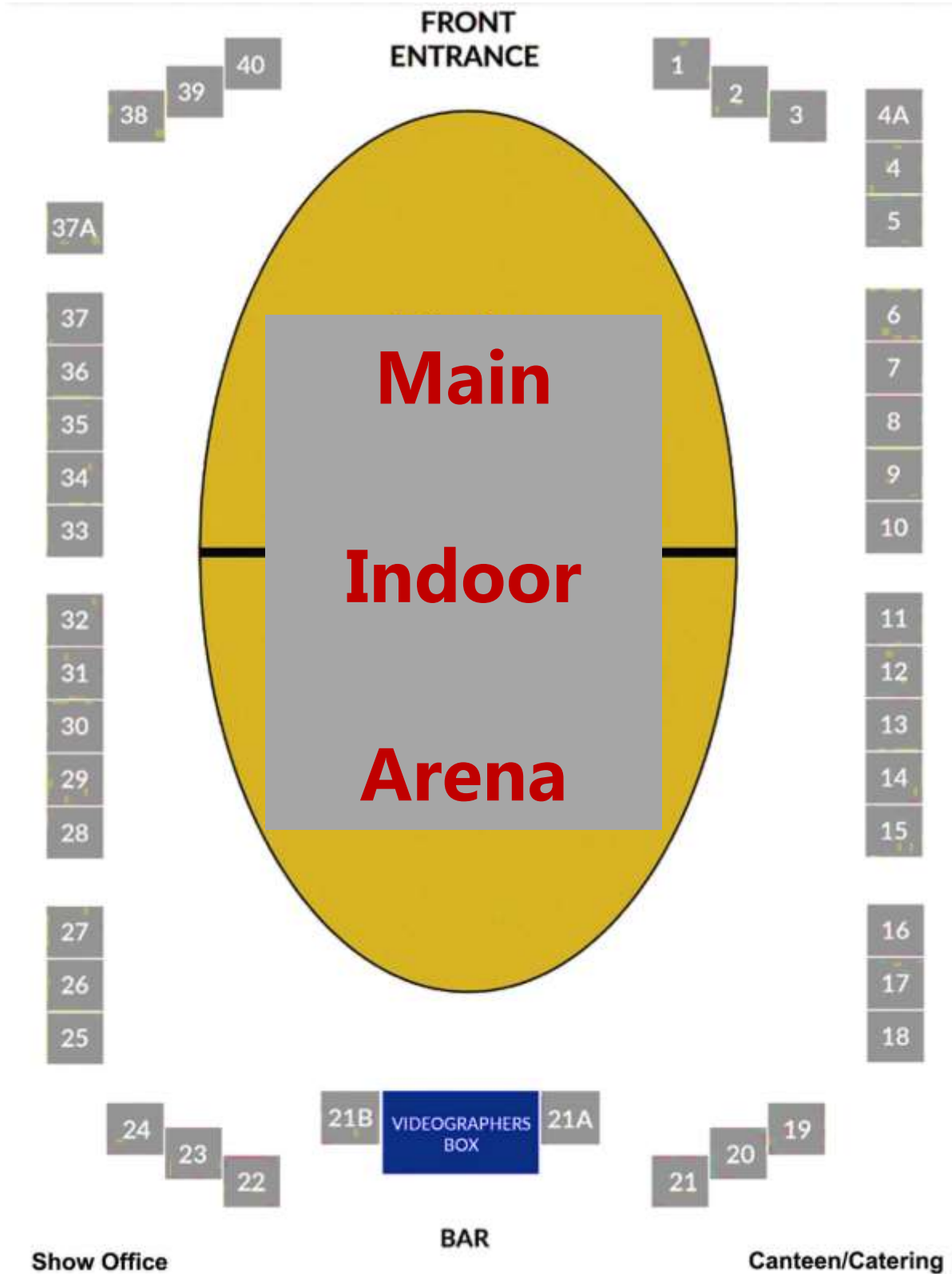
• OUTSIDE TRADE SITE PACKAGES - (MUST BRING OWN SETUP)

External - size TBA **\$900.00** per site

Please note all prices include GST and cover the entire duration of the show.



SITE MAP



TRADE SITE APPLICATION BOOKING FORM

Company: _____ ABN: _____

Address: _____

Suburb: _____ State: _____ Post Code: _____

Phone (BH): _____ Phone (AH): _____ Mobile: _____

Email: _____ Website: _____

• **1 TRADE SITE - (2.4m x 3.6m)**
Site/s Required _____ @ **AU \$1,000** (inc GST) per site = \$ _____

• **2 TRADE SITE**
Site/s Required _____ @ **AU \$1,300** (inc GST) per site = \$ _____

• **3 TRADE SITE**
Site/s Required _____ @ **AU \$1,500** (inc GST) per site = \$ _____

• **Additional Buckle Sponsor** \$500 (inc GST)

• **Outdoor TRADE SITE**
Site/s Required _____ @ **AU \$900** (inc GST) per site = \$ _____



TOTAL AU\$ _____

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PAYMENT TERMS:

- To secure your 10% discount nonrefundable deposit of \$250 to be paid by 31st July, 2019
- To lock your site in, full payment is due by **29th November 2019** and must accompany this application form.
- Cheque to be made payable to: The Australian Bushman's and Campdraft Rodeo Association
- Direct deposit details: **BSB: 032621 • ACC: 131202 • Account name: ABCRA Ltd**

Credit Card payment: _____/_____/_____/_____ Expiry Date: ____/____ CCV: _____

Signature: _____ Date: _____

**We/I accept the exhibitor space allocated by the ABCRA and will pay the total sum of: AU\$ _____
as the exhibit fee (total space fee) and acknowledge that no site will be allocated until full payment has been received by the ABCRA.**

PLEASE SEND SIGNED APPLICATION TO: ABCRA ADMINISTRATION

Lill Pauley E:admin2@abcracom.au • T: +61 2 6767 9222 • Po Box 964, TAMWORTH NSW AUSTRALIA 2340

PLEASE NOTE: Previous Exhibitors and Support Sponsors are still required to complete an application form and provide the necessary payment. The ABCRA reserves the right to reallocate site/s should documentation and payment not be received within the timeframe outlined above.

