



PRESENTING PARTNER



How the locals like it

MAIN ARENA PROMOTIONAL OPPORTUNITIES Booking Form

Company Name: Contact Name:

Postal Address:

Phone: Fax:

Email:

I wish to purchase:

Main Arena Boundary Fence Signage @ \$1,000 + GST per sign

Main Arena Superscreen Advertising - 15 second ad played once nightly for 9 nights @ \$1,800 + GST

I have read and understand the terms and conditions printed below:

Signature: Date:

TERMS & CONDITIONS – **BOOKINGS MUST BE RECEIVED BY: FRIDAY 27 JULY**

Main Arena Fence Signage

Purchase – Friday 3 August 2012

Supply of signage - Friday 10 August 2012

- Rates are exclusive of GST
- Clients to provide their own signage
- Vinyl signage must be no more than 9m wide x 1m high
- Location at the discretion of the RA&HS
- Signage to be placed & removed by Society staff
- Purchase of these advertising opportunities is open to any company providing:
 - the advertised product/brand does not conflict with the exclusivity arrangements in place with major sponsors of the Royal Adelaide Show
 - the advertised product/brand is suitable for a family audience

Main Arena Super Screen Advertising

Purchase – Friday 3 August 2012

Supply of advertisements - Friday 10 August 2012

- The same advertisement must be used for each of the 9 days.
- Screen advertisements will appear daily during the evening entertainment program, which runs on the Main Arena nightly between 6.45pm – 8.45pm.
- Screen advertisements may be played during the daytime program at the discretion of the RA&HS to meet programming needs. This is at no cost to the client.
- Clients to provide their own screen advertisements. Screen Size: 8m wide x 4.8m high
- Screen advertisements must be in DVD or SP Betacam format.
- Clients who don't have an existing television advertisement can contact Central Audio Visual (the Adelaide Showground's preferred AV supplier) who will provide a competitive rate for production costs. Clients can opt for a regular advertisement or static billboard (a fixed image – e.g. company logo) with voice over message and/or background music (a cost-effective option).
- Purchase of these advertising opportunities is open to any company providing:
 - the advertised product/brand does not conflict with the exclusivity arrangements in place with major sponsors of the Royal Adelaide Show
 - the advertised product/brand is suitable for a family audience

Complete and return this form to:

Fax: (08) 8212 1944, Email: lcamp@adelaideshowground.com.au
Post: Royal Adelaide Show, PO Box 108, GOODWOOD SA 5034