



ABOUT Australia's premier event dedicated to all things guitar

The **Melbourne Guitar Show** is staged by the Australian Music Association (AMA), the not for profit representing the Music Products industry, and presented and promoted by its own Australian Musician magazine online

The AMA once again invites its members to exhibit at the Melbourne Guitar Show. Members have a preferential booking window to January 31, 2020 to claim your repeat exhibitor benefit. Read more below.

Please view highlights from 2019 [HERE](#)

MGS2020 strives to;

- Promote the industry's guitar products to the end-user
- Promote musical instruments and music making to the end-user
- Provide an opportunity to drive sales of guitar products
- Promote our musician community, present a quality live music program and stage an event that puts our industry in the best light
- Provide education opportunities through consumer facing product clinics and demonstrations



The AMA invites the industry to exhibit in the Show.

For AMA members that are not yet connected to our media streams, please engage!

Subscribe here for weekly updates from Australian Musician and the Melbourne Guitar Show.



Like Us on Facebook

In 2019 the MGS attracted an audience of just on 5,000 people, excited about seeing and trying a huge range of guitars, ukuleles and other things with strings, amps and guitar related products and technology, publishers' lines, and industry services – people excited about being a part of the guitar playing community

Home grown talent abounds at the show and we present as much as possible. We hosted some of the very best from legends to breaking artists and all pros in between - we're on the hunt again this year.

Returning exhibitors report that Sales have increased year on year for four years.

Vital Stats From 2019

Age	
16-25	21%
26 - 39	22%
40 - 55	37%
55+	20%

Consumer Attitudes

Over 95% said the show was excellent or very good
 90+% were guitar, bass or uke players
 60% were there primarily for the gear
 65% of patrons visited a music store at least once a month
 60% purchase online
 95% purchase online from Australian sites

Our Exhibitors

Businesses and individuals may exhibit at the show, and exhibits are welcomed by;

- Brand suppliers and retailers of the world's top guitar products and technologies, print, video and educational materials
- Local guitar makers, luthiers and repair services
- Local manufacturers of amplifiers and guitar products
- Music Schools, and other services
- Private Collectors

Exhibition Stands and Show Layout

Exhibits are on TWO LEVELS

We will again locate an area exclusively for acoustic instruments and low-noise activities on the Mezzanine Level One.

Corner Stands are equipped with a with a with a back wall and 2.5m side wall. The corner is open on two sides. If exhibitors require two side walls select a stand position not on an aisle corner*.

**Of course, we will try and accommodate member's needs wherever possible.*

The Events Committee would be the arbiter in the appearance and use of the allotted spaces as per Rules. The venue will provide a Wi-Fi service through the building, with separate servers for sales and general use.

A fork Lift is provided for load in and out within the hours to be specified at a later date, and the venue provides convenient access.



There are two types of exhibition stand areas;

Shell Scheme package

Each 3m x 2.5m booth is equipped with 2 x spot lights, 1 x 4amp power point* per 3 x 2.5m stand, and come with fascia signage, 2.4m high walls of Velcro compatible material.

*additional power may be required for some stand loadings and an extra charge would apply if overload was anticipated. This may be regulated by the venue technician.

*corner stands come with back wall and one side wall.

Shell Scheme is offered for all stands as an option

Shell Scheme Stand Cost:

\$1575 inc GST per 3m x 2.5m module Or \$210 per m2

Space & Trestle package

A more affordable or practical option for some is a space only – back wall, trestle package. These are available on a limited number of stands

Stands with a 2.4m approx. back wall, one trestle table and one chair.

No Stand lighting or power is provided

*Dedicated power can be provided - additional charges will apply.

Open space/Backwall areas the exhibitor must use some dividing mechanism from their immediate neighbour. We propose that pull up banners and/or freestanding framing be used.

Stands 1 – 10 inc and 48 – 50 inc only may be taken in this format, unless agreed with the organiser

Stands A1 – A5 and A19-A23 on the acoustic level may be booked in this format by agreement with the organiser.

* By agreement with the organiser, other stands may be available at an open space rate – these are generally corners and larger contiguous areas. Eg #64-68*

Space Only Trestle Package Cost:

\$1250 inc GST per 3 x 2.5m space

Please note that AMA members receive preferential booking window to January 31, 2020. Members have the option of reserving the same stand (or general location) as 2019 and the price list includes up to a 30% discount off the non-member rack rate if membership is current to 30 June, 2020.

Zones

GROUND LEVEL:

- Guitars, Basses and Accessories
- Amps
- Guitar Technology
- Food and Refreshments

LEVEL 1 Mezzanine:

- Acoustic Instruments Only
- Acoustic Performance
- Seminars & Sessions

LEVEL 2:

- Performances
- Food and Refreshments



To discuss your stand needs please, contact: Rob Walker: 0438 564 960

Email: rob.walker@australianmusic.asn.au

Or simply book your space online **HERE**

Account enquiries: AMA Secretariat **0424 902 321**



MGS 2020 is a sales event!

SELLING GUIDELINES:

MGS will enhance the consumer experience, by not restricting any sales at the venue. Exhibitors individually decide how best to sell at the show. It is envisaged that wholesalers will have retail partnerships in place at the show that will enable them to facilitate sales. They may;

- Supply stock to a retail exhibitor under the normal course of business for the show
- Nominate exhibiting retailers as you see fit to sell products through, or have exhibiting retailers spend time on your stand
- It is intended that by having retailers take stands, they can be in a position to represent one or many participating suppliers, as well as sell their own stock displayed.

The sale of musical instruments can be made under the following conditions;

- Each exhibitor may make sales online via web and/or mobile eftpos. Wi-Fi will be available in the building. Cash and cheque sales can also be made. In either case a valid receipt in the name of the seller, must be issued.

- Each sale will be acknowledged by an administrative procedure to be advised. The MGS will provide a security service to secure the building, and ensure that instruments leaving the building are doing so legitimately
- There will be an area where stock may be stored. The amount of stock per exhibitor will be limited and an administrative procedure will apply to stock retrieval. As space requirements for the show become evident from stand demand, we will be able to advise the stock space per exhibitor.
- The AMA will not intervene in the exhibitor/customer relationship, or have any responsibility for sales, other than to provide a system whereby goods can be authorized to leave the premises.
- The show is not restricted to Victorian or Melbourne based retailers.

Please note: the exhibitor may choose to sell onsite at the show or not.

Promotion of Sales and Special Offers

In cooperation with the exhibitor the #MGS2020 will promote exhibitors' special offers at the Show on social media channels.



MGS Promotional Program

Media & Promotion

#MGS2020 will up the ante to build on the great attendances of the past couple of years

AustralianMusician.com.au and our social media networks will again be a key media source for the MGS message.

Triple M has recommitted its support for 2020

Local community radio, street press and online news sources will again be utilised to promote the show

The AMA has engaged On The Map PR to again profile the show through traditional media and social media and online channels. The combined resources of the individual participants of the show will be leveraged to maximise public attendance.

We will work as hard as ever to ensure maximum attendance and attractions.



Social Media

The industry's various social media assets will be leveraged through a targeted social media strategy and campaign. 60+% of our attendance in 2019 heard about the show through social media, a lot of that engagement was achieved with the support of our exhibitors.

This is a prime resource – one that we will focus on laser-like in 2020. Exhibitors Play Their Part by Extending Our Reach to Your Customers Too!

The #MGS2020 will provide materials for participants to reach into their channels – we must make this a condition of participation. This is an industry effort! Resources will be provided to exhibiting businesses to distribute via instore or to their customer database. We will support your social media program targeted to your social media network about your participation in the show.



Endorsees, Performers

Are there any Big names we can add this year? The AMA will work with member exhibitors that wish to consider presenting any international or local artists that will enhance interest in and attendance to the #MGS2020. Exhibitors wishing to submit any product endorsed artists to appear at the show, should advise us as soon as possible, so that we may find a way to include them in the program and take advantage of any further publicity opportunities.

Live entertainment facilities are proposed on the mezzanine and on Level 2 indoors. Any company wishing to profile any audio products on the live stage and other seminar rooms and so on, are also most welcome to express your interest.



Exhibitor Promotions

Any competitions proposed by exhibitors using the MGS branding must have the appropriate statutory approvals. Trade Promotion Permit Guidelines in Victoria: • Games of Skill do not require a permit • Promotions which have an element of chance and have a total prize value of over \$5000 will require a permit

Any proceeds of the Melbourne Guitar Show after staging costs go to the Australian Music Association, a registered incorporated association and therefore not-for-profit. Proceeds, if any, are used to provide services to the Australian music products industry, with a focus on member services, advocacy for music education and promotion of music making to the public.





2020 MGS Rules & Regulations

Booking a stand at the Melbourne Guitar Show (#MGS2020) is an agreement to comply with both the AMA and the Caulfield Racecourse Terms and Conditions. Acceptance of these terms and conditions constitutes an agreement by the Exhibitor and all parties associated with the Exhibitors to comply with the terms outlined below.

1. NOISE

There will be a new set of rules regarding noise at the MGS2020. These rules and regulations will be distributed to exhibitors separately, but broadly, the following will apply; Level 1 will be for acoustic instruments exhibits. This is acoustic zone so that customers can try out acoustics in an environment that is conducive to making sales.

NO amplification will be allowed on Level 1 exhibits.

On the Ground Floor, there will be a number of new NOISE related initiatives

1. From 11am on the half-hour a bell will sound and all on stand noise must cease for 10 minutes. Acoustic only playing ONLY - no amps. So two ten minute periods of NO AMPLIFIED NOISE
2. No exhibitor will allow any individual to play an instrument at loud volume for more than two (2) minutes at a time.
3. On stand demonstrations involving 'performance' shall be pre-programmed with the organiser and form part of the show program. On stand demos/performances shall not be longer than 15 minutes and be no more frequent than (2) two per day. No live drums are allowed on stands. Where practical, we will try to provide opportunities for product demonstrations that are performances to happen off stand.
4. Where practical, when demonstrating an amp or instrument, the amplifier be turned to the back wall of the stand.
5. NOISE POLICE shall patrol and enforce these rules over the course of the show.

The AMA will monitor noise levels in the interest of fairness, safety and not causing nuisance to your neighbour or patrons. The AMA will monitor noise levels in the interest of fairness, safety and not causing nuisance to your neighbour or patrons.

2. Conduct of the #MGS2020

#MGS2020 is open to the general public. Admission to #MGS2020 shall be ticket purchase at a price to be decided by the AMA. No unauthorised person or organisation (i.e. non-exhibitor) shall be permitted to demonstrate, sell or display merchandise or distribute literature or solicit business during the hours of the #MGS2020.

3. Displays

- a. Exhibitors accept that the AMA has sole authority over the appearance, content and positioning of displays.
- b. Exhibitors commit to ensure that their exhibit, staff or agents do not constitute a nuisance to fellow exhibitors or attendees of the exhibition.
- c. The AMA is not responsible for any costs incurred as a result of the failure of an exhibitor to remove any element of their exhibit from the centre by the due time which is midday, Monday 3 August, 2020.
- d. Stand allocation will be on the basis of the purchase of stand packages detailed in the exhibitor's prospectus.
- e. Corner stands only come with a back wall and one side wall.
- f. The AMA reserves the right to amend the published floor plan.
- g. Displays are to be confined to the allocated area of each exhibitor. No items should be placed in the aisles or other space near or next to the stand. Stands and displays may extend above the shell scheme walls to a total height of 3metres.
- h. Bump in and Bump out times and regulations will be issued in due course. All contractors must adhere to the bump in and out schedule, as outlined by the #MGS2020 organizer, but Friday, 31 July is allocated as bump in and set up day.
- i. Lighting or other items cannot be flown from or attached to or hung from the roof or ceiling. Lighting can be played on the floor of the corridor immediately in front of your stand, but if anyone complains it must be stopped immediately. Lighting cannot be played on the walls or roof/ceiling.
- j. There are limited clearance heights in certain areas of the venue. The organiser shall advise of these during the booking process.

4. Damage

- a. Exhibitors will be liable for any damage caused by fastening displays or fixtures or applying paint, lacquer, adhesive or any other coating to building floors, walls or columns, or in any manner defacing the building.
- b. Exhibitors must report any and all damage to the venue to the organiser as it occurs.
- c. Exhibitors will be liable for any loss or damage caused by fastening displays, fixtures or applying paint, lacquer, adhesive to floors or pillars, or in any way defacing the premises

5. Non Smoking Venue To comply with State Government regulations Caulfield Racecourse Pavilion is a Non Smoking venue at all times.

6. Safety

- a. Exhibitors accept full responsibility for compliance with applicable safety regulations.
- b. The storage of any flammable liquids or fuel is prohibited.
- c. All materials used in stand construction or in display materials or goods must be non-combustible and inherently non-flammable, such as self-extinguishing plastic and durable flame-proof fabric.
- d. Stands and exhibitors must not obstruct aisles, firefighting equipment including sprinklers and extinguishers, or create a smoke-locked space, or obstruct the exit signs or emergency lighting.
- e. Flammable fluids, substances and materials of any nature, including crepe paper, hay drapes or any other decorative materials which are not flame proofed and/or properly fire rated and/or not in accordance with applicable fire regulations shall not be used in any stand display.
- f. Power Boards/Extension Cords and Electrical Appliances
#MGS2020 management reserves the right to demand removal from the site of any electrical equipment it deems to be noncompliant or suspect. All portable electrical equipment, appliances and leads site must be tested and tagged in accordance with Australian Standard 3760 – 1990 and when used must be connected to a type 1 or type 2 safety switch complying with Australian Standard 3190 – 1990
- g. Contractors and exhibitors must be suitably attired when working in the venue. Staff will not be permitted to work in singlets, 'no shirts', dirty or scruffy t-shirts or shorts. The exhibitor must supply hi viz vests to staff at any time machinery is operating in the venue and delivery areas during load in and load out. There is a charge for anyone who has to be issued one by the organiser in order to gain access.

7. Payments

- a. All costs for the exhibitor package must be paid before the exhibitor can commence set up of their stand. For #MGS2020 this is non-negotiable. The stand booking will be deemed confirmed when a deposit is received.
- b. Exhibitors will not be allowed access to the exhibition space until all payments have been received by the AMA.
- c. Exhibitors failing to occupy space contracted for will not be entitled to a refund of stand fees, excepting where the AMA has re-sold the space, less any expense incurred by the AMA caused by the failure to occupy the space. Should the space not be re-sold by the time construction of stands is completed, the exhibitor will be deemed to have forfeited all rights and monies paid for that space.

- d. No refunds will be provided except as required under the current Trade Practices Act or as outlined in clause 7(c) above. Any refunds will be in full and final discharge of all claims the exhibitor may have against the AMA.

8. Insurance and Security

- a. The AMA and the Caulfield Racecourse will not be liable for the loss, damage or theft of any equipment carried to and displayed on the exhibition floor or in session rooms during the event.
- b. The AMA provides 24-hour security and venue central monitoring during the running of the MGS including during bump in and bump out.
- c. It is strongly advised that exhibitors arrange appropriate insurance for merchandise & equipment.
- d. The AMA takes out appropriate public liability cover commensurate to the event. Exhibitors are required to have suitable public liability insurance coverage, i.e. \$20million for their stand activities and submit certificates of currency to the AMA one month prior to the event. Failure to provide the certificate of currency may result in cancellation of your booking and the stand may be resold. The #MGS2019 will provide an administrative process by which items sold are authorized to be removed from the building.

9. Limitation of liability

- a. The Exhibitor agrees to indemnify and hold harmless the Australian Music Association (AMA), its committees, members, agents, contractors or employees from any and all claims, demands, losses, causes of action, damage, lawsuits, judgments, including legal fees and costs, arising out of or relating to the event.
 - b. The exhibitor shall make no claim against the Australian Music Association (AMA), its committees, members, agents, contractors or employees for any reason whatsoever, including negligence, loss, theft or damage or destruction of goods or injury to himself/herself, his/her agents or employees or for any damage of any nature including damage to business including that in the event that for any reason whatsoever the exhibition is not held as scheduled.
10. Cleaning Public areas, foyers and exhibition aisles are cleaned and rubbish bins emptied daily by the venue team members. Exhibitors are responsible for the cleaning of their individual display booths.

For all MGS information, contact:

Rob Walker: 0438 564 960

Email: rob.walker@australianmusic.asn.au

AMA office:

(For accounts, payments, administration)

PO Box 1035

Huntingdale VIC 3166

Tel: 0424 902 321

BOOK YOUR SPACE ONLINE HERE



MELBOURNE GUITAR SHOW 2020 FLOOR PLAN - GROUND FLOOR



Member's Prices

Shell Scheme \$1,575.00 inc GST per 7.5m²

Space Only Trestle Package Cost:

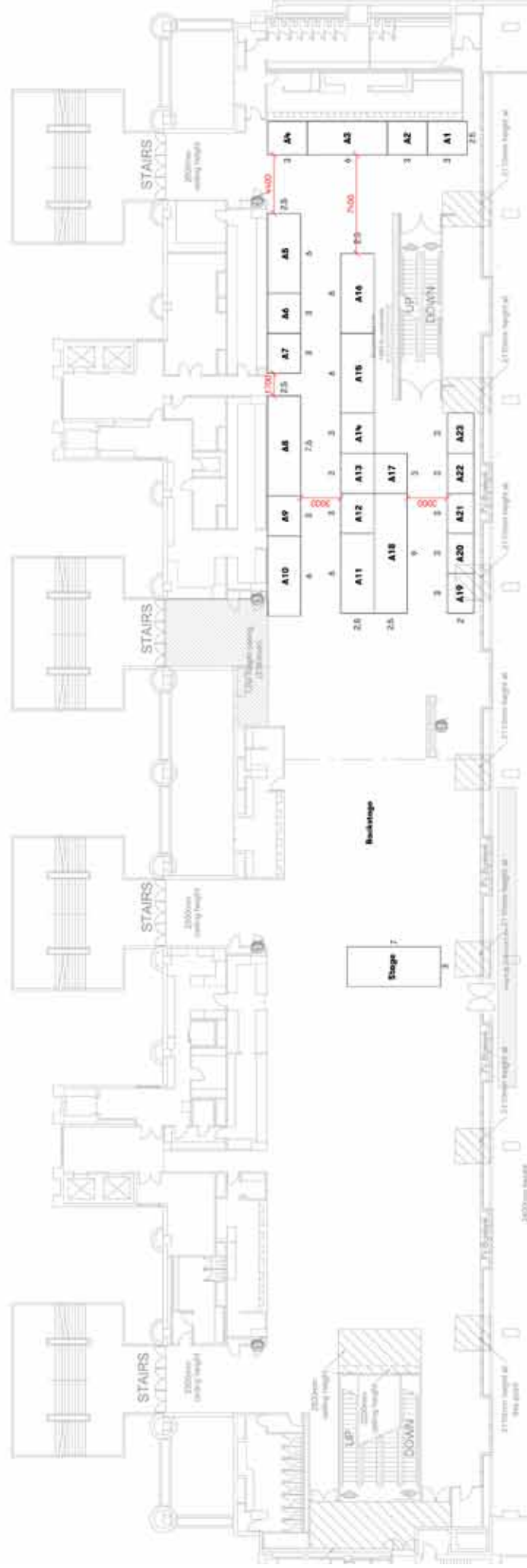
\$1250 inc GST per 3 x 2.5m space

BOOK YOUR SPACE ONLINE HERE





MELBOURNE GUITAR SHOW 2020 FLOOR PLAN - LEVEL ONE



Member's Prices

Shell Scheme \$1,575.00inc GST per 7.5m²
Space Only Trestle Package Cost:
\$1250 inc GST per 3 x 2.5m space

BOOK YOUR SPACE ONLINE HERE

