



Unlock the Past

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Unlock the Past Expo Adelaide 30-31 July 2010

Unlock the Past started in mid 2009 as a collaborative venture between **Gould Genealogy & History** and **Shauna Hicks History Enterprises**. It aims to promote history and genealogy throughout Australia and New Zealand. We now have a team of nearly 40 expert speakers and authors from all Australian states and New Zealand. We are developing:

- a major events resource - supporting existing events and running major events of our own
- a publishing brand, including an annual Local and Family History Handbook
- a major go-to place for products, services and other resources
- a significant free content site
- a cost effective marketing platform for societies, libraries and commercial partners
- a user of, and educator in, social media
- a promoter of heritage tourism

We support and sponsor events organised by others (see web site - Events). We will also, on occasions, organise major events of our own – always in partnership with the major organisation(s) in the state or region concerned – and to meet a need otherwise beyond local organisations. The first of these is the Unlock the Past Expo in Adelaide in July. This will be followed by a similar Expo in Sydney in October, and a National Roadshow to six Australian cities and three in New Zealand in November. In March next year we will host our inaugural History and Genealogy Cruise.

We invite you to exhibit at the Adelaide Expo in July. This will be a unique opportunity for visitors to see many societies, libraries and commercial product and service suppliers in one place and to learn from the many expert presenters. A significant focus will be on introducing newcomers to history and genealogy, but we expect to have something for researchers at all levels.

- venue - West Adelaide Function Centre (Football Club) 57 Milner Road, Richmond
- date - Fri 30 July - Sat 31 July 2010
- exhibition open - 9.00am-5.00pm each day, presentations 9.30am-4.00pm each day

In addition to the exhibition there will be a varied and fairly fast moving program of talks in two streams on the half hour. A number will be aimed at a beginning or general audience, others will offer something different. The focus will be on South Australian exhibitors and presenters, but we also have exhibitors and presenters from four other states. We hope you will join us. A feature of the program will be two special presentations on ***Who Do you Think You Are? - The making of a compelling Australian TV series*** – by a representative of Artemis International (the film maker).

We currently have over 20 confirmed exhibitors and a number of others who have expressed interest. Also 17 confirmed presenters. We have a good display area, that can accommodate 50 or more exhibitors, but we urge you to book a table early if you want to be sure of a space. Initially we can offer a single table, but will consider requests for more. The cost is \$100 per table, but will be free or negotiable for organisations who can also publicise the Expo.

Please check the Unlock the Past web site for further information or contact:

Aimée Engler or Alan Phillips

phone (08) 8395 7476

Email: aimee@unlockthepast.com.au or alan@unlockthepast.com.au

Web: www.unlockthepast.com.au

We hope to see you there as an exhibitor or at least as a visitor.

Alan Phillips and the Unlock the Past team

8 June 2010

Exhibitors Information

Expo location and venue

West Adelaide Function Centre (Football Club), 57 Milner Road, Richmond (3km West of Adelaide CBD). This facility is open to the public. The exhibition and smaller of the two theatres are on the first floor (upstairs) quite separate from other club activities. The Function Centre web site: <http://westadelaidefc.com.au/docs/function/functions.html>

Access

The main Expo access will be exclusive to our Expo from Peacock Avenue, the side road leading to the car park. Those needing to use the lift for access (disabled) or deliveries, will need to enter via the main front entrance or rear entrance (off the car park). The main theatre is on the ground floor as are the main bar and restaurants.

Exhibition space

Tables are available in 1.2m, 1.5m and 1.8 lengths. We can initially provide one table, but may be able provide more if needed. They will be supplied with cloths. Power will be available to most areas, but not all. As there are limited power points you should bring your own labeled power lead and power board in case you need to connect from a distance.

Internet

If you need Internet access you will need to provide your own. Mobile modems can be purchased now for little more than the cost of paying access to another provider for a day or two.

Parking

This is free at the rear of the function centre. Enter via Peacock Avenue.

Set up

This will be from 8am on Friday morning. It will be possible to deliver display material from mid afternoon on the day before if you wish. Contact us if you want to do this to confirm a time

Cost

\$100 per table, but will be free or negotiable for organisations who can also publicise the Expo via their web site, newsletter or distribution of our Expo brochure.

Meals and refreshments

A bar will be open in the exhibition area for drinks and nibbles from about mid morning to mid afternoon each day. Tables and chairs will be available within the exhibition area for general use by visitors wanting a break.

The main bar is on the ground floor as are meal areas for lunch and evening meals (from 5.30pm). We urge exhibitors to have any meals they need before or after the main lunch break or bring your own to have in the exhibition area. Those who wish to join us for an evening meal each day after the exhibition closure are welcome to join us. If we get sufficient numbers (about 50) we can book the entire dining area. The meals are well priced and excellent.

Registration – two registrations are needed, one for your display table and the other for display attendants

1. Register your trade table on the form on the following page
2. All attendants need to register (online or phone) for name tag and registration kit (offers valued over \$100)
 - display attendants only - normal Expo admission fee of \$15 for one day, \$20 for two.
 - speakers who also attend a display table – no charge

See “Pricing and Booking” on the web site (speakers – select “cheque/EFT” option - no need to send payment)

Insurance

It is the responsibility of each exhibitor to ensure that they have adequate insurance to cover theft or damage to their goods and equipment as well as public liability.

Numbers expected

With this being the first such event for 5 years in Adelaide we can only guess at numbers you need to allow for with any handouts or inclusions in the registration pack. Based on experience in other states and a similar 2005 Fair, we are planning for around 500 over two days. We will however update you near the time how bookings are going.

Publicity

It is in your interest and ours for you to help publicise the Expo. We will shortly have a brochure which we can supply in any quantity you can usefully use. Let us know on the Exhibitors stand registration form. We hope you will also give notice in on your web site or email or print newsletters. Even if you can't exhibit, you can still advertise or have a voucher in the Expo program/booklet or with an insert in the registration package.

We have a number of other ideas for special features to attract people in the first place and then to visit all exhibitors. Further details to come. Watch our web site and subscribe to our email newsletter and blog. Follow us on Twitter.

