WHEN YOU CHOOSE THE ADELAIDE CONVENTION CENTRE FOR YOUR EXHIBITION, YOU GET MUCH MORE THAN A VENUE. YOU GET A PARTNER.

We know what it takes to develop, promote and stage an award-winning show – because we’ve done it ourselves. We fully understand a client’s business imperatives, know how to control costs without sacrificing quality, and have intimate experience of every element, from freight logistics and exhibitor relations to marketing and ticket sales.

Our expertise in conceiving, developing and delivering South Australia’s annual Cellar Door Wine Festival has won us a string of local and international accolades, not least of which was the Exhibition & Event Association of Australasia’s award for Best Australian Show of 2012. Of course, we’ve been in the conventions and exhibitions business for almost 30 years and held events of every size and style. We’ve hosted top-security lock-down events, high profile consumer expos and trade shows for highly specialised audiences.

But our deep understanding of how to run a truly impressive exhibition comes from experience as a client as well as a host. And that’s hard to beat.
By way of example...

CELLAR DOOR WINE FESTIVAL

The three-day Cellar Door Wine Festival, first staged by the Adelaide Convention Centre in 2011, has become a multi-award winning fixture on South Australia’s festivals calendar.

Our talented team conceived the idea, built the event from scratch, sold the opportunity to exhibitors and marketed it to the public. We manage a tight budget, attract high profile sponsorship, sell our own tickets and make a profit. We boast an enviable repeat business factor because we look after our exhibitors and 7000 patrons come to taste and learn every year.

The event has won a raft of awards in the exhibitions, meetings and tourism industries in Australasia and earned us a place in the finals of the 2013 AIPC innovations award for convention centres worldwide.

AVCON

Since AVCon was first staged at the Adelaide Convention Centre in 2009, the number of anime, manga, video game and Japanese pop culture fans attending this unusual event has grown from 6000 to more than 14,000. It takes two full days to bump in because of the number of screens and video gaming machines that need to be set up and made show ready. We provide complex network systems for gaming areas, webcasts and ticketing, so our AV equipment has to be the latest and the best.

The age of the audience ranges from six to 60 but the bulk are teenagers and young adults with very specific tastes in food and beverage. Our event planning manager has followed the volunteer organisers to their favourite eating haunts to get a feel for what appeals. It’s a rare client that orders Asian breads, Ramen noodles and bubble tea – but they ask and we deliver.

SAVOUR AUSTRALIA

Australia’s inaugural global wine forum – Savour Australia – was held at the Adelaide Convention Centre in September 2013. Wine Australia chose us to host the show largely because of our success with the Cellar Door Wine Festival.

While Savour was a much smaller event and open to trade only, it was aimed at influential international guests and was the first of its kind. We simply had to impress.

The event not only ran like clockwork and came in on budget, but our team provided experience-laden advice on everything from managing alcohol consumption and serving audience-appropriate food to creating cost-effective ambience on a grand scale.
10 good reasons...

1. At the centre of Adelaide’s new medical and entertainment precinct on the Torrens Riverbank

2. Stage One of the Centre’s expansion will open in late 2014 boasting highly versatile exhibition space, state-of-the-art rigging and much more!

3. 2500 hotel rooms within a 5 minute walk, Adelaide airport 15 minutes by car, easy access by public transport with free city trams

4. Prominent internal and external signage and branding opportunities

5. Highly qualified technical experts, state-of-the-art equipment and an in-house rigging crew

6. Integrated freight and logistics services with a dedicated event loading dock

7. Door-to-floor freight service

8. Undercover parking for more than 1200 cars, with $8-a day visitor rates

9. Webstreaming services available across the entire venue

10. Award-winning sustainable exhibition expertise and packages

And there’s 10 more included in your venue rental!

1. Fully carpeted pillar-less space

2. Air-conditioned halls

3. Exhibitor furniture package

4. Basic wifi

5. Freight & logistics coordination and management

6. Furnished and serviced organiser’s office with event monitoring touch pad

7. Themed public catering areas

8. 24-hour access to event space

9. Visitor welcome signage at Adelaide Airport

10. A dedicated event manager
And there’s more...

OUR EXPERT TEAM

Across our organisation are people with broad industry expertise, extensive experience, up-to-date knowledge – and passion.

Our Exhibitions and New Event Development Department is led by Alex Bradford, who has worked on some of the UK’s largest consumer events, including the British International Motor Show and London Fashion Weekend.

Alex and her team can plan or help with any or all facets of an exhibition. They’ll co-ordinate elements like theming, food & beverage and audiovisual and bring in specialist colleagues to add value, advise on the detail and help with the execution.

When you choose the Adelaide Convention Centre for your exhibition, you get more than a venue and a partner. You get a team.

Value-adds

**Ticketing**
We have our own public event ticketing software and can handle online and onsite sales just like the professionals. And it costs just 85c per ticket.

**Sustainability**
Our mantra is “Gold Service, Green Attitude” and we practice what we preach. We can run auditable sustainable exhibitions and achieve virtually zero waste-to-landfill using our proven template developed in association with Zero Waste SA.

**Exhibition food**
It’s a balancing act. The food should fit the audience and style of the event, yet so often it doesn’t. We understand when fork food won’t do and when a sandwich is just the ticket. Our kitchen can handle quality and quantity, simple or sophisticated, special diet or special occasion – and at any speed you need.

**Theming**
We have a treasure trove of themed decorations, from classy and sparkly to earthy and fun. We have props to hang from the ceiling, sit on the table, stand on the floor and stick to the walls. Most of them were designed and built by our inhouse creative team, so if we haven’t got what you need, chances are we can make – or brand it – for you.

Enquiries
If you require further information, please contact Sales on 08 8210 6677 or email exhibition@adelaidecc.com.au

Valid for 2014.