

2010 National Trade Show

Business for today, training for tomorrow & planning for the future

A New Strategy

In our first National Trade Show of this decade, it's quite fitting that the NTS takes on a new format. Combining the successes of the past with the opportunities of the future, join us for an exciting event.

When: September 5th-8th (Sunday – Wednesday)

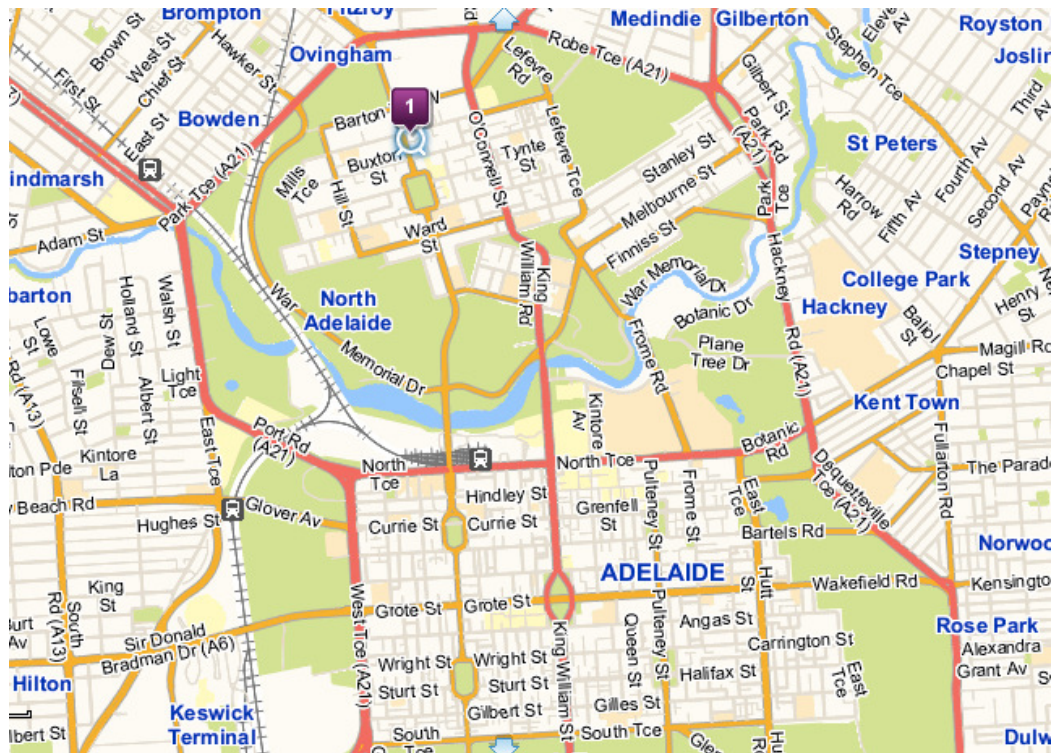
Where: 200 Jeffcott Street, North Adelaide

Who: All Retailers and Wholesalers in the Christian Trade

Please Note: New Location!

While still in Adelaide, we've changed the venue to the Estonian Cultural Centre located at 200 Jeffcott Street, North Adelaide. See below for it's relation to the Adelaide CBD.

Please note: If you are booked in at Shores – this is a fair distance so we recommend that you cancel and change your accommodation.



The Estonian Cultural Centre (ECC), while a smaller floor space than Canberra, provides a much more affordable venue. This enables cost to not be a barrier to exhibitors and allows for a great representation from a wide range of wholesalers.

In addition, the meals and AGM will be held nearby at the Australian Lutheran College (ACL). Located on the same street (104 Jeffcott Street), this is a very close facility, which has generously offered to prepare all our meals. Just 8 min walk.

Timetable

When	What	Where
Sunday		
11am-1pm	Retail Challenge 1	ALC
1pm-1.45pm	Lunch	ALC
1.45pm-3.30pm	Retail Challenge 2	ALC
3.30-3.45pm	Afternoon Refreshments	ALC
3.45pm-5.30pm	Retail Challenge 3	ALC
6.15pm	Combined Dinner	ALC
7.15pm	Dedication & Thanksgiving followed by Industry Discussion	ALC
Monday		
7.15am-8.15am	Combined Breakfast	ALC
8.40am-5.45pm	Trade Floor Open	ECC
6pm-late	Dinner & AGM	ALC
Tuesday		
7.15am-8.15am	Combined Breakfast	ALC
8.30am-6pm	Trade Floor Open	ECC
6.30pm	Annual Celebration Dinner	ALC
Wednesday		
7.15am-8.15am	Combined Breakfast	ALC
8.30am-4pm	Trade Floor Open	ECC

Retail Training Overview

Every retail organisation, regardless of the industry in which it operates, faces similar challenges. However, the solutions to those challenges can vary from industry to industry or even geographical locations. The 2010 National Trade Show will be providing training, question & answer sessions and workshops on three key challenges to retail stores.

Challenge 1 - Technology

You don't need to write your own website, but it is important to understand what opportunities technology can provide you and your store in a simple, affordable and practical way.

Challenge 2 - Marketing

Many people see marketing as just paid advertising. Marketing is a much broader approach and can actually be done with no money and a couple clever and timely ideas.

Challenge 3 - Finances

Learn easy tips to managing a budget and stock turn-over that can save you thousands

Accommodation

Accommodation will need to be organized directly by you, however CBAA has done a bit of the research for you. Please find below options nearby. Below are our suggested options.

Regal Park Motor Inn

Address: 44 Barton Tce, North Adelaide

Distance from Trade Show: 15 min Walk (500m) from ECC (trade floor) and 700m from ALC (meals)

Phone: 1800 355 116

Website: www.regalpark.com.au

Special Note: offering a corporate discount to CBAA members – please quote

STANDARD ROOMS

Double & Single Bed \$115 per night

DELUXE ROOMS (mainly poolside)

Queen & Single Bed \$120 per night

EXECUTIVE ROOMS (overlook parklands)

Queen Bed & Lounge \$130 per night

SPA UNITS (overlook parklands)

Queen Bed & Lounge (do not fold out) \$175 per night

Room pricing (as above) covers up to two persons. An additional \$30 applies per extra adult and \$15 per extra child under 14 years of age. Cots are available at \$10 per night.

Piccadilly Apartments

Address: Gover St North Adelaide

Distance from Trade Show: 7min walk (250m) from ECC (trade floor) and 700 m from ALC (meals)

Phone: 08 8267 2500

Website:

http://www.piccadillyapartments.com.au/piccadilly_on_gover.php
http://www.piccadillyapartments.com.au/piccadilly_on_gover.php

Special Note: offering CBAA a discount, all options come with kitchens – please quote

Budget studio \$87 up to 2 adults

Studio apartment \$99 up to 3 adults

Budget 2 bedroom apartment \$135 up to 4 adults

At this stage CBAA is not intending to provide buses to get people around although some people will be coming with vehicles and will be able to assist those who are unable to do the walking. Public transport is excellent around Adelaide.

There are 2 Caravan Parks locally though cars would be needed for both- Levi Caravan Park and Adelaide Caravan Park.

Registration

Additional attendees receive a 50% discount! Bring your team with you for training and to assist on the trade floor!
A 50% discount is available if paid before August 1st! (Does not apply to meals)

Store Name: _____ Contact: _____

Phone: _____ Fax: _____

Street: _____ Suburb: _____

State: _____ Postcode: _____ Email: _____

Number of people attending from your store: _____

Registration Type	Cost	Number Required
Full-time (Member)	\$30	
Full-time additional staff member (Member)	\$15	
Per Day (Member)	\$20	
Per Day additional staff member (Member)	\$10	
Full-time (Non-Member)	\$45	
Full-time additional staff member (Non-Member)	\$22.50	
Per Day (Non-Member)	\$30	
Per Day additional staff member (Non-Member)	\$15	
Registration Sub-total		
Total less early bird discount (paid by Aug 1)	50% off	

To enquire about membership, please email info@cbaa.com.au

Meals

When	Cost	Number Meals Required
Sunday Lunch (Pre-packed)	\$12	
Sunday Dinner (2 Course)	\$17	
Monday Breakfast (Cooked & Cereal)	\$12	
Monday Lunch (Pre-packed)	\$12	
Monday Dinner (2 Course)	\$17	
Tuesday Breakfast (Cooked & Cereal)	\$12	
Tuesday Lunch (Pre-packed)	\$12	
Tuesday Dinner (3 Course)	\$25	
Wednesday Breakfast (Cooked & Cereal)	\$12	
Wednesday Lunch (Pre-packed)	\$12	
Meals Sub-total		

Please tell us here if you have any dietary restrictions _____

Registration Sub-total	
Meals Sub-total	
Total Owing	

Please email this to info@cbaa.com.au and deposit your registration to the details below. If paying by cheque, please send with this completed registration form to PO Box 85, Bargo NSW 2574.

Bank Account Name: CBA / BSB: 012 484 / Account Number: 495274598

We look forward to seeing you at the 2010 National Trade Show!