



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

27th, 28th & 29th March 2020

Boulevard Pavilion, Building 4
Melbourne Showgrounds

Epsom Rd, Ascot Vale VIC 3032



MASTERGROOM AUSTRALIA



Mastergroom Australia is back in 2020 and it's bigger and better than 2019!

Organised and promoted by two of Australia's top winning Master Groomers, Melanie Newman and Sharon Hall. Who have travelled the world competing in some of the largest and grandest grooming events and have an understanding of what makes a successful event for all attending.

Our new venue at Melbourne Showgrounds allows for;

LARGER trade show area

LARGER competition area

LARGER range of speakers

PLUS a dedicated prep area for grooming contestants (bath & dry facilities)

ATTENDING MASTERGROOM AUSTRALIA IS GOOD FOR YOUR BUSINESS



Increase your **BRAND LOYALTY** amongst new and existing groomers who will be attending to compete or just enjoy the event and purchase products and attend seminars.



Create **AWARENESS** and visibility of your company and products to new and existing groomers



Reinforce your **IMAGE** amongst groomers, new and old.



Gain retailer and wholesaler **TRAFFIC**



Stimulate **SALES**, trials, and usage of the products you sell



Platform for experiential **BRANDING** of any new products you would like to promote.



SHOWCASE samples and display products and services



Take advantage of **FACE TO FACE** interaction and network opportunities with new and existing groomers

ABOUT THE VENUE

BOULEVARD PAVILION



Located centrally in the major events capital of Australia, Melbourne Showgrounds is Melbourne's largest and most versatile venue, offering unique and flexible indoor and outdoor spaces designed to host a variety of events and activities including trade shows, exhibitions, expos, festivals and much, much more.

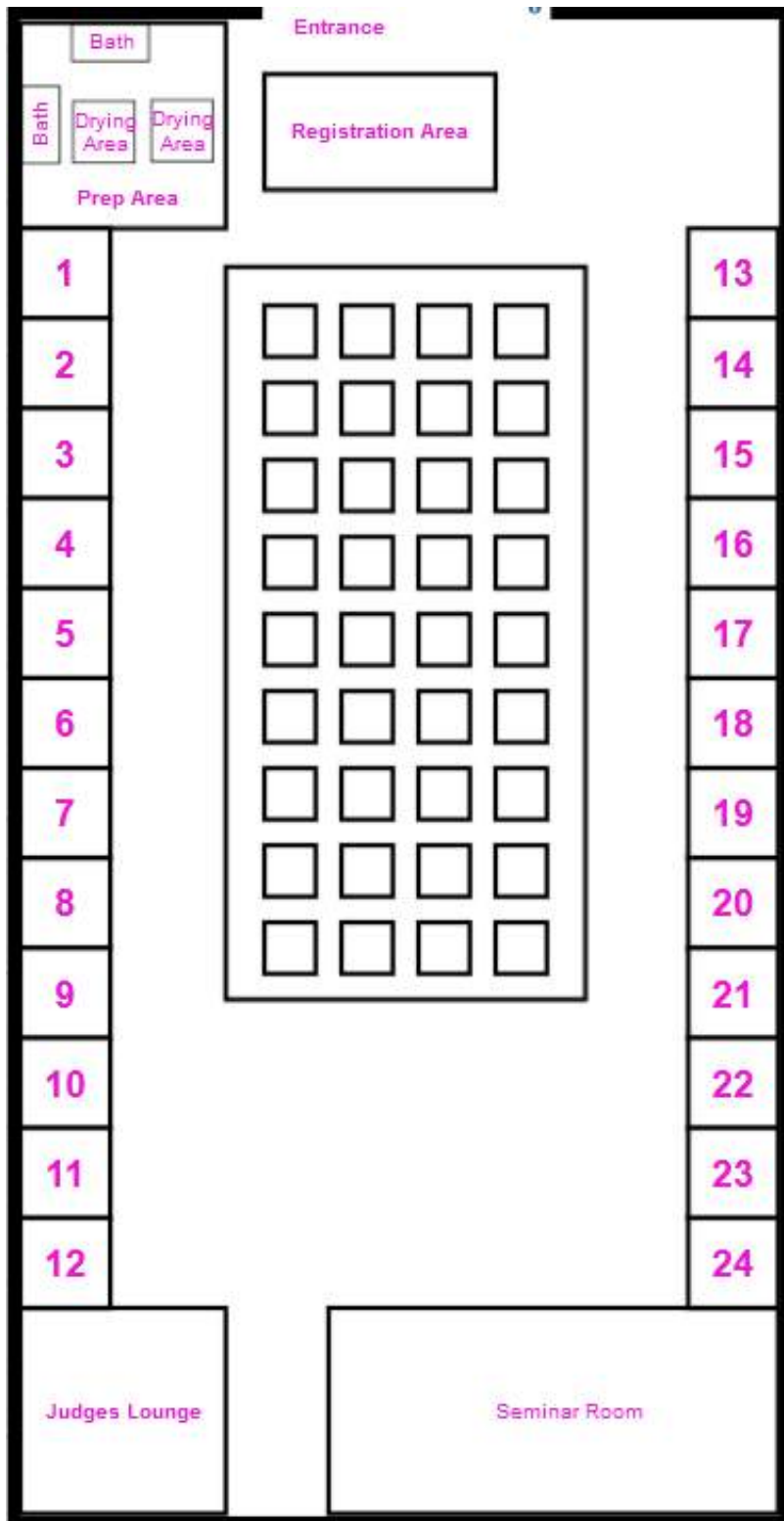
The 3,000 square metre Boulevard Pavilion permanent hoekker offers easy vehicular access through large roller door entries, allowing for large scale installation and structures.

GETTING TO MELBOURNE SHOWGROUNDS

Located just 7km from Melbourne CBD and 15 minutes from Melbourne Airport, Melbourne Showgrounds is easily accessible by public transport or car. Enter via Epsom Road.

Boasting a HUGE carpark, with plenty of easy bump in and bump out access for exhibitors. And located close to many accomodation options.

EXHIBITOR FLOOR PLAN



All Exhibitors receive a 3x3 space only booth.

Bookings are based on a first in first served basis. See page 6 for a booking form

If your desired booth is not available you will be advised

EXHIBITOR INCLUSIONS & COSTS

Book before 31st December 2019 for our
Early Bird Offer \$1850
Bookings after 31st December 2019 \$2200

SPONSORSHIP PACKAGES



Poodle, Pure Breed, Terriers, Gundog & Salon Freestyle. 3 Levels per class.
Cost Per Class \$1145 for each class (up to 3 levels per class).

Asian Fusion, ClipperClass & Artero Duel Dual. 1 level per class.
Cost Per Class \$550

Mastergroom Invitational. 1 Level \$2175.

Sponsors are asked to provide product/s as part of the prize pool for each class and level.

Australian Team Championships. Grooming product/s provided for the prize package

SEMINARS

Mastergroom Australia boasts iconic professional groomers from across the globe who are international speakers and presenters, as well as bringing business related seminars.

"Serious business woman" and celebrity, Janine Allis will open our seminars with a bang on Friday as she presents "Boost your business". Something any business operator should attend.

And it doesn't end there! There are 3 action packed days of professional development seminars offering many ways for Groomers to grow their business and be the best they can be.

With seminars on grooming techniques, time management, creating a life long customer to creating captivating social media to reach your audience. PLUS loads more.

There are MANY seminars for our exhibitors to attend too!

EXHIBITOR BOOKING FORM



Exhibitor Information — Details required for Invoice

Company Name:	ABN:
Contact person:	
Address:	Postcode:
Phone:	Mobile:
Website:	
Facebook, Instagram, Twitter details (if applicable):	

Booth Booking (if your desired location is unavailable you will be notified)

Select your 3 preferred stand number(s)

1st 2nd 3rd

Sponsorship Booking — Please select your desired class/es of Sponsorship level

Poodle Pure Breed Terrier Gundog Salon Freestyle

Clipper Class Mastergroom Invitational Australian Team Championships

Artero Duel Dual Asian Fusion

Public Liability

All exhibitors are required to supply a copy of their Public Liability Certificate upon booking. It is a requirement of the venue that any exhibitor who does not have current Public Liability Insurance at the time of exhibiting will not be permitted to exhibit at the event.

Insurer:	Policy Number:	Expiry Date:
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Terms & Conditions (see pages 16 & 17)

I have read and agree to abide by the Terms and Conditions.

EXHIBITOR AUTHORISATION

Name:	Title:
Company Name:	
Signature:	

COMPLETE YOUR FORM & RETURN TO:

Phone - 0402 350 065

W - www.mastergroomaustralia.com.au

E - goodtimes@mastergroom.com.au

 /mastergroomaustralia



ABOUT OUR JUDGES & SPEAKERS



JANINE ALLIS



Janine Allis is the founder of Boost Juice & Retail Zoo. Executive Director at Retail Zoo, Salsa's Fresh Mex, CIBO Espresso and Betty's Burgers & CONCRETE CO.

The serious business woman on Shark Tank, the woman covered in mud on Survivor, a guest on popular tv shows, hosting a podcast, writing a book – these are all the versions that make 'me'.

I grew up in the outer suburbs of Victoria, my passion was to travel the world, I knew that there was more to life than the little suburb I was living in. This adventure took me from being a camp counselor in San Francisco to being a nanny in France and a stewardess on David Bowie's yacht. Returning to Australia, I met and married 'the one' and we founded Boost Juice in 2000.

Boost Juice bars is one of the largest juice bars in the world. With over 500 stores in 14 countries. My vision was to "do retailing differently", delivering a unique customer experience based on the "love life" philosophy and along the way getting more fruit and vegetables in people's diet, which we are achieving, with over 2 million smoothies or juices sold every month.

I feel honoured to have received numerous retail, franchise and business awards including Telstra Business Women of the Year, Amex Retailer of the Year, Awarded Exporter of the Year and BRW named me one of fifteen people to have helped change the way Australia does business over the last 35 years. Over the years we have expanded the Australian business incorporating other brands under the retail entity Retail Zoo this includes: Salsas Fresh Mex Grill, CIBO Espresso, the Italian espresso bar franchise that has wowed Adelaide for 17 years, the very cool Betty's Burgers & CONCRETE CO. Retail Zoo has over 600 stores and almost 7000 people working across the four businesses for which I am now a Director.

I'm a working mother of four, best selling author of "The Accidental Entrepreneur", a Shark on Channel TEN's Shark Tank, a champion contestant on Australian Survivor Season 4 and co-host of the 5 star rated podcast "Superwomen we ain't".

My life is hectic so I understand firsthand the demands the world can put on an individual! I'm an advocate for a healthy lifestyle – I maintain a daily yoga practice, am a very average surfer, horse rider and tennis player... but love doing all of it...

ABOUT OUR JUDGES & SPEAKERS



BARBARA PRUECKEL, CANADA



Barbara is the owner of Doggie Style Salon in Calgary, Alberta, Canada. She opened in 1997, and has since become the first 'invitation only' grooming salon in Canada.

Some of Barb's accomplishments include several Gold and Silver medals, Best in show and Best all-around groomer awards at prestigious grooming contests, both in Canada and Internationally such as Intergroom's International Groomer of the Year, the winner of The World Poodle Tournament in Las Vegas for three years in a row and a gold medalist with her Bichon at the World Grooming Contest in Spain and many more.

She was a member of Groom Team Canada for 12 years, and the captain for 8 years, has been on the European Grooming association's judges list since 2004, and has been a proud member of the 'Wahl Extreme Stylist Team' in Canada for 16 years.

She has had the pleasure of speaking and judging in many countries including Brazil, England, India, Italy, Spain, France, Columbia, Belgium, Taiwan, Japan, Canada and the United States.

Barb also produces Mastergroom Canada, the largest and most prestigious grooming show in the country. She and her fiancé Mark are the proud partners and North American distributors for the amazing Nagayu C02 Bathing System.

Barb's passion for the pet grooming industry is immense, and she loves spending time with fellow groomers all over the globe, teaching, learning and sharing.

ABOUT OUR JUDGES & SPEAKERS



ADAM OLIVER, AUSTRALIA



Adam Oliver is a Marketing and Brand Practitioner with a focus on the utilisation of data and behavioural economics to shape shopper's decision making processes.

Adam has a 1st Class Honours in Marketing, Deans Scholar from the University of Wollongong and was a recipient of an APA PhD Scholarship (But hates talking about himself, so read his linkedin if you want to stalk him).

Adam's diverse experience working within Academia, Sales Management, Data Analytics, Commercial and Brand Management Wholesale, Digital marketing, and Multi-Channel Retail has afforded Adam a multifaceted view of the shopper.

Adam has worked within businesses of various life stages, and scale. From global committees within Nestle' to launch buy now eCommerce capabilities; running a business unit of Business Analysts and developing budget forecasts for Wesfarmers; building complete tech stacks, data models and retail operations for start-up pureplay eCommerce ventures, through to helping clients with an email they are writing on a Sunday night. Adam has been lucky to work with some inspirational people and loves to give back to the SME community.

Adam loves all things people (and hates speaking in third person about himself). If you find him with 10 minutes of down time, it will be with his Dog Loki asleep on his chest reading further about the human condition. Adam is a passionate advocate and supporter of Small Business and currently runs a family owned national online pet retailer Nettopet.com.au and works with clients in retail, manufacturing and wholesaling across the Pet Industry. If you had to ask the one thing that makes him tick, it's seeing SME succeed in scaling their business through guided mentorship.

ABOUT OUR JUDGES & SPEAKERS



KINGSTON LEE-YOUNG, AUSTRALIA



Kingston Lee-Young is an experienced entrepreneur, CEO & tech start-up co-founder, who is passionate about all things marketing, technology, and education related.

With +20yrs experience across the APAC region, he has worked on the Client-side inside Fortune 500 companies (in various sales, marketing, key accounts, corporate affairs, and research roles), Agency-side (building strategies & executing integrated marketing campaigns for global corporations, tech high-flyers, Government Agencies, SMBs, and Private Equity backed investments), and on the Technology-side (building a virtual reality software platform focused on changing education and the way students learning).

His articles have appeared in Inside FMCG Magazine, Convenience World Magazine, and CIO Advisor. Kingston is often invited to speaker at conferences, presenting on technology disruptions, digital marketing, social media and virtual reality in education topics. He is a judge at various digital, technology, and data-driven marketing industry awards.

ABOUT OUR JUDGES & SPEAKERS



LINDSEY DICKEN, USA



Lindsey Dicken is a Master Groomer. She has been grooming for 15 years, and has been grooming competitively for 13 of those. As one of the most decorated groomers in competitive grooming history, Lindsey has won multiple Best All Around Groomer awards, Best in Show at nearly every show in the US, Best Scissored Poodle awards, World Champion Poodle Groomer, and Intergroom's Groomer of the Year a record 5 times.

In 2013, Lindsey was awarded Groomer of the Year at the prestigious Westminster Kennel Club. Lindsey has qualified for Groom Team USA's Top Ten Stylists every year she was eligible, reaching # 6 position her very first year. She has been the #1 ranked groomer in the nation for 10 of the past 12 years, and has had the honor of representing the USA at the World Team Grooming Championship 5 consecutive times, helping win three gold and two silver medals with multiple breeds internationally.

Lindsey is most known for her work on Bichon Frises and Poodles, however she has earned wins on nearly every breed allowable.

In addition to competing in grooming contests, Lindsey breeds and shows champion Bichon Frises and miniature poodles, her Percheron draft horses, and is a highly sought after speaker, helping groomers around the world hone their skills.

ABOUT OUR JUDGES & SPEAKERS



SUE ZECCO, USA



Sue is a Certified MasterGroomer with both the National Dog Groomers Association (NDGAA) and the International Professional Groomers (IPG). She is also a National Certifier for NDGAA's certification program. She has been grooming for over 40 years, starting her business the Pampered Pet in Paxton MA in 1977.

Sue began grooming competitions in 1985 and since then has won Gold, Silver and Bronze medals at Intergroom, multiple Best in Show, Best All Around Groomer, Best Scissored Dog, Best Groomed Poodle, and her biggest show accomplishments, International Groomer of the Year 1998, and 1999's Oster Invitational Tournaments Grand Champion.

Sue is also the very proud recipient of the 1998 and 2000 Cardinal Crystal Achievement Award for Groomer of the Year, and the 2002 Cardinal Award for Grooming Contest Judge of the year, along with the 2004 & 2005 and 2008, Cardinal Award for Congeniality.

In 2011 Barkleigh Publications began The Barkleigh Honors, Sue and Jay won Best DVD Series of the year, and in 2012, 2013 and 2014 they won Best DVD of the Year and Sue also won 8 other Barkleigh awards for Judge of the Year, Speaker of the Year, and the Barkleigh Honors Congeniality Award.

Sue has been a member of Groom Team USA since 1997, and broke all records in 1999 earning more points than anyone in past years at 113. She participated in the 1999 World Team Championships in England, earning a Silver medal for the team. She was also part of the 2001 World Team Championships in Calgary Canada, helping the USA bring home the Gold.

In 2003 she assisted Groom Team USA to Barcelona Spain for the World Championships as the Groom Team Coordinator.

Sue is also the contest coordinator for National Dog Groomers Associations, Fun in the Sun Grooming Show in Orlando Florida. She is a Wahl Clipper Corporation spokesperson. She is a National and International judge, speaker and demonstrator, having travelled to great places like Italy, Ireland, Spain, Germany, England, Scotland, Belgium, Argentina, Japan, Taiwan, Australia and Canada.

Sue and Jay Scruggs host one-day seminars known as Super Styling Sessions, sponsored by Groomer's Choice Pet Products. A fun learning experience for all groomers, held at different locations throughout the country. Sue and Jay also have, besides their growing instructional DVDs for groomers, started an on line membership for groomers where they have access to all the DVDs in their collection. Sue, her husband Ray breed standard poodles under the "Dreamcatcher" prefix. They currently have 5 standards, a Bedlington terrier, and a beautiful Quarter horse.

ABOUT OUR JUDGES & SPEAKERS



ANGELA ANDERSON, NEW ZEALAND



Angela is an ICMG (Internationally Certified Master Groomer), and a NCMG (Nationally Certified Master Groomer) in NZ. She is an award winning dog groomer, owns multiple dog grooming businesses and is also a popular speaker, presenter, mentor and grooming competition judge in New Zealand.

Award Winning Master Groomer Angela has won many awards while competing in dog grooming competitions during her earlier days which led to her becoming a respected competition and exam judge and a senior member of the National Dog Groomers Association of NZ.

Her expertise in her field means she has become the go to speaker for numerous dog grooming seminars and workshops. Owner, Tutor & Course Developer at Angels Dog Grooming Academy Angela is the owner of several successful dog grooming businesses in New Zealand. These include Angels Grooming Parlour (Massey) and The Posh Pooch (Howick) which are both located in Auckland.

She is the franchisor for Jim's Dog Wash in the North Island and owns an international Dog Grooming Academy where students come from all over the globe to attend a course that she has developed herself, which will soon be available to purchase as an online course (theory only).

Business Owner & Mentor Angela has extensive experience and a personal interest in helping others to succeed in their business by using analysis methods to work out why a business is not functioning to its potential and what could be done differently to get the desired results. This has led to the development of her Business Mentoring App.

ABOUT OUR JUDGES & SPEAKERS



KITTY DEKEERSGIETER, BELGIUM



Kitty began showing dogs as a child, and later, as a professional groomer and handler she “made up” many champions.

She won multiple Gold, Silver and Bronze medals, Best in Shows and Best All Round Groomer awards in both Europe and America.

In 1996-1997 she won the prestigious title of “World Champion Poodle Groomer” and the coveted Cardinal Crystal Achievement Award for “International Groomer Of The Year” at Intergroom in New York, USA.

Kitty is the creator, and designer of Tikima Pro Wear for Groomers, K-Design (the world famous dog silhouette stickers), Show Tech professional grooming products and is together with her husband Darren Cooke the owner of Transgroom NV.

Kitty is an international grooming contest judge, grooming speaker and demonstrate and has led seminars all around the world to educate groomers and to promote the grooming industry.

ABOUT OUR JUDGES & SPEAKERS



SUE WRIGHT, AUSTRALIA



Sue Wright is a Diploma certified and award winning Pet Stylist, IJA Judge and Australian Model Dog Team Leader. She was born in the U.K. and currently lives in Queensland Australia.

She enjoys competing at a national level and has gone on to win numerous awards for her grooming but her biggest passion to date is Asian influenced pet styling, satisfying both her creative desire and her passion for dogs.

Sue's work has been recognised and published in books and magazines world wide, including 'The complete Guide to Asian Styling' 'Modern Styles around the world' 'Toilettage Magazine' and the prestigious Japanese magazine 'Trim'.

After selling her busy Salon on the Sunshine Coast, she now enjoys pampering pets from her state of the art, home based grooming salon in Queensland here she also enjoys teaching, presenting & hosting seminars for professional groomers.

HOW TO CONTACT US

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[/mastergroomaustralia](https://www.facebook.com/mastergroomaustralia)



TERMS AND CONDITIONS



CONDITIONS OF EXHIBITION & SPONSORSHIP

These conditions together with the Exhibitor & Sponsorship Application Form constitute the terms and conditions upon which the Exhibitor has offered to Mastergroom ('the organiser') to license certain booth space from the venue referred to in the Exhibitor Application Form ('the premises') Melbourne Showgrounds at an exhibition known as Mastergroom ('the exhibition').

The 'exhibitor' is inclusive of all exhibitor staff and volunteers. This contract becomes a binding agreement once signed. The organiser may amend terms and conditions and will notify the exhibitor in writing if amendments occur.

AGREEMENT

This agreement shall commence on receipt of an exhibitor or sponsorship application form and all of the license fees shall become due and payable as noted. The license fee is payable upon signing and forwarding the exhibitor & sponsor application form to the organiser.

CANCELLATION

All exhibitor cancellations must be forwarded in writing to Mastergroom at goodtimes@mastergroom.com.au

In the event that full payment is not received prior to 1st March 2020 or an exhibitor rescinds this agreement after this date, the organiser may by notice in writing to the exhibitor rescind this agreement and make the premises available for license to another exhibitor and in such case no refunds shall be issued of any monies paid as at 1st March 2020.

If the exhibitor rescinds this Agreement prior to 1st March 2020, the organiser shall pay to the exhibitor all of the license fees then paid, less an amount being 25% of the total license fees as per this contract.

FLOOR PLAN

The organiser reserves the right to allot spaces in accordance with the theme and arrangements of the exhibition at its absolute discretion. As far as possible the organiser will endeavour to accommodate the wishes of the exhibitor in relation to the location of the premises. The organiser however reserves the right to decline, prohibit or expel an exhibit, which, in its sole discretion, is out of keeping with the character of the exhibition for any reason whatsoever not limited to the appearance or conduct of the exhibitor at the premises.

The organiser may in its absolute discretion alter the floor plan or relocate the premises to another area within the exhibition at its absolute discretion. The organiser will in such circumstances notify the exhibitor of such alterations and, if possible, offer comparable premises elsewhere within the exhibition. Exhibitors may in such circumstances determine this license within 1 week of receipt of such notification and neither party shall be liable to the other in respect of any such determination.

YOUR EXHIBIT

No other person or business is to exhibit or occupy the space of the contracted exhibitor without the express written approval of the organiser. Exhibitors found to be subletting their space without prior agreement for the organiser will be removed from the premises.

Display booths erected within the premises must conform to the organiser's specifications and the organiser reserves the right to refuse the erection of display stands within the premises, which are unsuitable or inadequate in the opinion of the organiser in its sole and absolute discretion.

Any display/structure that is above 2.4 metres in height must be pre-approved by the organisers. A formal plan of a display must be submitted for written approval no later than 1 month prior to the event.

The exhibitor shall use the premises at the risk of the exhibitor and hereby releases to the full extent permitted by Law the organiser and its agents, servants, volunteers, contractors and employees from all claims and demands of every kind resulting from any accident, damage or injury caused by or contributed to or in any way relating to the premises and the exhibitor will and does hereby indemnify the organiser in respect thereof and the exhibitor expressly that the organiser shall have no responsibility or liability for any loss or damage to any property of the exhibitor in or about the premises.

CONTRACT

The exhibitor at its own cost will keep the premises at all times clean and free from rubbish.

The exhibitor must have during the continuance of this license, adequate public liability in respect of the premises for an amount not less than \$20,000,000.00 or as advised by the organiser. A copy of your Certificate of Currency (COC) is required to be sent to Mastergroom upon application booking form.

The exhibitor covenants that the display to be erected by the exhibitor within the premises shall be completed by no later than 8am on Friday 27th March 2020 and shall be in place for the entire duration of the exhibition. The exhibitor together with a member of their staff will be in attendance at the display booths whilst the trade show is in operation. The exhibitor further covenants that no goods or display shall be removed or dismantled during the published exhibition times without prior written approval of the organiser.

TERMS AND CONDITIONS CONTINUED



The exhibitor covenants with the organiser that it will obtain the organiser's express written approval to display dogs during the period of the exhibition within the premises. The exhibitor shall ensure that all such dogs are cared for and managed in compliance with all laws governing the keeping of such animals.

The exhibitor further covenants that all animals used in display within the premises will at all times be attended by the exhibitor or a member of its staff and will be housed appropriate and not left to roam the exhibition.

The exhibitor covenants that it shall abide by all reasonable directions issued from time to time by the organiser or by anyone employed or nominated by the owner of the premises upon which the exhibition is held.

The decisions of the organiser shall be final and binding.

Nothing in this agreement shall make the organiser liable to the exhibitor in the event that the premises becomes unavailable by reason of damage caused by fire, act of god, public enemy, war or insurrections, strikes or for any other reason beyond the control of the organiser. In such circumstances however, the organiser shall reimburse the exhibitor all monies paid by the exhibitor to the organiser less any expenses incurred by the organiser to that time not limited to any costs payable with respect to securing the exhibition.

All photography taken by Mastergroom or its representatives at the event remains the property of Mastergroom and will be used as deemed necessary.

By signing the exhibitor application form and making payment an exhibitor accepts and understands all the conditions of exhibiting at Mastergroom.

PRIVACY

By signing this contract, the exhibitor acknowledges that the organiser may pass information to third parties and use any promotional photographic images taken during the event. The exhibitor may note their objection to this point in writing at the time of signing

HOW TO CONTACT US

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