



AUSTIMBER

World class events don't have to be city-centric

By ANNE HINKLY-TYLER
AUSTimber 2012 Marketing

AUSTIMBER 2012 organisers are excited – not only about the sites being booked and even more sponsors coming on board - but with how well the development of the forest site is coming along.

One of AUSTimber's major sponsors, ForestrySA, has cut a 15 metre wide swathe through its 25-year-old radiata pines at the AUSTimber 2012 site. This is now the forest pathway for pedestrian traffic and will allow visitors to walk and view exhibitions in a forest setting.

"This path will be an integral part of the expo as it will contain eight major softwood harvesting sites and 30-plus in-forest display sites, along with other displays and facilities such as catering," said David Quill, AUSTimber 2012 general manager.

The in-forest pedestrian path is now linked to a six kilometre truck route for the display of forest industry transport vehicles. The six kilometres means the exhibitor will have a great opportunity to display the quality and characteristics of the vehicles in an in-forest environment.

The public access entry road has now been constructed by Elders Forestry adjacent to its blue gum site. This will be the official public entrance to the expo site and carpark. The public access will also become incorporated in the roadworks of the large vehicle turnaround to aid the display at the cut to length blue gum site and the chippers.

AUSTimber organisers, in conjunction with Van Schaik's Bio Gro and with the advice of agronomist Rick Jordan from Advantage Ag, are continuing with the seeding, fertilising and pasture maintenance to enhance the open paddock display area by stabilising the grounds with good grass cover.

Melbourne-based company Harry the Hirer, the biggest event and exhibition hirer in Australia, is now gearing up as the official supplier of event and exhibition infrastructure to AUSTimber 2012. Harry the Hirer provides services to large and prestigious Australian events and exhibitions such as the Melbourne Cup Carnival, Australian Open Tennis, FORMULA 1™ Grand Prix and the AFL Grand Final.

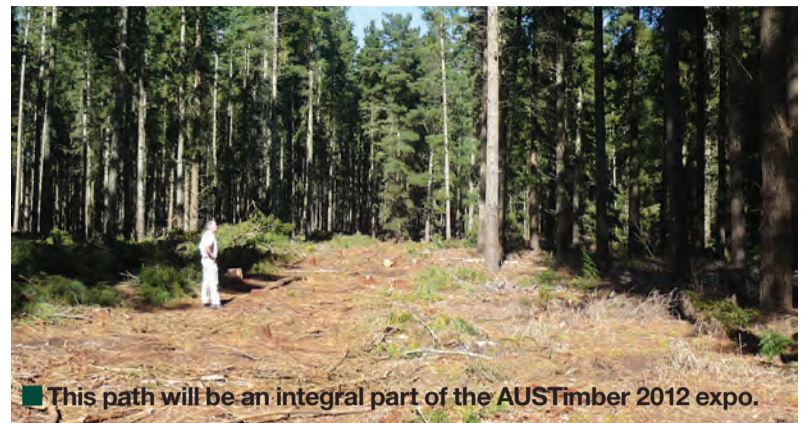
"We are really excited to be involved in AUSTimber 2012, as we see this event on the scale of other internationally recognised major events we are involved in. Of significant excitement to our business is the fact that an event of this magnitude is being held in a regional centre of Australia, proving that world class events don't have to be city-centric," said Gabriel Robinson, Harry the Hirer.

More major exhibitors have confirmed their attendance at AUSTimber 2012, including:

- Komatsu Forest - four live demo sites and six forest walk static sites.

- Caterpillar of Australia - two live demo sites;
- Forest Centre/Tigercat - two live harvesting demo sites;
- Randalls Equipment - pine harvesting demo site.

The expo site map is continually being updated with bookings marked so you can see which sites are still available: <http://www.austimber2012.com.au/expo.html>



This path will be an integral part of the AUSTimber 2012 expo.



Grow your business at the biggest Forest and Timber show in the Southern Hemisphere

AUSTimber 2012 is the world's only combined softwood and hardwood plantation expo located on one location in the forest.

- Indoor & Outdoor static displays
- In-forest demonstrations and static displays
- All aspects of sawmilling
- ForestWorks' Conference 'Precision Forestry in Action'

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