

MEDIA RELEASE

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GHA & REED GIFT FAIRS ANNOUNCE TWO VENUES FOR MELBOURNE AUGUST GIFT TRADE FAIRS

Reed Gift Fairs and Gift & Homewares Australia (GHA) have announced that Melbourne Showgrounds and Melbourne Exhibition and Convention Centre (MECC) will be the two venues where the August 2007 gift trade fairs will be located.

The decision to expand the fairs into Melbourne Showgrounds follows an extensive search by Reed Gift Fairs and GHA, who have been working together in an effort to accommodate the growing numbers of exhibitors at the largest event on the gift and homewares industry calendar.

Melbourne Showgrounds is located in Ascot Vale, about 20 minutes from MECC. Continuous shuttle buses will operate between the two venues during all Fair days to ensure buyers can seamlessly source product from both venues.

"It's great to be able to bring both exhibitors and buyers another venue that offers all the benefits and facilities they are used to, and where they will be able to conduct their business with ease," said Omer Soker, Exhibition Director, Reed Gift Fairs.

The two organisations will also co-operate on an extensive marketing plan to ensure all buyers will be aware of the new venue, its facilities, location and transport options.

"Melbourne Showgrounds offers the gift and homewares industry a tremendous opportunity for continued growth for the August fairs in 2007 and beyond," said Mark Baker, Exhibitions Manager, GHA .

"We will therefore be using all avenues to regularly communicate information about Melbourne Showgrounds in the upcoming months."

Exhibitor enquiries: Stuart Chaffey, GHA, 02 9763 3222
 Sarah Fife, Reed Gift Fairs, 02 9422 2529

Media enquiries:
Pinque
02 9360 6166

Sarah Hawthorn
0410 633 390

Sonya Seymour
0402 873 939

sh@pinque.com.au

ss@pinque.com.au

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