



MEDIA RELEASE

Events industry version

Embargoed until 1 November 2007

SYDNEY SHOWGROUND UNVEILS NEW LOOK

Sydney Showground is rebranding and will unveil its new logo on 1 November 2007, reinforcing the venue as a key player in Australia's corporate events marketplace and marking a new era for the multi-award-winning venue.

The fresh new logo features a sleek graphic of Sydney Showground's signature venue, the Dome, one of the largest clear span venues in Australia. A series of purple arcs radiating away from the Dome's pinnacle in a ripple effect represent Sydney Showground's reputation for staging events that 'make waves'.

The contemporary logo also aims to reflect Sydney Showground's growing professional and sophisticated clientele and follows its recent million dollar venue refurbishments and steady infrastructure injection into the precinct.

"The new look goes hand-in-hand with the upgrades to our venues. It represents a move away from the carnival persona of the old logo towards a look which will breathe new life into our brand and more accurately reflect the values of the corporate event planners, decision makers, inbound tour and event operators and agents who choose to hold their event at one of Sydney Showground's 20 unique venues," said Kim-Laura Brown, General Manager Event Sales, Sydney Showground.

Sydney Showground is approaching its first decade at the Sydney Olympic Park site and its diverse collection of venues play host to gala dinners, conferences, exhibitions, concerts, film shoots, cocktail functions, product launches, trade fairs and sporting events.

About Sydney Showground

Located in the geographic heart of Sydney, award-winning Sydney Showground comprises 20 unique venues which can be customised to suit any style of business event, from 50 to 4000 people. Continuous investment in infrastructure; state-of-the-art management systems; flexible

indoor/outdoor spaces; highly awarded catering; and staff dedicated to providing client solutions means dependable, reliable quality every time.

Media enquiries / high resolution image of new logo:

PINQUE

02 9360 6166

Mandy Higgins

0410 477 935

mh@pinque.com.au

Melissa Wilson

0421 473 211

mw@pinque.com.au

Your publication/program has been selected as an appropriate medium to receive information about this event. If we have targeted you in error, or if you do not wish to receive future media announcements about this event, please reply to this Media Release with the words "REMOVE" in the subject line.

Pinque is a member of the PRIA Registered Consultancies Group and abides by the Public Relations Institute of Australia Code of Ethics.