

LANDFORCES 2022

FREQUENTLY ASKED QUESTIONS

What are the benefits of exhibiting on the NSW Government stand?

If you are a defence and aerospace-related business, the NSW Government (through Defence and Aerospace NSW at Investment NSW) can help showcase your business. You will also receive ongoing support from the NSW Government's business development managers and export advisers for accessing new markets and developing your business.

Benefits of exhibiting on the NSW Government's stand include:

- prime trade show location
- an exclusive space for you to showcase your products and services alongside up to 20 other specially selected businesses
- power, lighting, and storage space
- stand furniture and stool
- having your business name and/or logo included in stand graphics
- inclusion in the NSW Government's promotional marketing, including media releases and editorial content
- a Trade Show Readiness workshop on how to maximise your presence at the show
- on-stand support during the exhibition from NSW Government staff.

Please note Co-exhibitors typically have access to one pod (displayed below). Pull up banners are not permitted. If you have a larger product to display, please make this clear in your application and we will discuss incorporating it into the stand design where possible.



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Who can participate?

Any manufacturer of defence and aerospace-related equipment or provider of defence and aerospace -related services who meets the set criteria can apply. Applicants must:

- be based in NSW
- employ at least two people (this can include owners)
- have been trading for at least two years
- be financially viable
- be able to demonstrate ability to achieve growth in sales, export potential/success and/or replacement of imports
- have quality marketing materials
- have a suitable product range on offer
- be able to attend a Trade Show Readiness workshop (details to be confirmed in Letter of Offer).

When do applications open and close?

Applications are now open and can be submitted on the Defence and Aerospace NSW website.

Applications close 5:00 pm on Friday 22 July 2022.

What if I need to change or update information on my application?

Any changes to applications should be emailed to LandForces@investment.nsw.gov.au before the closing date.

What happens to my application once it is submitted?

Your application will be assessed independently by a panel of NSW Government staff.

When will I hear if my application has been successful?

The closing date for applications is 5:00pm on 22 July 2022. You can expect to hear the outcome of your application by 29 July 2022.

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If my application is unsuccessful, is there a waiting list?

A waiting list will be created if the event is oversubscribed. Should a place become available, offers will be made based on assessment.

What happens if my application is successful?

A Letter of Offer will be sent to you that will include the conditions of the offer and payment details for you to sign and return to the department. NSW Government staff will communicate on a regular basis to help you meet your timeframes in the lead up to the trade show.

You must participate in the Trade Show Readiness workshop (date to be confirmed). This provides you with essential information on the trade show and NSW stand.

What happens if I need to withdraw after my application is approved?

Should an applicant withdraw from or fail to participate in Land Forces 2022 without just cause, the NSW Government reserves the right to recover such costs as may have been expended prior to withdrawal or failure to participate.

How can I pay my fee to participate if I am selected?

Payments can only be made online using a credit card. Following acceptance of the Letter of Offer, an invoice will be issued.