



Tickets on sale now for QLD's elite 4WD and outdoors expo

Tickets to the much-anticipated Explore Australia Expo on Fathers-Day weekend, 2 – 4 September 2016, are on sale now. The event, which is considered one of the best outdoor leisure exhibitions in the country promises exhibitors and visitors alike an unparalleled combination of entertainment, education, products and services at its new home, Doomben Racecourse, Brisbane. Paul Morgan, Director and Event Manager, Explore Australia Exhibitions says “we have created the ultimate ‘spy, try and buy’ experience for seasoned travellers, novice adrenalin junkies, well-travelled 4 x 4 and outdoor adventure lovers and mad-keen fisherman alike and we have put this all together to create the perfect Fathers-Day weekend.” “Visitors will be able to see, handle, compare and buy the best products and accessories around. They will also get to hear from some of the most experienced and knowledgeable outdoor adventurers, witness products and services in action and have access to special offers and amazing deals right along the way.” Explore Australia Exhibitions will be offering regular giveaways and promotions via its Facebook page and every visitor through the gate will have the chance to enter major prize draws including a TJM Explorers Pack, valued at \$5,000 thanks to TJM 4x4 Megastore and an Ironman Deluxe Bullbar valued at \$1,295 thanks to Adventure Offroad. With over 17,000 people attending the inaugural event in 2015, Explore Australia Exhibitions encourages people to get their tickets early. “Last year we were overwhelmed with visitor numbers, so this year we are encouraging people to purchase their tickets online, and take advantage of our online ticket discount,” says Paul. In addition, online ticket purchasers will be offered extra chances to win, with every online ticket purchase entering the draw to take home a fishing and outdoor package valued at \$1000. “Online ticket holders will still be able to enter the major prize draws, but we’ve added the extra incentive to purchase online so visitors can avoid the queues and spend more time spying, trying and buying,” says Paul. The overwhelming attendance in 2015, was part of the decision for Explore Australia Exhibitions to move the event to the iconic and exciting Doomben Racecourse for 2016. “The site not only offers more usable exhibition space but is only 7kms from Brisbane city and has the added advantages of direct road access, free parking and nearby public transport,” Paul said. With increased exhibition and interactive display space, a revitalised program of events and the opportunity to take home some incredible prizes Paul says the show is the perfect place to find inspiration for outdoor adventure and the perfect place for dads this Fathers-Day. “There will be five highly integrated and functional precincts at the event including; a dedicated 4x4 showcase area with key 4x4 accessory exhibitors; a dedicated fishing and boating showcase area with key fishing and marine manufacturers and accessory exhibitors; medial areas with vehicle manufacturers, adventure pursuits and sites offering combined auto/camping/outdoor displays and products; a main-stage featuring free seminars, guest appearances, presentations and competition draws; and an entertaining, informative, and interactive 4WD and ATV test and display track, offering off-road stunts and racing, new vehicle test drives and key 4WD and off-road demonstrations.” Explore Australia Expo’s refreshing layout offers unique experiences and unprecedented access to some of the best brands all in one location and is shaping up to be the best outdoor leisure expo in Queensland this year. Further information on the Explore Australia Expo, Brisbane can be found at Explore Australia Expo Brisbane or by following us on Explore Australia Expo Facebook or Explore Australia Expo YouTube For exhibitor enquiries call the Explore Australia Expo Sales Team on 03 5255 1517 or e-mail info@exploreaustraliaexpo.com.au For ticket purchases head to Tickets for Explore Australia Expo Brisbane 2-4 September 2016 <ENDS> Media Enquiries: Sara Crowe, C7EVEN Communications, 0438 197 559

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