

## MEDIA RELEASE

For Immediate Release

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### **GEARING UP FOR A MASSIVE SHOW**

**Perth Truck and Trailer Show**

**29-31 July 2011**

**Perth Convention and Exhibition Centre**

Six months out from the Show and more than 70% of exhibitor space has already been sold for the 2011 Perth Truck and Trailer Show.

The Show, which is held every two years, will transform all six pavilions of the Perth Convention and Exhibition Centre into a massive display of new trucks, trailers and accessories.

CVIA Chairman Barry Ward anticipates the 2011 Perth Truck and Trailer Show to be bigger than previous years. The last show in 2009 had 120 exhibitors and attracted crowds of almost 10,000 people.

"The show creates the perfect environment for businesses that are new to the industry and those looking for new opportunities to generate sales leads and exposure, he said.

Tickets are also now available for the two scheduled social events that accompany the Show, the Scania Cocktail Party held on the Friday evening, and the Gala Dinner on Saturday night.

Friday night drinks have never been more fun. Join your colleagues for drinks and nibbles, and be entertained by one of Australia's funniest personalities. Sam Kekovich will be the special guest at the event, bringing guaranteed laughs and edge-of-your-seat stories from his long career in sport and the media.

Tickets are \$40.00 per person for the Scania Cocktail Party, which will be held in the pavilion after the Show closes on Friday 29 July.

Following the cocktail party, the ever-popular Gala Dinner *Night of the Stars* will be held in the Grand Ballroom of the Perth Convention and Exhibition Centre on Saturday 30 July 2011. The gala dinner represents a not-to-be missed opportunity to network with fellow industry members. Pre-dinner drinks served from 7pm, with a three-course meal served from 7.30pm.

The carefully selected entertainment this year suits the venue and the nature of the event. Early in the evening, be entertained with hits from Broadway and the West End performed by some of Australia's most successful Concert and Corporate entertainers. The evening will round out with music by Speak Easy, one of Perth's best jazz/swing bands, who will provide enjoyable background tunes to listen to while you enjoy your evening. Tickets for the gala dinner are \$150 per person.

Cocktail party and Gala Dinner tickets are available by contacting Anne Duncombe at Premiere Events on (08) 9386 9666 or [anne@premierevents.com.au](mailto:anne@premierevents.com.au) Prospectus and further details on the Perth Truck & Trailer Show can be found at [www.perthtruckshow.com.au](http://www.perthtruckshow.com.au)

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#### **MEDIA ENQUIRIES:**

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