



# We bring events to life.

Introducing Harry the hirer.





Get to know us

# Contents

Thank you for taking the time to learn about our business and expertise.

- 03 **Who we are**
- 04 **What we do**
- 27 **Did you know? (Products & services)**
- 70 **Our expertise**
- 71 **Ability to service**
- 72 **How we work**
- 73 **Online portal**
- 75 **Our partnerships**





Working with you to create inspiring events

# Who we are

For over 35 years Harry the hirer has set the standard for creating some of the most memorable corporate events and private parties. To be in the business of 'celebration' is a pretty good gig and we love what we do.

We have over 500 employees, 80,000sqm of storage space, a countless amount of trucks, vans and an unrivalled collection of marquees, stylish furniture and event equipment. With extensive resources we can guarantee that we get the job to you any time.

We have everything you need to help plan your next exhibition or corporate event. Beyond our extensive product hire range, our service offering expands into signage, design, custom build and creative stylists.





We bring events to life

# What we do

Making event experiences more engaging for your audience requires a combination of imagination, passion and a dedicated team.

## Discover our events:

- 05 Exhibitions**
- 09 Conferences**
- 13 Corporate Events**
- 16 Product Launches / Activations**
- 19 Major Events**
- 23 Private Functions**
- 25 Weddings**





What we do

# Exhibitions

Connecting and growing business. We work with organisers, exhibitors and meeting planners to create events that inspire.

PROUD OWNERS OF AUSPACK

**APPMA**

Australian Packaging and Processing Machinery Association Limited



Representing Australia's leading packaging and processing machinery and allied component companies

PROUD OWNERS OF AUSPACK

**APPMA**

Australian Packaging and Processing Machinery Association Limited

Auspack Convention |  
Sydney Showgrounds  
March 2017



Australian Automotive  
Aftermarket Association  
November 2017





Megatrans | MCEC  
May 2018

EA  
Electric





Sydney International  
Boat Show | ICC  
November 2017



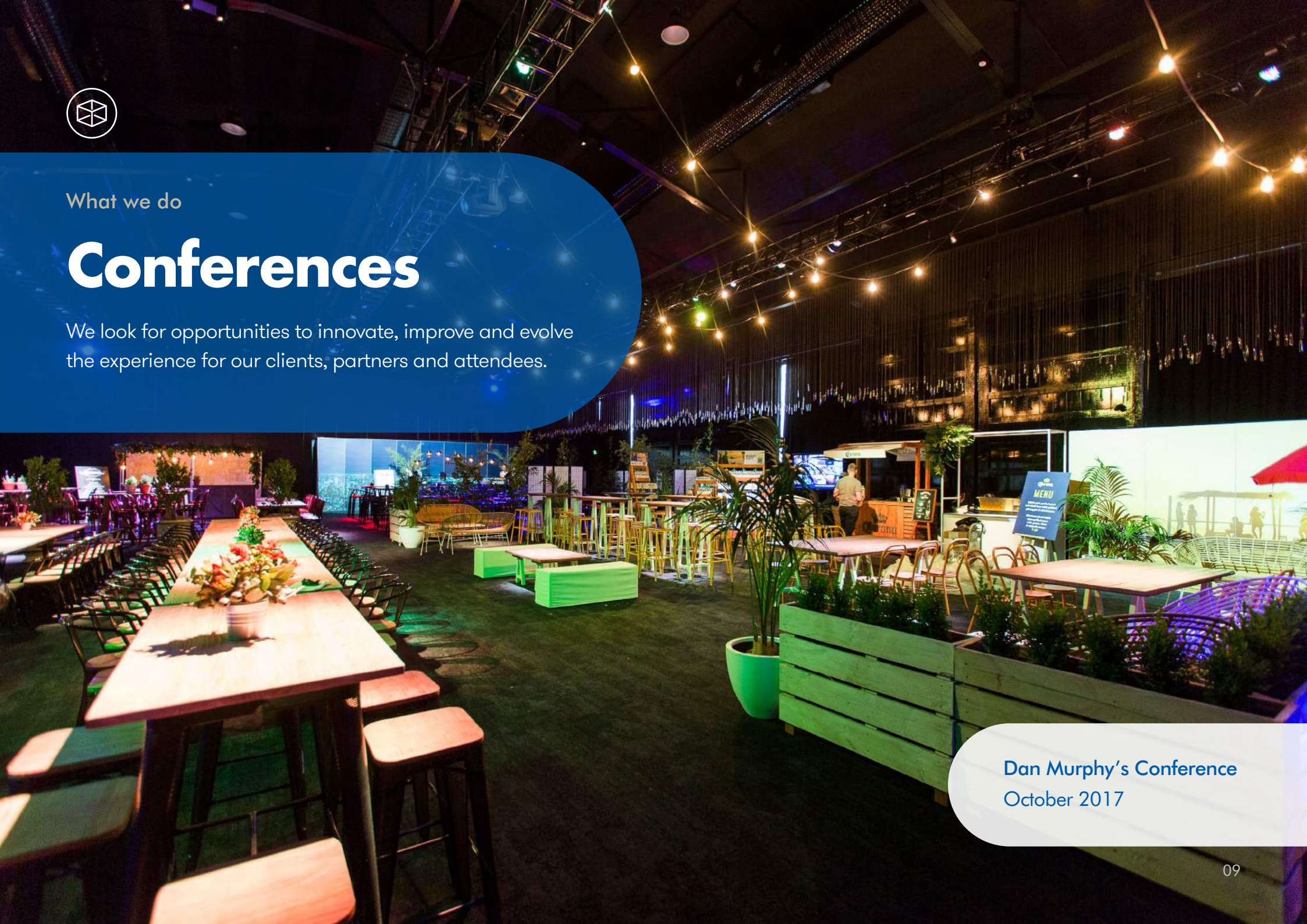




What we do

# Conferences

We look for opportunities to innovate, improve and evolve the experience for our clients, partners and attendees.



Dan Murphy's Conference  
October 2017



Woolworths Conference  
October 2018



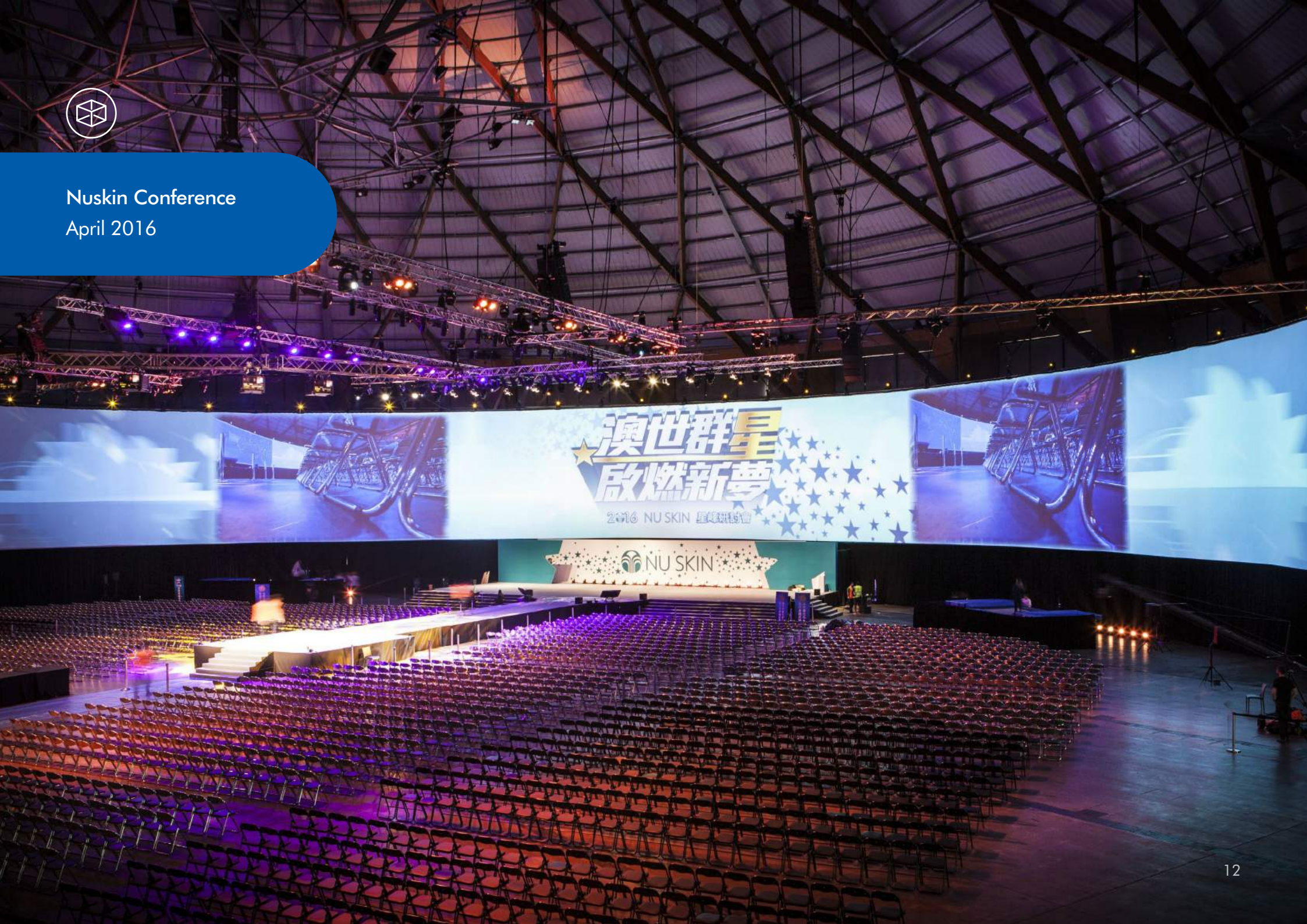


Fiat Dealer Conference  
February 2017





Nuskin Conference  
April 2016





What we do

# Corporate Events

We create immersive corporate events for brands to amplify their story; whether it's celebrating, launching a product or wining and dining your stakeholders, we'd love to help your business take centre stage.

Sage Summit  
March 2017



Cisco | MCEC  
March 2018





Salesforce | ICC  
March 2017

salesforce

salesforce





What we do

# Product Launches

Whether you're promoting your services or demonstrating new products, we've built a wide range of solutions to meet your every need.



Lexus launch  
June 2018





Tag Heuer Activation  
September 2017





Infiniti Activation  
May 2016





What we do

# Major events

Designing Australia's premier events.  
We're all about pioneering extraordinary to  
create unprecedented events for our clients.

Australian Open  
January 2018

Harry  
thehire



Formula 1 Grand Prix  
March 2017





Melbourne Cup Carnival  
October 2017





Australian Golf Masters  
November 2017

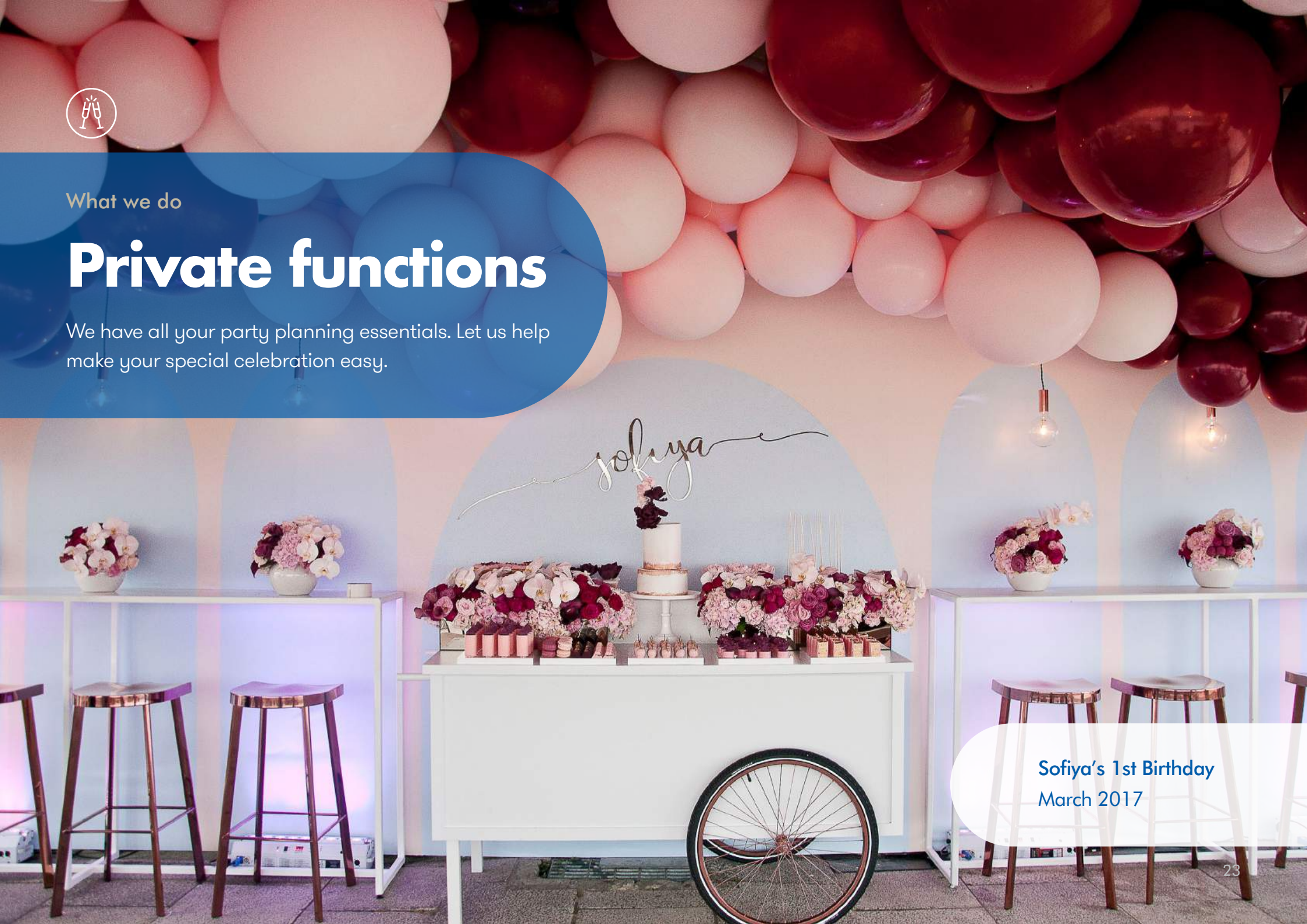




What we do

# Private functions

We have all your party planning essentials. Let us help make your special celebration easy.



Sofiya's 1st Birthday  
March 2017



Tully Smith Dinner  
October 2017







What we do

# Weddings

There's nothing more special than planning a wedding.  
We have a world of possibilities we know you'll love.



Lauren Phillip's Wedding  
December 2017



CJ & Anna's Wedding  
July 2017





Our products & services

# Did you know?

Beyond our extensive product hire range, our service offering expands to:

**28**   **Technical production**

**37**   **Rigging**

**41**   **Creative stylists**

**45**   **Custom design & build**

**48**   **Design services**

**51**   **Flooring**

**54**   **Marquee**

**64**   **Signage & printing**



Our products & services

# Technical production

From lighting design and audio visual solutions, to LED walls and video projections — our team of experienced technical support staff can help bring your event to life.

- AIA Conference
- Full Audio Production
- 900m Trussing
- 405m Draping
- 280sqm of Staging



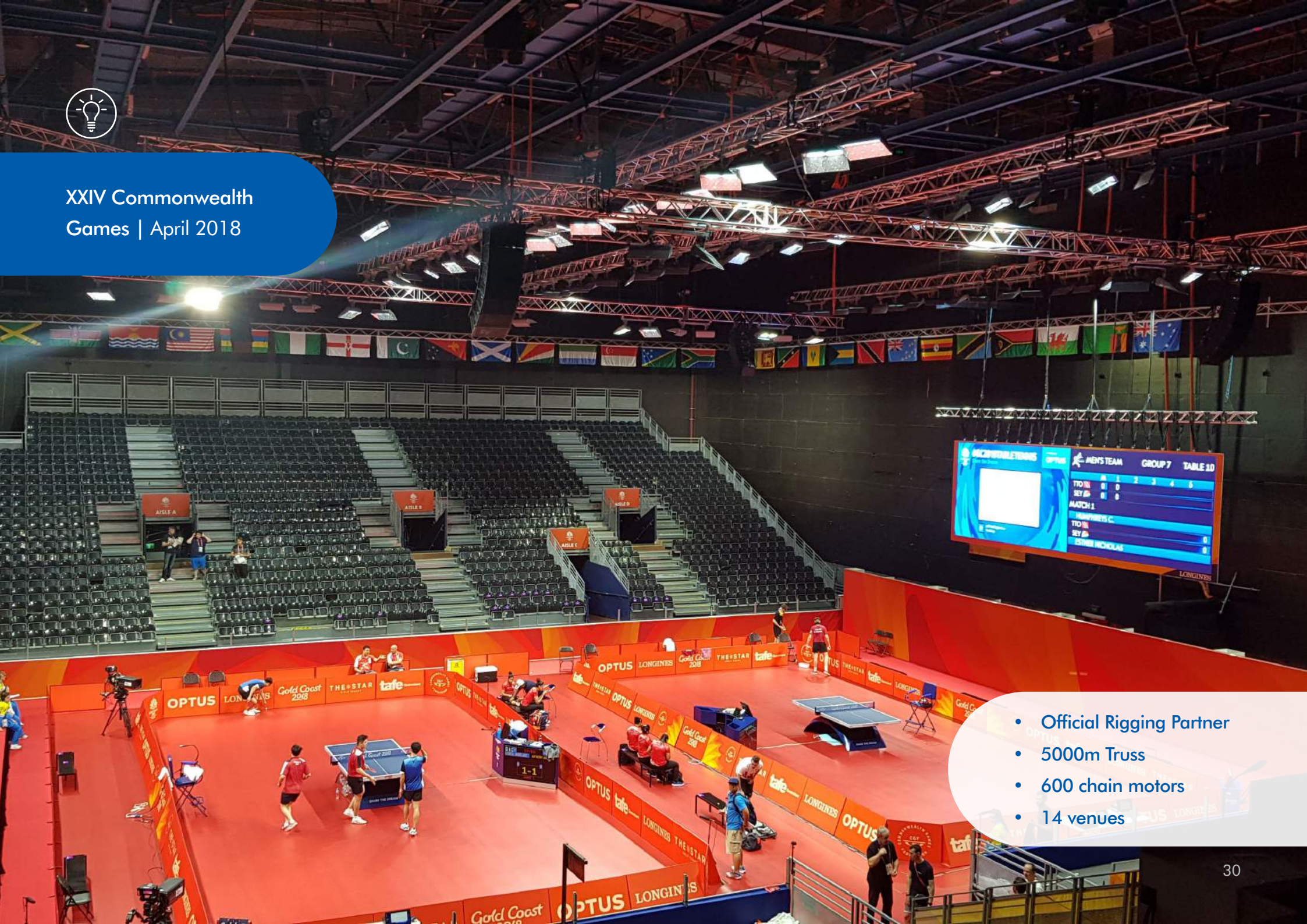
Australian Hair & Fashion  
Awards | May 2018



- Full Video Production
- White Custom Stage
- 10m x 3.75m LED Backdrop
- Sparklers



## XXIV Commonwealth Games | April 2018



- Official Rigging Partner
- 5000m Truss
- 600 chain motors
- 14 venues



AIA Conference  
April 2018



- Large Format Conferencing
- 60m Projection Surface
- Multi-performance areas
- 3500pax



Jeunesse Conference  
May 2018

JEUNESSE®

- 70m x 9m Projection Screen
- 280 Moving Lights
- Multi-performance platforms
- 3500pax





Amway Japan  
December 2017



- Arena Conference and Performance Lighting
- Multi-performance areas
- Complete Audio Production



Amway Japan  
December 2017

- Arena Scale Production
- Full Video Support



Amway Japan  
December 2017



- Catwalks
- Multi-Res LED Screens
- Moving Lights



RepcO Hall of Fame Awards  
July 2018



- Projection Blend



Our products & services

# Rigging

With years of experience in rigging and a specialist team who know the 'ins and outs', we've grown to be a major supplier to the entertainment, event and exhibition market. Our skilled and licenced team will work with you to design and create a showstopping event.

David Jones Fashion Show  
March 2017



Denfair | MCEC  
June 2018





Melbourne Cup Carnival  
Stage | November 2018





GH Mumm Birdcage for  
Melbourne Cup Carnival  
| November 2016



#DareWinCelebrate

GH MUMM  
CHAMPAGNE  
PRESENTS  
ROSÉ SOLEIL





Our products & services

# Creative stylists

We are a design-led company who work to create experiences that inspire engagement. We offer creative styling, design and build experiences that resonate with your audience.





Motorclassica  
October 2017

Styled to compliment  
the heritage of the Royal  
Exhibition Building.



Good Food & Wine  
June 2017



Furniture styled for the Moët  
Chandon Corporate lounge.



AGHA Melbourne  
October 2017

# AGHA VIP

— BUYERS CLUB —

Styled for the Australian Gift  
and Homewares Association  
Buyers Club.



Our products & services

# Custom Design & Build

For the very best in finished product, take advantage of our expanding in-house facilities, including metal fabrication, CNC routers, joinery and paint shop; all supported by a team of experienced project managers.





Sealy Custom Stand  
July 2018



Award winning stand  
'Best Visual Display'

- Custom Build
- Rigging



Denfair  
June 2018



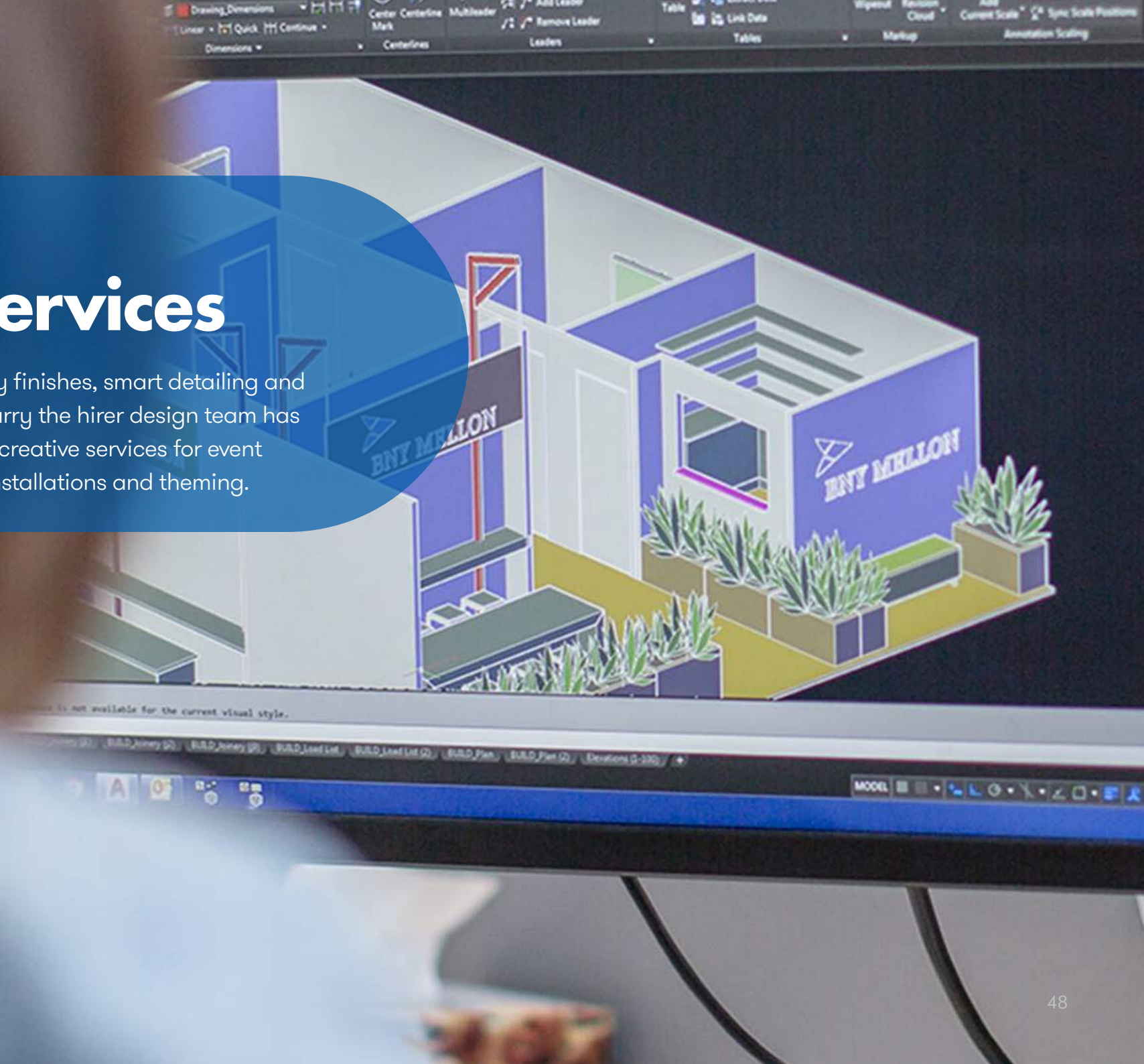
- Custom design and build
- Rigging



Our products & services

# Design services

With a focus on high quality finishes, smart detailing and powerful messaging, the Harry the hirer design team has been assembled to provide creative services for event design, displays, signage installations and theming.







In-house product design  
June 2017





## Renders for Audi Launch December 2017



### Creative hub

- 15 CAD designers
- 3 Graphic designers
- 4 Creative stylists



Our products & services

# Flooring

We start from the ground up to build a flooring foundation that is eye-catching. From carpet, timber to vinyl - we have a full range of colours, textures and patterns to choose from.

**HIGH-PERFORMANCE MAGNETS**  
TARGET FOR FOREIGN MATTER  
PURIFY YOUR PRODUCT

**FORCE10**  
MAGNETIC SEPARATION

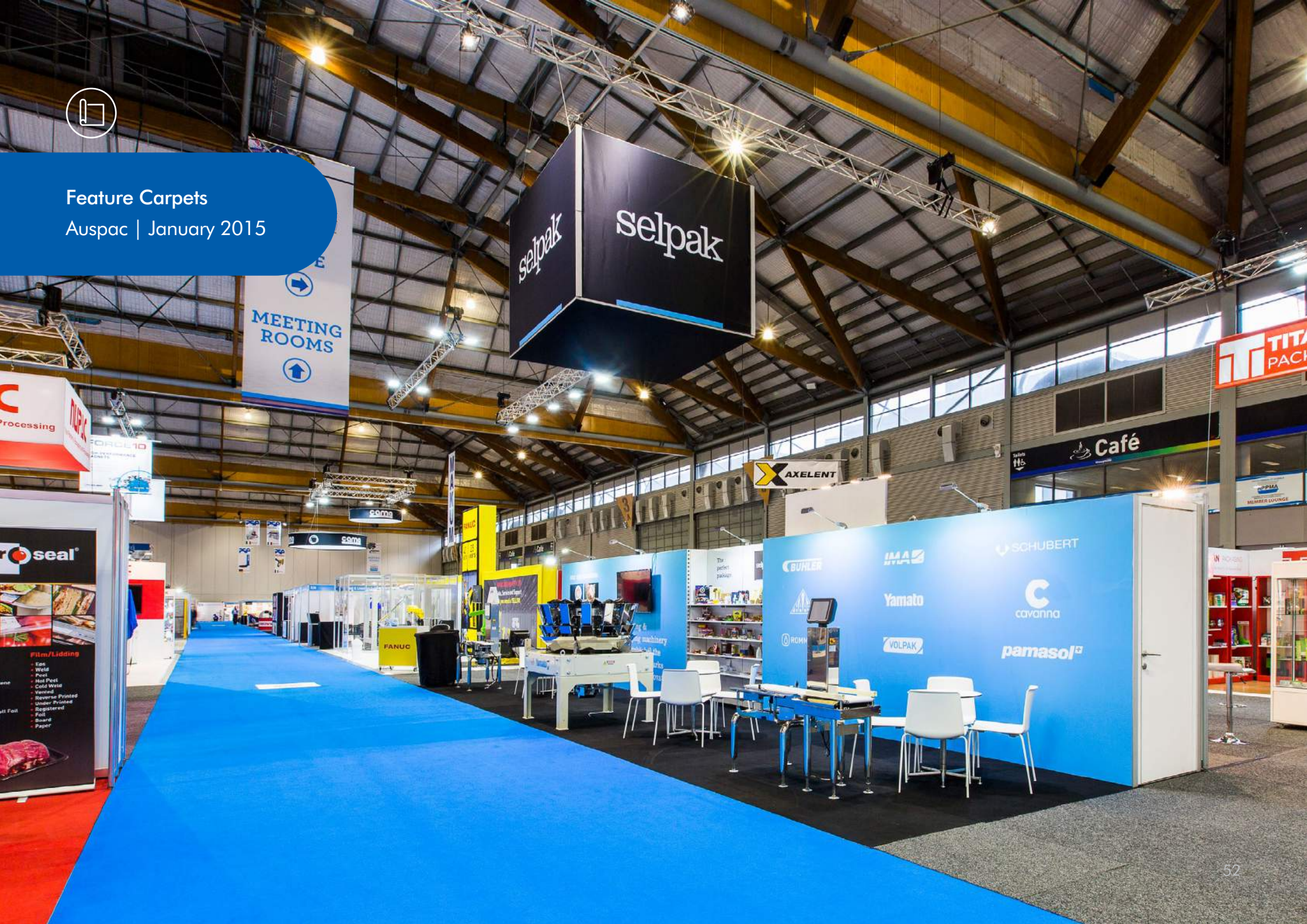
- |   |   |  |   |
|---|---|--|---|
|  Food Industry |  Dairy   |  Beverage |  Wine        |
|  Stock Feed  |  Grain |  Pharma |  Chemicals |

Timber Laminate Raised Flooring  
Auspac | January 2015



## Feature Carpets

Auspac | January 2015



MEETING ROOMS

selpak

Processing

ro seal

- Film/Lidding
- Easy Peel
- Cold Peel
- Hot Peel
- Cold Weld
- Hot Weld
- Reverse Printed
- Under Printed
- Registered
- Foil
- Slotted
- Paper

soma

FANUC

AXELENT

BUEHLER  
IMA  
SCHUBERT  
Yamato  
covanna  
VOLPAK  
pamasol

Café

TITAN PACIFIC

PPMA MEMBER LOUNGE

INNOVATION



## Custom Flooring

AAAE | November 2017





Our products & services

# Marquees

We've been providing marquees to backyards and major events for over 35 years. We have worked tirelessly with corporate, private, government, charity and public groups to bring together some of the most prestigious and largest annual and one-off events.



The Atrium for Priceline  
VAMFF | March 2018



B-Series for TorqueBar  
F1 Grand Prix | March 2017





Fairhaven for Batford House  
October 2017







Premium for Bentley Launch  
November 2017





Ali Hall for AFL Dinner  
October 2017





Summit for Melbourne Cup  
November 2013





Integrated for Mercedes  
VAMFF | March 2018





Pagoda for Melbourne Polo  
December 2014





Absolute A for Myer  
November 2017





Triple Storey for Sydney 500  
April 2015



YRES

XBOX



Our products & services

# Signage & Printing

Creative visuals and eye-catching graphics help connect visitors with products and brands. We offer custom 3D-illuminated, fabricated and large format prints; available for marquee skins, logos, panels and fabrics



ARBS Exhibition  
May 2018

EXHIBITOR  
REGISTRATION

ARBS 2018  
EXHIBITOR  
REGISTRATION

# EXHIBITOR REGISTRATION

EXHIBITOR BADGE AND LEAD SCANNER PICKUP HERE

Fabric Banners for  
event identification

- Printed Fabric Banners
- Wayfinding Signage



VALA Conference  
February 2018



- Custom Build
- Printed PVC Panels



APPEA Exhibition  
May 2015



- Entryway Signage
- Large format printing



Cisco Live Conference  
March 2018



- Custom Light Boxes
- Printed PVC Panels



Caufield Cup  
November 2016



- External Wayfinding Signage
- Directional Signage



We bring events to life

# Our expertise

We proudly offer the following services:

- **Stand build / custom displays**
- **Floor covering**
- **Furniture**
- **Lighting & Power**
- **AV / LED Screens**
- **Rigging**
- **Signage**
- **Marquees**
- **Kitchen & Catering**
- **Linen**
- **Creative stylists**
- **Design and marketing**
- **Workshop**

We are efficient in:

- Reducing loading dock congestion so that we arrive on-time, every time.
- Communication; customers will be allocated one contact who will be their liaison for orders and enquiries.



One supplier who is across all aspects of the project.



Operations & technology

# Ability to service

## Expertise

We know our business; giving you the benefit of our technical product innovation and service expertise.

## 500+ Staff

We are a dynamic business that is supported by an equally dynamic team. Having the best people in the industry ensures every detail and element of your event is personally cared for.

## Large Fleet

We have a fleet of more than 75 vehicles; from utilities to semi's, our delivery network has got you covered.



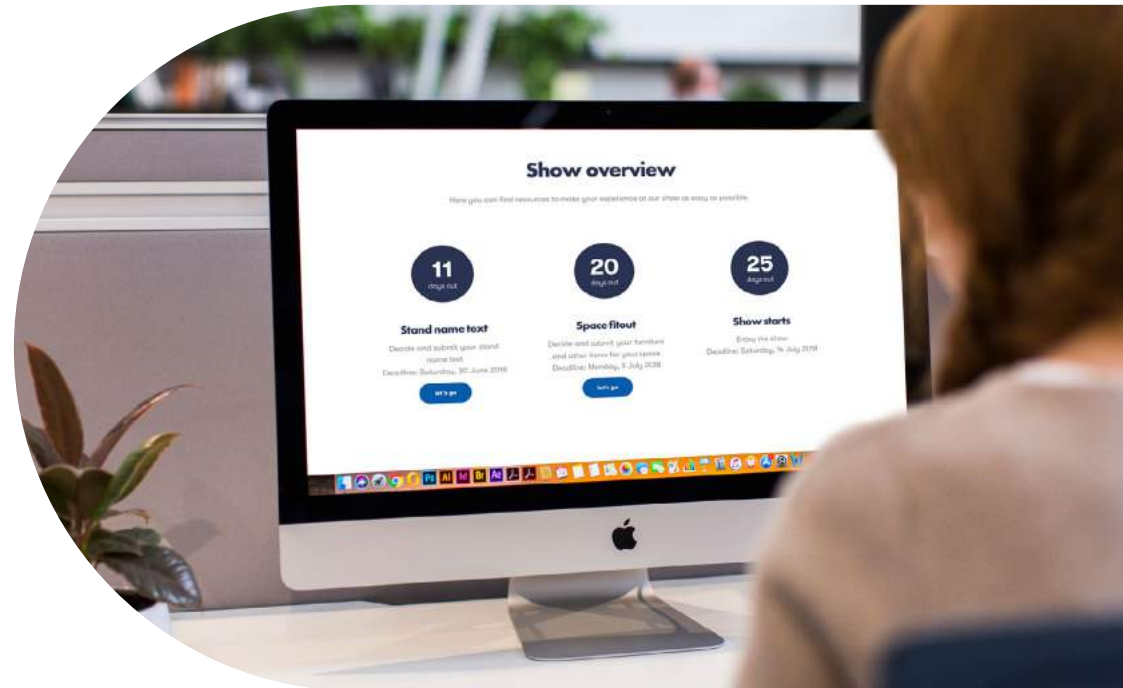


Operations & technology

# How we work

Maximising communication through customised technology. Our commitment to continuous improvement has also led to new online platforms designed to improve the organiser and exhibitor experience.

Great customer service requires the ability to take care of the customer's needs by providing professional and helpful service. Personal assistance is offered before, during and after each event.







Streamlining customer engagement

# Online portal

We believe it is important to be responsive and efficient when communicating with exhibitors. We have developed a suite of online tools to improve the customer experience when interacting with our account team.

## Our latest online services include:

- **Expo's Mini site** - a gateway for efficiently engaging with exhibitors at the earliest possible point of the sales process
- **Stand Checker** - an efficient way to check a stand and notify the exhibitor of it's completion
- **Issue Tracker** - an onsite tool for issue resolution as a virtual 'service desk' and 'work order' process
- **Exhibitor Portal** - the 'My Account' feature allowing customers to view past orders and plan their next event



## What are mini sites?

Our mini sites enable customers to experience a personalised approach to their event. Customers can review, customise and schedule orders as well as keep track of fit out and build schedules.



End-to-end customer service

# Our service

## Benefits of an online customer service channel includes:

- A highly personalised, interactive 24/7 service on the web
- Enhanced communication so interaction with exhibitors is done early and efficiently
- All show information can be found in one location
- Exhibitors no longer need to wait for a response to an enquiry
- Interaction with exhibitors is done in a uniform way
- The ability to capture important show information for efficient resource planning





Working together

# Our partnerships

We know we couldn't do what we do without the incredible support of Australia's most influential industry leaders.



PLATINUM  
PARTNER



FREEMAN





Drop us a line

# Thank you

Feel free to drop us a line or swing by our Showroom if you have any further questions - No appointment necessary.

## Melbourne

03 9429 8688

## Sydney

02 9666 8699

Check out our socials:

@harrythehirer

@harrythehirer\_productions

@harrythehirer\_expos