



Chic and his Chev. Impala 2 door S.S.

CHIC HENRY
MANAGING DIRECTOR — STREET MACHINE NATIONALS Pty. Ltd.
SPECIAL EVENTS DIRECTOR — A.S.M.F.

My involvement started at the first Street Machine Nationals in Griffith in '75 and has continued to grow stronger: I look forward to your involvement and hope that you "get in on the deal" so that WE can confidently say that our involvement made the Street Machine Nats the biggest motoring event in the Southern Hemisphere — it's nearly there now.

For further information contact:
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7th Street Machine Nationals

PROGRAMME OF EVENTS

THURS 8AM - 5PM	Registration, scrutineering and judging
Thursday evening	Early arrivals night — light entertainment
FRI 8AM - 5PM	Registration, scrutineering and judging
Friday evening	Iron man contest (interstate rivalry competition)
SAT 8AM - 12.00	Registration, scrutineering and judging
12.00 - 1.00	Grand Parade
12.00 - 5PM	Final judging
12.00 - 5PM	2 driving events
Saturday evening	7PM - 9PM Super Cruise
	8.30 - Midnight: Fashion Parade plus Band
SUN 8AM - 4PM	Final judging
8AM - 4PM	Driving events — Slalom, Go Whoa, Burnout
4PM - 6PM	Awards Presentation
Sunday evening	Rock & Roll Dance
MON 11AM	Cruise to Cotter Reserve
ENTRY FEE:	\$45.00 (Subject to change)

INFORMATION FOR EXHIBITORS

Venue National Exhibition Centre
 Canberra A.C.T.

Dates Easter Thursday 27th March, 1986 to
 Easter Monday 31st March, 1986.

Hours Fri 8AM - 5PM
 Sat 8AM - 5PM
 Sun 8AM - 5 PM
 Mon 8AM - 12 Midday

Allocation of Space: Early bookings receive preferential treatment.

Move In: Easter Thursday or Friday.

Move Out: Easter Monday.

Space Rate: Inside P.O.A.) To be negotiated.
 Outside P.O.A.) Package deals encouraged.

Costs: add 15% for less than three full days.

Note: You should be aware that your involvement in the 7th Street Machine Nats. could extend to sponsorship eg: named trophy, programme, banners, PA announcement and many other areas. Please indicate your interest in particular aspects so that a possible package deal can be arranged.

Canberra should be seen as not only our National Capital, but as on the doorstep of the "decision makers". Strength of numbers should be one of our aims.

Easter 1986 will be another "big" weekend for Canberra. Canberra Times (post Easter 1982) "Record 104,000 tourists in Canberra for Easter".

Canberra Times (post Easter 1984) "Canberra had 110,000 visitors over the 4 days (of Easter)."

It can be confidently assumed that some of the 25,000 people at the Saturday afternoon "show and shine" were some of these tourists and of course, locals. The Canberra Times reported that at the 5th SM Nats, approximately 40,000 people passed through the gates.



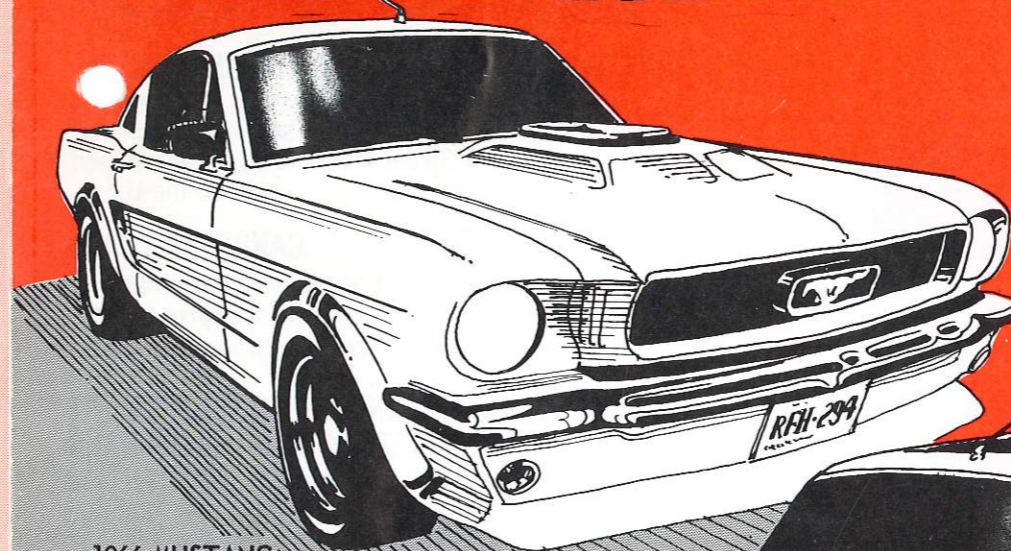
The highest standard of facilities available in Australia... 

Lucky
7th

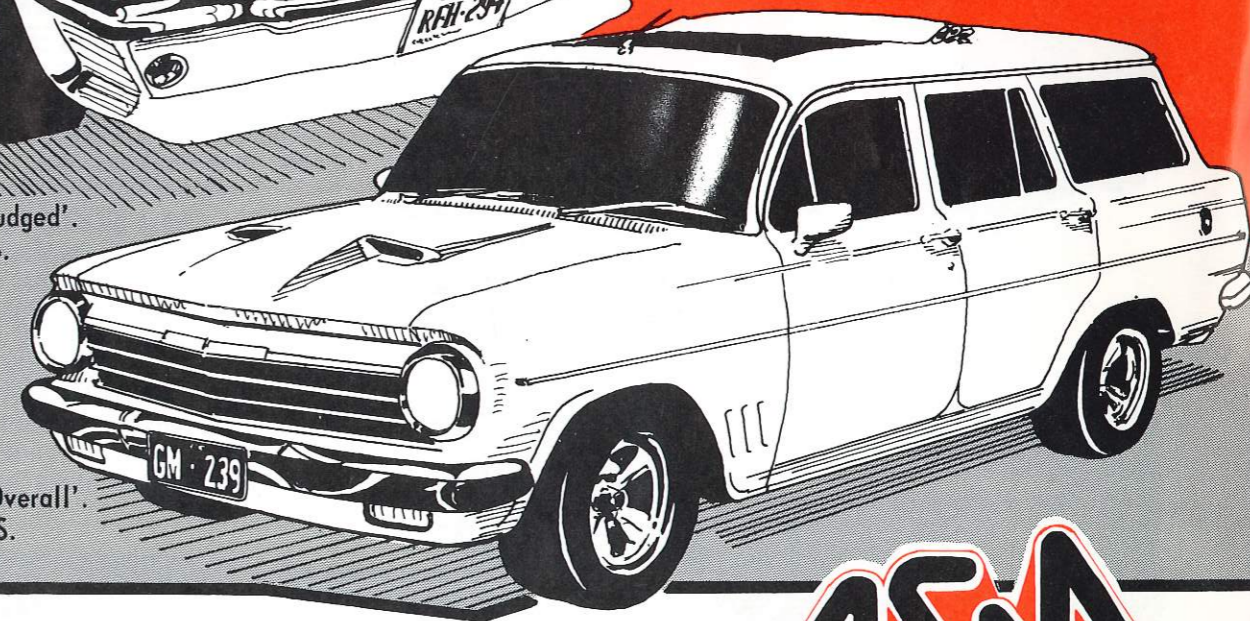
**street
 machine
 NATIONALS**

MORE THAN JUST ANOTHER CAR SHOW..

**could be
 lucky
 for you...**



1966 MUSTANG
 NICK KILVINGTON
 'Top Street Machine Judged'.
 1984 S/M NATIONALS.



1964 E.H. HOLDEN
 ALEX GARRARD
 'Top Street Machine Overall'.
 1984 S/M NATIONALS.

1986
CANBERRA A.C.T.
 at the National Exhibition Centre.



**australian
 street machine
 federation**

What was said about previous Street Machine Nationals.

GRAFFITI BOOK OF STREET CUSTOMS

"Just when you think you've seen it all, someone comes up with something bigger and better. Such was the case with the '84 Street Machine Nationals — promoted on the theme 'You ain't seen nothing yet!' the '84 event showed us plenty we hadn't seen before. Surely no-one would have imagined that so many new, high quality, full-on street machines would turn up at the event. All the more reason then for the amount of excitement that was generated in Canberra during Easter '84."

"STREET MACHINE"

"Trade alley was a success for those retailers/manufacturers/importers that had the foresight to travel to the Nationals. Newcastle importer and retailer, John Cain started to sell out of fast moving items as early as Friday and by Sunday — everything on display had been sold."

AUSTRALIAN STREET RODDING (JUL-AUG '84)

"Over 1,000 of Australia's finest Street Machines cruised into Canberra over the Easter holiday period for the biggest Street Machine event yet staged outside the U.S.A."

CANBERRA TIMES

reported that at the 5th Street Machine Nationals, approximately 40,000 people passed through the gates.

NATEX ANNUAL REPORT — 81/82 FIFTH STREET MACHINE NATIONALS

"Organised by the Australian Street Machine Federation, these were the first Street Machine Nationals to be held in Canberra. Staged over the Easter long weekend, the event attracted 495 entries from around Australia and an estimated 4000 interstate visitors plus upwards of 40,000 locals. The interstate visitors generated a cash flow to the local community estimated at \$1 million. Among the to benefit were local charities, which received the profits from catering services provided by the Lions Clubs of Canberra. The journal 'Street Machine' summed up the event as 'the biggest, the best and the most professionally run Nats ever held'. Negotiations have been initiated to secure the Sixth Street Machine Nationals for the National Exhibition Centre in 1984."

ADVERTISING:

will be done through National magazines plus local radio and TV stations. Saturation advertising in Sydney for two weeks prior to Easter to attract "day trippers".

The 7th Street Machine Nationals to be staged in 1986 at National Exhibition Centre certainly will be the biggest deal that has ever been given to you.

The growth of the event can be gauged by considering these figures:

Entrants to	Year	Entrants
1st Nationals Griffith NSW	1975	103 entrants
2nd Nationals Griffith NSW	1976	130 entrants
3rd Nationals Shepparton VIC	1978	289 entrants
4th Nationals Nerranderra NSW	1980	320 entrants
5th Nationals Canberra ACT	1982	500 entrants
6th Nationals Canberra ACT	1984	1027 entrants
7th Nationals Canberra ACT	1986	???

1986 will be the biggest gathering of the owners of Street Machines ever seen in Australia — the growth rate to date spells it out. Can YOU afford not to be there at the event where from 8AM on Easter Thursday until midday Easter Monday, there will be Trade exhibits and demonstrations, technical advice, driving events, novelty events, fashion parades, disco, street parades, rock and roll bands and much more — a total event for the enthusiast and general public alike. This is your biggest opportunity to present your product to Street Machiners who are Consumers. In these days of tough competition, you have the chance to meet them all face to face — No gamble — a sure thing. Your market is in Canberra in 1986 at the National Exhibition Centre.

ENTERTAINMENT: is the key to the 7th Street Machine Nats. Park your car and spend time between 8AM and 12 midnight being entertained with hundreds of exotic, highly detailed custom cars cruising through the Natex complex; watch driving events, enjoy carnival attractions, see fashion parades, listen to R & R bands — total event.

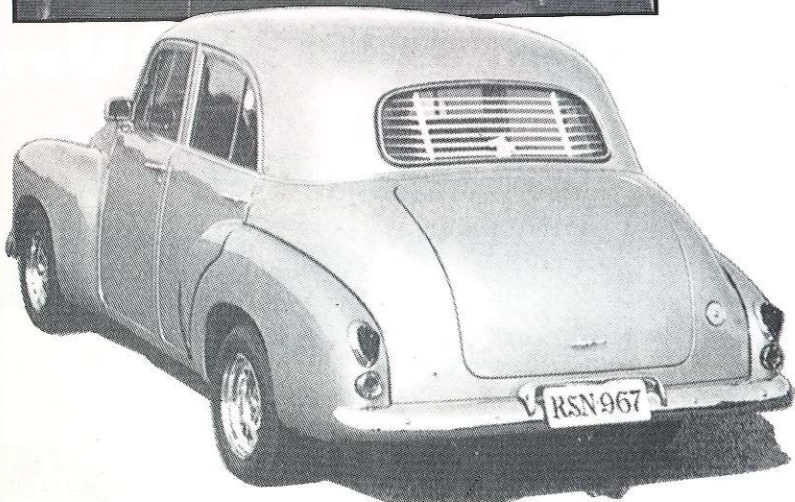
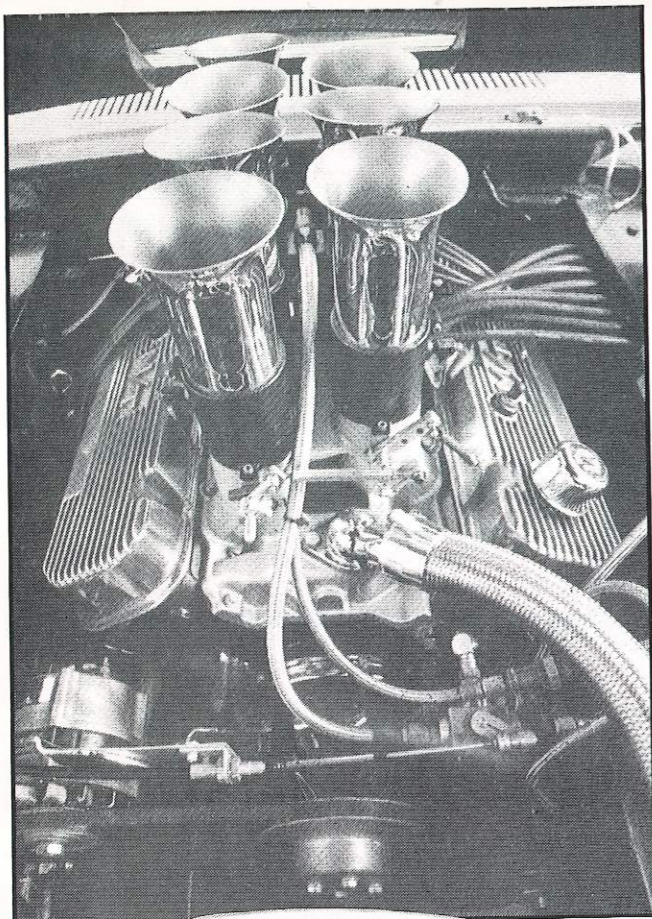
ADVERTISING AND PROMOTION has gone through Capital 7 TV, Radio Stations 2CC and 2CA and 5 major motoring magazines:

Street Machine	(Consolidated Press)
Street & Custom	(DBS Publishing)
Supercar	(Street Machine Publications)
Custom Rodder	(E.L. Ford Publications)
Australian Street Rodding	(Graffiti Publications)

one of these is the top selling motoring magazine in Australia.

I welcome your interest in the sport of Street Machining. Is there another sport growing as fast as this one? Every post 1948 car is a potential Street Machine where the only differences are in the imaginations of the owners. Very few car owners do not personalise their car in some way and street machining came about when some of these people formed a club.

We've come a long way in recent years to the point where the Australian Street Machine Federation is co-ordinating the sport, lobbying government and liaising with organisations such as AAAA at every opportunity. It IS important that the consumer should be able to present a view as the end result of good marketing of a good product and I ask you to consider the value of participating in the 7th Street Machine Nationals in some way. It is a fact that we all need each other — be in Canberra at Easter 1986 to speak to your market.



ACCOMMODATION: Must be arranged privately and in plenty of time.

CATERING: Food ranging from fast food outlets to an a-la-carte at the Natex Restaurant.