

Empty shop windows to promote Tourism attractions

The Chamber of Commerce have been looking at ways to improve the look of the town, by covering some empty shop windows with some impressive images promoting our local attractions and businesses.

Chamber President Nigel Ayling says “This could be a real win-win. Ideally this would suit attractions and businesses that have great visual services to promote, like Fishing Charters, Whale Watching, Golf Clubs and other tourist attractions.”

The signage that would be used is a Static Window Film which is a non-adhesive vinyl material applied directly to glass. As it is non adhesive, it is very easy to apply and remove, meaning it can be put moved from location to location with little effort.

Sponsors would have to pay for the Signage but would retain it for their use. The Chamber would then help to find suitable shop fronts to display the signs by working with local landlords. They believe that we can provide a number of locations for little or no cost.

Below are some examples of the signage and some of it's applications



The Chamber can have 1300mm x 1300mm signs made locally for only \$150. They are now looking for business who are interested in having signs made so they can find some appropriate locations to get the town looking great before the next holiday season.

Interested businesses should contact Chamber President Nigel Ayling at president@ourmerimbula.com.au

See conditions below

Shop Window Promotions

Thanks for your interest in this project. The objectives are

1. Cover up some empty windows in town
2. Promote some experiences for our visitors
3. Support local businesses

The type of businesses we expect to attract are mainly tourism such as

- Attractions
 - Fun parks, Attractions, Aquariums etc
- Water Activities
 - Fishing charters, Boat Hire, Kayak or SUP Tours, Cruises
- Sporting venues
 - Golf Clubs, Swimming Pools
- Hospitality
 - Premium Restaurants, Bars, Breweries
- Other businesses
 - May be eligible. Please contact us first

Signage Requirements

- Signs are 1300 x 1300 mm and cost \$150 per sign
- Artwork needs to be provided to Excel / Chamber for approval. Artwork costs extra
- Signs need to be visually stimulating and focus on the experience. They should not appear like advertisements with text promoting purchasing of products.

Process

1. Advise Chamber how many signs you would like to have so we can see if we can arrange space
2. Submit design to Excel/Chamber for approval
3. After approval arrange for signs to be printed
4. Chamber will advise of available location for signs

Guarantees

Please note the Chamber can NOT provide any guarantees about placements in any particular space for any amount of time. This is at the absolute discretion of the Landlords BUT we will endeavour to accommodate as many signs as we can in town for as long as we can. We can also NOT guarantee that signs will be continually placed free of charge. **We suggest if you want to proceed with this that you do it on the basis that you are purchasing a reusable sign for your own use and any space that is provided for your sign in town is a BONUS and not an entitlement**