

GOLD BARS WORLDWIDE

www.goldbarsworldwide.com



EXHIBITIONS

THE INDUSTRY COLLECTION OF GOLD BARS WORLDWIDE



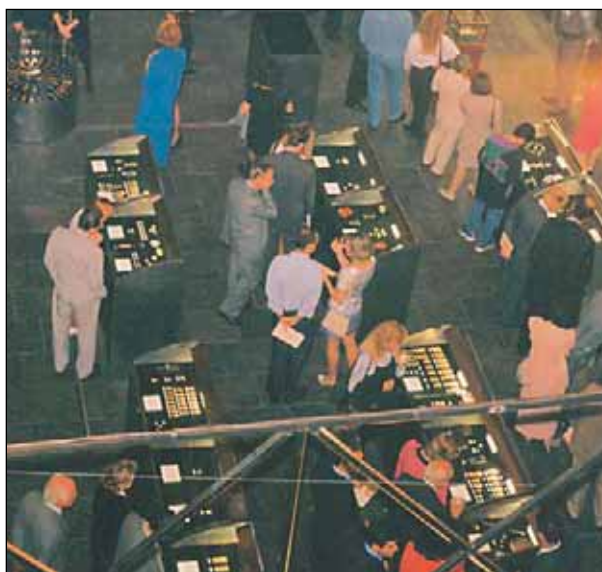
London



Singapore



Dubai



São Paulo

Exhibitions present a golden opportunity to capitalise on man's fascination with gold.



A veritable treasure trove, *The Industry Collection of Gold Bars Worldwide* has dazzled all who have been privileged to see it.

Indeed, it is the collection's proven ability to attract tremendous public interest and generate widespread media coverage that has led a range of entities to exhibit the collection.

The spectacular success that every Exhibition has enjoyed confirms that man's appetite for gold is simply insatiable. Wherever the Exhibition goes, it captures the imagination of the thousands who flock to see it.

MAJOR EXHIBITION

Typically, an Exhibition tells the story of gold from gold-bearing ore and nuggets – through gold bars – to the end uses of gold.

Major Exhibitions display hundreds of gold bars of all shapes and sizes, showing the remarkable range and diversity available.

Over 100 different sizes in ounces, grams, tolas, taels, bahts and other denominations are displayed under more than 50 categories. Boats, biscuits and doughnuts from Hong Kong join bone and garimpo bars from Brazil, along with Japanese rainbow, yin-yang and oval koban bars.

The Exhibition traces the evolution of gold bar manufacturing, from Pakistan's small tezabi bars that have been made in the same way for thousands of years, to the world's first colourful hologram bars that were pioneered in Switzerland.

Other bars, such as the Vietnamese gold leaf bars, which were used by the Boat People as they fled to safety, are poignant reminders of the role that gold has played throughout civilisation's war ravaged history.

PROMOTIONAL RESOURCE

Normally displaying 300 - 400 different gold bars, worth many millions of dollars, the Exhibition's magnetic appeal to the public and media confirms its value as a key promotional resource for all types of staging entity.

Whether the aim is to attract consumer or media attention, mark an important occasion or promote gold, all staging entities will enjoy the glamour and prestige that accompany this unique Exhibition of gold bars from every corner of the globe.

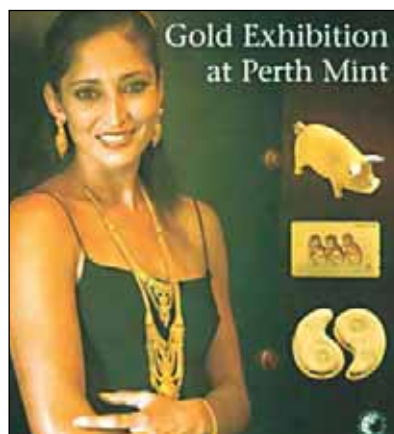
To date, Exhibitions have been staged in Germany, United Kingdom, USA, Canada, Brazil, Dubai, Singapore, Thailand and Australia.



The Bank of England Museum, when staging an Exhibition in 1998, generated its highest daily and weekly number of visitors in recent years.



The Thai Gem & Jewellery Association staged an Exhibition at its jewellery fair in Bangkok in 1995.



The Perth Mint has staged an Exhibition of Industry Collection bars since 2004.



Industry Collection bars formed part of a major exhibition on gold at the Houston Museum of Natural History in 2005.





Visitors are always surprised to discover that a "400 oz" London Good Delivery bar takes some lifting.



Security at Exhibitions is important.



A kilobar unit is a highlight at all Exhibitions.



A formal opening ceremony is normally followed by many other receptions.



Faszination GOLD

Wir freuen uns, Ihnen eine einzigartige Ausstellung anzukündigen:

Zusammen mit Rothchild Australia Limited und dem World Gold Council, der Vereinigung weltweiter Goldminen, zeigen wir Ihnen vom 9.5. bis 21.5. bei KARSTADT eine faszinierende Ausstellung außergewöhnlicher und z.T. historisch bedeutsamer Goldbarren. An mehr als 450 Goldbarren können Sie die Verschiedenartigkeit bewundern, in der dieses edle Metall verarbeitet werden kann. Kommen Sie, und lassen Sie sich verzaubern von Schönheit und Charme dieser Ausstellung.



Welche kreativen Möglichkeiten das Material Gold noch bietet, sehen Sie an einer besonderen, hochwertigen Schmuck-Kollektion und aktuellen Barren und Münzen.

Garnitur
Aus reinem Gold 999/000

Exklusives Design mit inspiriertem Karolingerhaken-Ver-schluss. Die Goldstempelung ist als Zierstück ausgearbeitet.

Armband, 19 cm lang **998,-**
Collier, 50 cm lang **2498,-**

Die Schmuckstücke sind verfügbar dargestellt.

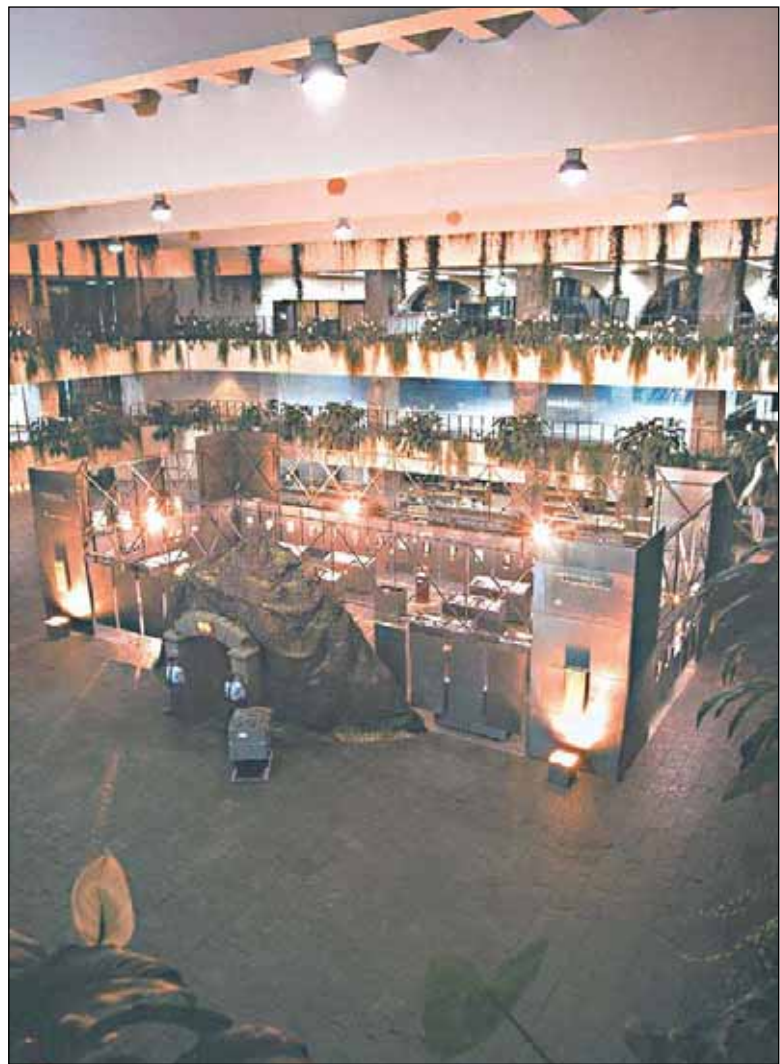
2498,-
998,-

Eine Idee anders
Mo
Karstadt
Hamburg, Marktbergstraße

KARSTADT

Hamburg, Mönckebergstraße

Campaigns to publicise exhibitions have included TV, press, radio and poster advertisements.



The Exhibition, staged by Banco Real SA in 1995 at its headquarters in São Paulo, included a remarkable gold mine entrance tunnel.



The three-month Exhibition staged in 1994 by Karstadt AG, Europe's largest department store group, attracted the interest of more than 500,000 shoppers at its branches in Munich, Hamburg and Nuremberg.



MEDIA COVERAGE



All Exhibitions attract substantial TV and press coverage.



Thailand



Brazil



EXHIBITION FEATURES

Although each Exhibition is tailor-made to meet the requirements of the staging entity, most Exhibitions include the following:

- **300 - 400 bars.** Normally displayed in 40 – 50 categories, in a logical progressive order.
- **20 - 25 showcases.** Normally, 1 m x 0.5 m. Lockable and top-opening. Internal lighting. To be hired or made.
- **Display cards.** Every display has a block-mounted explanatory card and individual bar reference cards. Every bar is identified as regards manufacturer and country of origin.
- **400 oz “touch-bar” unit.** Attractive unit with hand-hole that allows visitors to handle a London Good Delivery bar.
- **Kilobar unit.** More than 30 kilobars can be displayed in a circular unit.
- **Bar manufacturing equipment.** Small items, e.g. bar moulds, crucibles and tools, for most showcases. Larger items can normally be borrowed.
- **Large imitation foam bars** (1 metre in height). Used effectively to flag the location or start of the exhibition.
- **Large colour photographs.** Block-mounted photographs illustrate (1) 20 or more important and unusual bars, (2) the manufacture of bars, and (3) the mining of gold.
- **Gold-bearing ore.** Can sometimes be obtained, subject to the location of the Exhibition. However, transportation and gift bags would need to be funded by the staging entity.
- **Brochure.** A concise, illustrated Exhibition brochure is normally produced. Quantity and size dependent on the budget.

DURATION

Major exhibitions have been staged for periods ranging from one week to 3 months. In Germany, the Exhibition was moved progressively to venues in three cities.

KEY REQUIREMENTS

Floor space. Ideally, 7 m x 15 m or more, although some Exhibitions have been staged in smaller areas. For example, 3 m x 20 m, or 5 m x 16 m.

Security. The venue needs to be secure. 24-hour armed guards are normally required.

Insurance. The bars are normally required to be insured through an insurance company linked to Lloyds of London.



Brochures are tailor-made for each Exhibition.



A gift bag of gold-bearing ore has been a popular feature at many exhibitions.



STAGING A MAJOR EXHIBITION

As Curator, Grendon International Research (GIR) is responsible for organising the Exhibitions. There are 4 key elements:

- **Promotional objectives.** These need to be clearly defined so that the content of the Exhibition can be tailor-made by GIR, in consultation with the staging entity.
- **Transportation, storage, insurance and security arrangements.** The Perth Mint, as Custodian, is obliged to approve these arrangements before authorising the release of the bars from the collection.
- **Selection of bars.** The number and range of bars and other items would be agreed between the staging entity and GIR. However, the final selection would be the responsibility of GIR. At an exhibition in any one country, bars manufactured or traded in that country would normally be included.
- **Exhibition arrangements.** All arrangements relating to the staging of the Exhibition, including an appropriate name, would be agreed between the staging entity and GIR.

Stage 1

Following agreement in principle to stage an Exhibition, GIR would then undertake the first organisational fieldtrip in order to visit the venue, agree the brief and complete two key documents:

- “Application Form” – records standard information for The Perth Mint.
- “Budget Planning Form” – lists exhibition cost elements.

GIR would also use the fieldtrip to meet nominated suppliers and agencies, and national bar manufacturers. Ideally, the fieldtrip should occur 6 months before the Exhibition takes place.

Stage 2

GIR would prepare 4 substantial documents:

- Display Plan and Exhibition Texts
- Brochure Text and Layout
- PR Dossier of Information and Photographs
- Detailed Bar Packing List

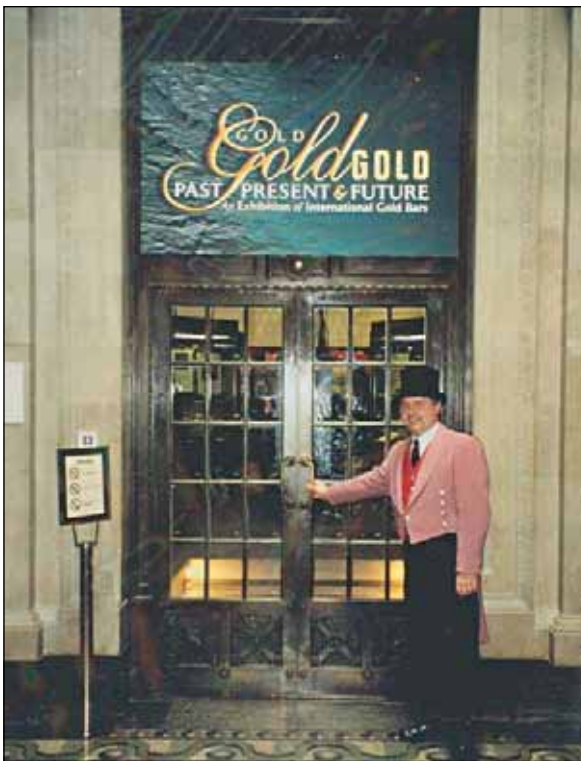
Stage 3

GIR would then co-ordinate all implementation with relevant parties.



INTERNATIONAL EXHIBITIONS
Since 1994

- | | | |
|------------------|------------------|------------------|
| Munich | Singapore | São Paulo |
| Nuremburg | Dubai | London |
| Hamburg | Bangkok | Vancouver |
| Perth | Houston | |



Entrance to the "Gold Gold Gold" Exhibition at the Bank of England Museum in London.



Partial view of "The International Gold Bar Exhibition" at The Perth Mint.

For further information:

Grendon International Research Pty Ltd
Curator, The Industry Collection of Gold Bars Worldwide

33 Alexandra Road, East Fremantle, WA 6158, Australia

Tel: +61-8-9319 2171 Fax: +61-8-9319 2154

Email: grendon@grendon.com.au

Website: www.grendon.com.au

Refer to disclaimer on website: www.goldbarsworldwide.com

© Grendon International Research Pty Ltd 2007. All rights reserved.

