

Trade Show Guidelines

Licensing requirements

If you are in the business of buying, selling or exchanging motor vehicles in NSW (including trailers and towable recreation vehicles) you are required to hold a NSW motor dealer's licence. With the exception of trade shows, all licensees must only offer or display motor vehicles at their notified premises.

Trade show exception

A licensed NSW motor dealer is permitted to offer or display motor vehicles at a trade show without needing to notify Fair Trading. A licensed NSW motor dealer may participate in a trade show and offer or display a motor vehicle for sale despite the fact that the location of the trade show is not a notified premises.

Interstate dealer exemption

Motor vehicle dealers who do not hold a licence in NSW may be able to participate in a NSW trade show, provided the show has been approved by the Minister for Better Regulation and Innovation, following application by the organiser of the trade show for an interstate dealer exemption.

An interstate dealer exemption is temporary and only valid for the duration of the approved trade show. Motor dealers from outside NSW, who do not hold a NSW motor dealer's licence, may participate in an approved trade show, provided they:

- only advise people on the quality performance and characteristics of motor vehicles,
- only make or receive offers in relation to entering into an agreement for the sale of **new** motor vehicles,
- comply with any conditions imposed as part of the trade show's approval, and
- display a sign at the trade show that is easy to read and clearly identifiable that details their registered business name/company name, address and any interstate licence name or number (if applicable).

Interstate dealers who are granted the exemption are not permitted to enter into a binding contract or agreement with trade show participants or take deposits.

Fair Trading inspectors attend trade shows to ensure compliance with these requirements.

Applying for an interstate dealer exemption – trade show organisers

Only trade show organisers can apply for an interstate dealers' exemption. All applications must be made in writing to NSW Fair Trading by emailing:

motordealersandrepairersact@customerservice.nsw.gov.au

Applications must be submitted **at least 8 weeks** before the proposed start date of the trade show. Any applications received within 8 weeks of the show's start date will be refused.

All applications must provide sufficient details about the trade show for the Minister to make a decision. As a minimum, applications should include:

- 1) the contact details of the relevant person responsible for organising the trade show.
This person must be available to be contacted by Fair Trading once the application is submitted. Where contact cannot be made with the nominated person, there may be insufficient time to allow the application to be processed before the start of the show.
- 2) the expected commercial benefits of interstate dealers exhibiting at the trade show.
Include details of the expected benefits to consumers, organisers and trade show dealers if interstate dealers are allowed to exhibit. This should encompass supporting evidence of the positive impact interstate dealers are expected to have on the event and the host community.
- 3) the name of the trade show and address where it will be held.
- 4) the start date and end date of the trade show.
Any changes to dates will require a new application to be submitted.
- 5) details of the products and services that will be exhibited or made available at the trade show.
- 6) the number of years the trade show has been operating.
- 7) the expected number of exhibitors.
Include details of the expected number of exhibitors that hold a NSW motor dealer licence and the expected number of exhibitors from interstate.
- 8) expected attendance / number of tickets sold.
- 9) details of the communications strategy for the trade show.
For example, how the trade show will be advertised or promoted (radio, website, newspaper).

Approved Trade Show

If an application is approved by the Minister, the trade show will be an 'approved trade show', meaning interstate dealers will be permitted to participate in the show (provided they comply with the requirements detailed above).

Once approved, the applicant and/or trade show organiser will be notified and an order will be published in the NSW Government Gazette. Notification will not be provided to exhibitors.

It is the responsibility of the trade show organiser to notify any other interested parties and to ensure any interstate dealers are aware of their obligations with regards to making or receiving offers for the sale of new motor vehicles, signage requirements and any other conditions imposed as part of the approval.

Not Approved Trade Show

If an application is not approved by the Minister, the applicant and/or trade show organiser will be notified in writing and the reason for the refusal will be provided.

Trade shows that have not been approved will need to comply with existing legislative requirements and all exhibitors will be required to hold a NSW motor dealer's licence.

Information for interstate exhibitors

Only trade show organisers can apply for an interstate dealers' exemption. Interstate exhibitors will need to contact the organiser of the show they wish to attend to enquire if the trade show has been approved and if the exemption from holding a NSW licence is applicable.

More information

- [Motor Dealers and Repairers Act 2013](#)
- [Motor Dealers and Repairers Regulation 2014](#)