



6 + 7 + 8  
july '12

## EXHIBITOR HANDBOOK

An integral part of the Sunshine Coast region for the past 28 years the Expo accommodates over 360 exhibitors, food courts, landscape displays, celebrity speakers and guests, entertainers and over 30,000 local, intra and interstate visitors. Recognised as the number one gardening event in Queensland, it provides real marketing opportunities for your business. Involvement from all aspects of the horticultural industry will ensure we create colourful, educational and aesthetic exhibits making certain the viewing public get value for their money, expert advice and first hand knowledge of the gardening industry.

### Why participating in the QLD Garden Expo is a must...

With a highly successful track record, the QGE is a great opportunity to expose your products and services to your target market. Exhibiting at the QGE is more than an opportunity to just market a product. Direct sales are a strong consideration as most exhibitors record strong after expo sales in some cases up to 12 months later. You can promote and market your business to an anticipated 30,000 (or more) potential customers. Test market new ideas, new products, new trends and services and generate publicity for your business.

Members of the NGIQ/NGIA receive a 35% discount on the cost of their site space. All landscape (including themed areas) display sites are FREE and only a small number of these sites are available – please enquire through the Expo office for any of these particular areas.

Other important facts you need to know which will be widely promoted prior to the Expo. Entry prices are \$16.00 adults, \$14.00 seniors and groups. Kids under 15 years of age are free! Two major plant cloak rooms will be operating where people can leave purchased goods until they are ready to depart.

A portable ATM facility will be operating all day every day for people to obtain ready cash.

Free shuttle buses roam Nambour and QGE provides a free children's playground and activity area.

To further promote your business 43,000 Qld Garden Expo Magazines will be printed and 27,000 inserted into the Sunshine Coast Daily newspaper with the remainder to be handed out during the event. This is a widely sort after publication and an effective way of advertising your business and presence at QGE. You can reserve advertising space in this magazine by contacting Marion Beazley, Event Manager, at the Expo Office on 07 5441 4655 or email [info@qldgardenexpo.com.au](mailto:info@qldgardenexpo.com.au). Full costs of advertising space will be forwarded to you upon request.

Queensland Garden Expo will be extensively promoted throughout Queensland and interstate including:

- Over 150 web site event listings and links to our site.
- Individual mailouts and email newsletters reaching over 14,000 past visitors.
- Mailouts to hundreds of Garden Clubs and other specialty groups.
- National magazine advertising, TV and newspaper advertising in Brisbane and across regional Queensland.
- Radio advertising in Brisbane and regional Queensland.
- POS Materials distributed to hundreds of outlets.

The QGE Committee (Sunshine Coast Branch of the Nursery & Garden Industry Qld) invites you to apply for a Retail Exhibition Site (undercover, marqueeed or outdoor) or a FREE Landscape Display Site.

## Contact Details

Queensland Garden Expo  
PO Box 239  
Nambour Qld 4560

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[www.qldgardenexpo.com.au](http://www.qldgardenexpo.com.au)

Queensland Garden Expo  
*is proudly presented by the*  
Sunshine Coast Branch  
Nursery and Garden Industry Queensland



# Exhibition Options

## **OPTION – 1 Retail Undercover Site**

Two major undercover locations are the James Carolyn Pavilion and the Ray Grace Pavilion. Only greenstock product is permitted in the James Carolyn and Ray Grace Pavilions and all site holders must be members of the NGIQ/NGIA. Site Nos.263 – 317.

## **OPTION – 2 Retail Undercover Marquee Site**

There are several marqueeed undercover sites available. The Expo Central Marquee holds 50 retail sites with two site sizes available. This marquee is fully floored and is situated in the centre of the oval complex. Other marqueeed sites have been added around the oval complex and these are various sizes (see map with shaded areas and price list for positioning).

## **OPTION – 3 Retail Outdoor Site**

All outdoor areas including the main oval, avenues and specified locations are classed as outdoor retail sites. These are various sizes and are price weighted according to services available and location to main traffic areas (see price list for sizes and prices).

## **OPTION – 4 Retail Premium Marquee Site**

These sites are situated along Tea Tree Terrace and the site price includes a white pagoda marquee, flooring and electrical connections. They are in a high traffic, high presence area of the showgrounds and sell extremely quickly.

## **OPTION – 5 Food Vendor Sites**

Food and beverage sites are available to food vendors who maintain a high quality product. All food vending sites will be allocated from applications received and assessed by the Expo committee (see Food Vendor Site details - under information & conditions).

## **OPTION – 6 FREE Landscape Display Site**

Incorporating the 'Expo Landscape Competition' and other free display areas. These sites are available to landscapers, garden designers, retailers and nurseries to showcase their businesses and talents. They are not Retail sites therefore sales are not allowed from these areas. The unique 'Garden Expo Landscapers Challenge' is once again a main focus in 2012 (see Landscape Display Site – under information & conditions).

## **QUALITY & CONDITIONS OF DISPLAY**

The QLD Garden Expo Committee reserves the right to refuse an application or evict any exhibitor whose display of goods or services is not likely to be, in the opinion of the QLD Garden Expo Committee, compatible with the general character and objectives of the exhibition. Applications for exhibition space at the expo will be assessed against the following – not necessarily in order of importance:

- Relevance of the product/service/display to the Qld Garden Expo
- The impact of your display design to the visitor
- Past performance and level of presentation demonstrated by the applicant
- The likely educational value of the product/service/display

Only products that are specified on your application form will be allowed to be displayed and sold on your site. Other products and/or services, not included in your application form, will not be allowed to be displayed or sold on your site without prior permission from the Expo organisers.

# Site Booking Information

## How to Secure a Site at Queensland Garden Expo

### Please read the following carefully.

We will endeavour to give you your first site option, however, in some cases this may not be possible and we will allocate from your second and third choices or suggest a site that may be more suitable for your product. We have supplied you with a check list (see below) to ensure you correctly fill out and return all information to the Expo office.

- Read all of the Exhibitor information carefully.
- Study the map in conjunction with the Site Price List which also has the site sizes. The layout is very similar to last year however there have been some changes to site sizes and some site numbers will be different.
- Select your preferred site along with a 2<sup>nd</sup> and 3<sup>rd</sup> choice. Where possible, we will endeavour to allocate your first preference however, in some cases, this may prove difficult.
- Complete the application forms and either **submit online**, fax to **07 5441 4677** or **mail to Qld Garden Expo PO Box 239, Nambour QLD 4560** to reserve your preferred site. On receiving your application forms the Expo office will allocate a site for you and advise you of site allocation by fax, email or telephone within 5 working days of receipt of this form.
- To confirm your site booking/s you will **then** need to send a non-refundable deposit of \$150.00 within 2 weeks of being allocated a site. Failure to do this may result in the site being reallocated.

### **YOUR SITE BOOKING IS NOT FULLY CONFIRMED UNTIL YOUR DEPOSIT IS RECEIVED.**

- When we receive your deposit we will send you a Tax Invoice for your site fee and any other extras that you have requested on your application forms. The Invoice will show the full site cost - less your deposit - the balance will be due for payment by June 1<sup>st</sup> 2012. A statement will be sent to you prior to this date. An Early Bird Discount of 5% is available on the site fee component of your account and this will be shown on your invoice.
- Payments can be made to Queensland Garden Expo by cheque, money order, direct deposit to our bank account or credit card payments. Please fax a copy of your payment to the office if you are making a direct deposit or credit card payment.

### **BANKING DETAILS**

Qld Garden Expo  
Westpac BSB: 034 093  
Account No: 22 11 65

- If making payment by Direct Deposit **please ensure that you clearly identify your deposit** with your company name, invoice number or site number so that we can correctly allocate your payment.

<b>CHECKLIST</b>	
<b>Site Application Forms</b> to be sent to Expo Office with 1 <sup>st</sup> 2 <sup>nd</sup> & 3 <sup>rd</sup> site preferences.	
<b>Deposit</b> to be sent within 2 weeks of site allocation to confirm booking (\$150 per site required)	
<b>Public Liability Insurance</b> – Certificate of Currency to accompany Application - Minimum \$10 million	

# Information & Conditions

## Site Selection

When selecting your site preference(s) please nominate your first, second and third choices on the application form. We will endeavour to give you your first choice however, this is not always possible. Remember, similar products may surround your site choice. If your first three choices are unavailable the expo co-ordinator will contact you and advise you of the remaining unallocated sites available. If you are not familiar with the QGE layout we can suggest areas that will be best suited to your product.

## Site Payments

All exhibitors must ensure that payments for space rental and service costs are paid in accordance with the terms and conditions of the signed exhibition agreement. Non compliance of agreed payment terms and conditions might result in forfeiting your exhibition space.

## Early Payment Discount

A 5% discount off the site fee component of your account (this does not include other items like hay, electricity or car passes etc) is offered to site holders. In order to receive this EARLYBIRD discount YOU MUST PAY YOUR TOTAL ACCOUNT BY 30<sup>TH</sup> APRIL 2012. This will be shown on your Tax Invoice.

## Payment Schedule - Site Prices

Please use the "Site Price List" to determine your site fee. Unsecured site bookings can only be held for a very limited time – so please ensure your \$150 deposit is forwarded promptly to secure your booking. The QLD Garden Expo Committee has the absolute discretion to accept or reject an application and the committee's decision shall be final. Applications are not considered confirmed until you have been sent a confirmation letter from QLD Garden Expo Committee. In the unfortunate circumstance that your application is denied your deposit will be returned promptly. **The balance of your site fee will be due by June 1<sup>st</sup> 2012 (except if claiming the Earlybird Discount). All prices quoted include G.S.T.**

## Refund Policy

The \$150 deposit to secure a site is non-refundable. This is necessary to cover administration and re-booking costs. Refunds of payments over \$150 will be made for Site bookings cancelled prior to 30th May, 2012. No refunds on site deposits or site payments will be given to any exhibitor after this date.

**NO EXHIBITOR WILL BE PERMITTED TO OCCUPY THEIR ALLOCATED EXHIBITION SPACE OR COMMENCE WORK ON ANY DISPLAY STAND UNTIL ALL OUTSTANDING MONIES ARE PAID.**

## Food Vendor Sites

The expo is looking for unique and unusual food outlets to be stationed in specially selected sites throughout the grounds. All food vendors must have their own van, stand or marquee, and must meet all Food Safety Standards under the Food Hygiene Regulations issued from the Department of Health. Copies of all relevant certificates must be sighted by the Expo Office prior to opening. In some cases electricity connections will form part of the overall site fee. *If a site is selected that is not within this area then an electricity connection fee will be charged depending on location and requirements – this cost will be advised at time of booking.* All applications must be accompanied by photos of the food outlet and price lists of food and beverages that will be served. The removal of grey water and rubbish is up to the individual site holder and will be at their own cost.

## Landscape Display Sites

Gold, Silver and Bronze awards will be presented to the top three Landscape Display Sites. The winning 'Gold' design receives \$5,000 cash; the second winner 'Silver' design receives \$3,000 cash and the third winner 'Bronze' design receives \$1,000 cash. All winning entries also receive Industry Awarded Plaques. If you are interested in this category please contact the Expo Office for more details and guidelines. A series of formal 8mtr x 10mtr areas will be set aside for designers to create their own landscaped themed garden. Situated in a high profile, high traffic area, these landscaped gardens will be judged by leading Industry Experts. Landscape Display Sites are free and allocated at the organisers discretion.

# Information & Conditions

## Insurance

Exhibitors are required to insure their exhibition site areas for public risk liability for a minimum of \$10million. A copy of an insurance 'Certificate of Currency' showing the site holders Business name and address **MUST** be returned with your initial application form. Your insurance should be effective from the first day of bump-in to the final day of 'bump-out' being Tuesday 3 July 2012 to Monday 9 July 2011.

## Security

QLD Garden Expo Committee will provide security for the showgrounds from 5.30pm to 7.30am each night from the evening of Tuesday 3 July to the morning of Monday 9 July. While all care is taken, the QLD Garden Expo Committee accepts no responsibility for loss or damage of product and/or equipment. Security will consist of 4 guards with their dogs and back to base police communication.

## Signage

Signage erected by you, the site holder, on or near your site, **MUST** relate entirely to the product you are displaying and selling – no other signage will be allowed to be erected. (For example no political or political causes, fundraising or awareness campaign signage). Signage must be of a reasonable size and not impinge on the aspect of surrounding sites. QGE reserves the right to request the removal of any inappropriate signage.

## Electricity

If an electricity connection is required to your site it is necessary to indicate this on your application form and give accurate details of the equipment that will be used. A fee of \$80 per connection is charged for most standard connections. Food Sites and some other equipment sites may be required to pay an additional charge. Premium Pagoda Marquee sites include an electricity connection and no further fee is applicable. Some sites on the Northern end of the oval do not have access to electricity (see site price list for details). Site holders are required to provide their own 10 metre tagged lead. All electrical equipment to be used should meet all current safety standards. Queensland Garden Expo reserves the right to move sites if electricity requirements are not compatible with site positions. Only exhibitors who have requested power on their application forms can access electricity at the direction of our onsite electrician.

## Car Parking

Considerable traffic congestion outside of the event in 2011 has meant that we have had to make a significant number of changes to traffic movement both within and outside the showgrounds precinct. The most noticeable of these will be the new perimeter fence which will separate the exhibition area from the general public parking area (see site map for details). Exhibitor parking will still be located behind the stables area but during the opening days of the event this area will only be able to be accessed from Crusher Park Drive. All exhibitors and staff must enter this way. Exhibitors will not be able to park in areas designated for the general public and will be asked to move on if they attempt to do so.

There will be one Car Pass per site included in the Site Fee. A limited number of additional 3 day car passes can be purchased for \$10 each – see Site Application Form. Further details regarding entry to the Exhibitor Car Park will be supplied via email newsletters as we get closer to the event.

**IT IS THE RESPONSIBILITY OF ALL SITE HOLDERS TO ENSURE THAT ALL STAFF WORKING FOR THEM ARE AWARE OF EXHIBITOR PARKING REGULATIONS.**

## Advertising your presence at the Expo

The Qld Garden Expo produces 45,000 full colour Expo Magazines. These are distributed at the Expo entrance gates during opening hours and are inserted into the 'The Sunshine Coast Daily' (major Coast newspaper circ. 27,500 on the Wednesday prior to opening). This magazine is a key advertising component for the Expo and as it contains the Lecture and Demonstration Program, Expo Map and Exhibitor Listing, it is keenly sought after by visitors. Advertising rates in this publication are extremely reasonable and provide an excellent opportunity to promote your presence at the Expo. Please indicate on **Site Application Form** if you would like to receive more information on this element.

continued....

# Information & Conditions

A range of **POS material** is available, including flyers, posters and brochures - if you would like to obtain a quantity of these for distribution in your business please contact the office. The Queensland Garden Expo's website is very popular and you may consider including a link from your site or including the Expo in your event listing.

## Expo Updates

Please ensure that we have your current email address on file so that we can keep you informed of all the latest Expo News.

## Fire Ant Legislation

Prospective site holders should comply with current Qld Fire Ant Legislation. A copy of rules and regulations can be found at the Department of Primary Industry's web site – [www.dpi.qld.gov.au/fireants](http://www.dpi.qld.gov.au/fireants). Please make a note to read carefully and supply certification if appropriate.

## Myrtle Rust Legislation

The Qld Garden Expo has adopted a policy in line with NGIA policy and requires that all nurseries bringing plants to the Expo from the Myrtaceae Family have with them an NGIA Declaration that remains current until 9th July, 2012 and provide a copy of this to the Expo Office when they arrive to set up. Failure to comply may result in the confiscation of some greenstock. If you require a copy of the Declaration you can download it from NGIQ website [www.ngiq.asn.au](http://www.ngiq.asn.au). Other non-nursery exhibitors bringing demonstration or display plants to the Expo are asked to avoid bringing plants from the Myrtaceae Family.

## Retail Activity

**GREENSTOCK MAY ONLY BE SOLD BY NGIQ/NGIA MEMBERS. ALL PRODUCTS, PRODUCE AND GREENSTOCK MUST BE SOLD AT FAIR RETAIL PRICES. NO RETAIL ACTIVITY IS ALLOWED ON DISPLAY SITES.**

## Distribution of Promotional Materials & Products

Promotional materials such as brochures, flyers, posters, product samples etc may only be distributed from your designated site unless express written permission has been granted by QGE. QGE organising committee reserves the right to remove any exhibitor who does not comply.

## Public Announcements

QGE employs an Announcer to advise visitors of Lecture times, features and facilities. Announcements for individual exhibitors cannot be made.

## Alcohol

Alcohol consumption is only permitted inside the Food Court Licensed Area during public opening times.

## Competitions and Raffles

Competitions and raffles are not allowed within the exhibition area unless prior written permission has been obtained from the QLD Garden Expo Committee. Under no circumstances can this activity be allowed unless authorised by the Expo Committee.

## Vehicles

Vehicles, including bicycles, skateboards and roller blades are not allowed within the exhibition area during public opening times, unless accompanied by a co-ordinator or nominee. Vehicles are discouraged from being driven or parked on the oval grass. All vehicles must be removed from the exhibition area while the exhibition is open to the public. **Vehicles are not permitted to be used as part of your site display.**

## Camping

Camping is not permitted anywhere within the showgrounds complex.

# Information & Conditions

## Workplace Health and Safety

Workplace Health and Safety Act together with all State and Local Government regulations apply and it is the responsibility of exhibitors to comply with all such regulations.

## Equipment Hire

The QLD Garden Expo preferred equipment supplier is **Excel Events**. They supply marquees, tables, chairs etc., and can be contacted direct on **(07) 3217 3217**. If you require Excel's services, please indicate your interest on the Application Forms- you will receive a copy of their current order/request form.

*(This request for additional equipment is a contract between Excel Events and you - the exhibitor – the QLD Garden Expo will not be liable for late deliveries, expenditure or problems related to damaged rented equipment).*

## Dogs

The Queensland Garden Expo has a No Dogs policy for our visitors and expects the same of all exhibitors.

## Wet Event

The Queensland Garden Expo will proceed regardless of weather and site refunds will only be given in exceptional circumstances and at the organisers discretion. The organisers may need to relocate exhibitors during a wet event however every endeavour will be made to ensure site allocation is satisfactory.

## Exhibitor Passes

Exhibitor Passes will be available for collection from the Expo Information Office at Nambour Showgrounds in the week prior to the Expo. On arrival for set up Exhibitors should register with the Expo organisers prior to set up. Exhibitor wrist bands **MUST** be worn or an entry fee of \$16.00 will be charged. Additional limited numbers of Exhibitor passes are available, by prior arrangement, at \$10 each and are valid for the period of the Expo. It is the responsibility of all site holders to ensure all staff working on their sites, have in their possession, their passes prior to the commencement of the Expo. **QGE will not refund any monies to exhibitors who are required to purchase tickets to gain entry to the show during opening hours.** It is the responsibility of exhibitors to ensure all their staff have the correct entry passes and are aware of car parking locations and all other conditions of exhibiting.

## Expo Opening Times

Friday 6 July 2012	Saturday 7 July 2012	Sunday 8 July 2012
8:00am – 5:00pm	8:00am – 5:00pm	8:00am – 4:00pm

**Exhibitors are expected to be on site prior to opening time each day and man their site for the duration of the opening hours. Failure to open and man your site during the duration of the expo may result in future site applications being declined.**

# Information & Conditions

## Exhibitor Set Up Times

	<b>Tuesday 3 July 2012</b>	<b>Wednesday 4 July 2012</b>	<b>Thursday 5 July 2012</b>
Landscape Sites	8:00am – 5:00pm	7:00am – 5:00pm	7:00am – 5:00pm
Greenstock Sites		7:00am – 5:00pm	7:00am – 5:00pm
Oval Sites – Large		7:00am – 5:00pm	7:00am – 6:00pm
Outdoor & Indoor Sites–Retail/Other		2:00pm – 5:00pm	7:00am – 6:00pm

## Exhibitor Move Out Times

Move out will commence on Sunday afternoon after the close of business. No vehicles will be allowed onto the grounds for move out until after 4:00pm. You will have until Sunset on Monday 9 July 2012 for your bump out. Security will not be available after this time. Queensland Garden Expo will not take any responsibility for stock or equipment left on the grounds after this time and may arrange for removal at owners cost of such equipment. The Showgrounds is a very busy venue and it is essential for us to promptly clear the venue and make way for other events.