



Queensland's
Premier Sub-Tropical
Gardening Event
Nambour - Sunshine Coast

www.homegardenexpo.com.au



EXHIBITOR HANDBOOK

An integral part of the Sunshine Coast region for the past 25 years the Expo accommodates over 360 exhibitors, food courts, landscape displays, celebrity speakers and guests, entertainers and over 27,000 local, intra and interstate visitors. Recognized 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 Home Garden Expo is a must...

With a highly successful track record, the QHGE is a great opportunity to expose your products and services to your target market. Exhibiting at the QHGE 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 27,000 (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 \$14.00 adults, \$12.00 seniors and groups. Kids under 15 years of age are free! This price remains the same as the past 4 years and will not rise. Two major plant cloak rooms will be operating where people can leave purchased goods until they are ready to depart.

EFTPOS facilities manned by two full time cashiers will be open all day every day for people to obtain ready cash.

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

To further promote your business 43,000 Qld Home 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 QHGE. 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@homegardenexpo.com.au. Full costs of advertising space will be forwarded to you upon request.

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

www.homegardenexpo.com.au

Contact Details

Queensland Home Garden Expo
Office 4, 14-22 Howard Street
Nambour Qld 4560
PO Box 239, Nambour Qld 4560

Expo Management, Promotions & Marketing
Marion Beazley

Phone: 07 5441 4655
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Email: marionbeazley@homegardenexpo.com.au
Mobile: 0408 873 405

Expo Co-ordinator & Administration
Judy Spence

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www.homegardenexpo.com.au

Queensland Home 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.241-295

Option – 2 Retail Undercover Marquee Site

There are several marqueeed undercover sites this year. 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 the main focus in 2010 (see Landscape Display Site – under information & conditions)

QUALITY & CONDITIONS OF DISPLAY

The QLD Home Garden Expo Committee reserve 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 Home 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 Home 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 Home 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 the check list to ensure you correctly fill out and return all information to the Expo office.

- Read the Exhibitor Kit 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 site numbers will be different.
- Select your preferred Site along with a 2nd and 3rd choice. Where possible, we will endeavour to allocate your first preference however, in some cases, this may prove difficult.
- Complete the enclosed **'Intention to Exhibit'** form and Fax to **07 5441 4677** or mail to **Qld Home Garden Expo PO Box 239, Nambour 4560** to reserve your preferred site. On receiving your **'Intention to Exhibit'** form 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 complete the Site Application Forms located within this Exhibitor Kit.
- Return the forms to us along with your non-refundable deposit of \$100.00 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 1st 2010. 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 Home 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 Home 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

CHECKLIST	
Intention to Exhibit Form – Faxed or mailed to Expo office with 1 st , 2 nd & 3 rd Site Preferences	
Site Application Forms to be sent within 2 weeks of site allocation to confirm booking	
Deposit to be sent with Application Forms \$100 per site required	
Public Liability Insurance – 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 QHGE 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 EARLY-BIRD discount **YOU MUST PAY YOUR TOTAL ACCOUNT BY 30TH APRIL 2010.** This will be shown on your Tax Invoice.

Payment Schedule - Site Prices

Please use the "Site Price List" to determine your site fee. Enclose a \$100 deposit with your application (landscape sites not applicable). Unsecured site bookings can only be held for a very limited time – so please ensure your application form and \$100 deposit are forwarded promptly to secure your booking. The QLD Home 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 Home 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 1st 2010 (except if claiming the Earlybird Discount).** **All prices quoted include G.S.T.**

Refund Policy

The \$100 Deposit to secure a site is non-refundable. This is necessary to cover administration and re-booking costs. Refunds of payments over \$100 will be made for Site bookings cancelled prior to 30th May, 2010. 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 6 July 2010 to Monday 12 July 2010.

Security

QLD Home Garden Expo Committee will provide security for the showgrounds from 5.30pm to 7.30am each night from the evening of Tuesday 6 July to the morning of Monday 12 July. While all care is taken, the QLD Home 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. QHGE 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 Form B of your application 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.

Car Parking

Car parking is available within the Nambour Showgrounds for Exhibitors and their staff in the designated Exhibitor Car Park. It is necessary to pre-purchase a 3 Day Exhibitor Car pass for each vehicle using this facility. Please indicate on your application form how many vehicle passes you will require. **A three day exhibitor car pass will cost \$10.00 per pass.** Parking will be charged at the gate at the full daily rate of \$7.00 per vehicle if a pass is not presented. QHGE will not refund any charges made at the gate for failure to present the correct passes. Individual car passes can be obtained from the expo organizers for \$5.00 per pass per day. These daily car passes will be collected at each entry gate on day of admission.

Advertising your presence at the Expo

The Qld Home 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 .

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.

Queensland Home 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 Up-dates

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

Information & Conditions

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. Please make a note to read carefully and supply certification if appropriate.

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 QHGE. QHGE organising committee reserves the right to remove any exhibitor who does not comply.

Public Announcements

QHGE employs an Announcer to advise visitors of Lecture times, features and facilities. Announcements for individual exhibitors can be made, free of charge, as time permits but must be submitted to the Expo Office in writing no later than 2 weeks prior to the Expo. Announcements for mark-down sales on Sunday afternoon will not be permitted.

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 Home Garden Expo Committee. Under no circumstances can this activity be allowed unless authorized 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.

Camping

Camping is not permitted anywhere within the showgrounds complex.

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 Home 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 Home Garden Expo will not be liable for late deliveries, expenditure or problems related to damaged rented equipment).

Information & Conditions

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 \$14.00 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. **QHGE 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 9 July 2010	Saturday 10 July 2010	Sunday 11 July 2010
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

Exhibitor Set Up Times

	Tuesday 6 July 2010	Wednesday 7 July 2010	Thursday 8 July 2010
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 12 July 2010 for your bump out. Security will not be available after this time. Queensland Home 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.