



Queensland Garden EXPO

12+13+14 JULY 2019

2019
EXHIBITOR
HANDBOOK



An integral part of the Sunshine Coast region for the past 35 years the Expo accommodates over 360 exhibitors, food courts, landscape displays, celebrity speakers and guests, entertainers and over 40,000 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 ensures 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 and 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 40,000 (or more) potential customers. Test market new ideas, new products, new trends and services and generate publicity for your business.

Other important facts you need to know which will be widely promoted prior to the Expo:

- Entry prices are \$20 adults, \$18 aged concession and groups of 10+. An early bird price for visitors will be offered online. 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.
- Two portable ATM facilities will be operating all day every day for people to obtain ready cash.
- A free shuttle buses runs from the Nambour Transit Centre to the Expo (and return).
- QGE provides a free children's playground and activity area.

QLD Garden Expo offers a variety of opportunities to further promote your business and presence at the Expo. These include advertising opportunities in our program magazine and a variety of sponsorship options. For further information contact Marion Beazley, Event Manager, at the Expo Office on 07 5441 4655 or email 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, interstate and NZ including*:

- Over 150 website event listings and links to our site.
- Email newsletters reaching over **15,000** past visitors.
- Mailouts to Garden Clubs and other specialty groups.
- National magazine advertising, TV and newspaper advertising in Brisbane and across regional Queensland as well as New Zealand.
- Radio advertising in Brisbane and regional Queensland.
- POS Materials distributed to hundreds of outlets.
- Ongoing Facebook, Twitter, Pinterest and Instagram updates.

* Subject to change

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 Landscape Display Site.

CONTACT DETAILS

Queensland Garden Expo
PO Box 239
Nambour Qld 4560

EXPO MANAGEMENT

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Queensland Garden Expo

is proudly presented by the

Sunshine Coast Branch

Nursery and Garden Industry Queensland



Nursery & Garden Industry
Queensland



Tourism and Events
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 Centre Marquee holds approximately 50 retail sites with two site sizes available. This marquee is fully floored and carpeted 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 LANDSCAPE DISPLAY SITE

Incorporating the 'Landscape Garden Display 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 Landscape Garden Display Competition is once again a main focus in 2019 (see Landscape Display Site – under information & conditions).

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

HOW TO BOOK YOUR SITE

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.

- 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 several site numbers have changed.
- 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. Please note: Sites are not available for single days of the event, bookings are for all three days.
- **Complete and submit your online application form** to reserve your preferred site. On receiving your application the Expo office will allocate a site for you and advise you of site allocation by 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 \$200 (per site booked), within 2 weeks of being allocated a site. If you are booking multiple sites you will need to pay a deposit for each site booked. Failure to do this may result in the site/s 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 May 10th 2019. 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, if paid in full before the 8th March 2019, and this will be shown on your invoice.
- Payments can be made to Queensland Garden Expo by direct deposit to our bank account or credit card. Please fax or email a copy of your remittance to the office if you are paying by direct deposit.

BANKING DETAILS

Qld Garden Expo
Westpac BSB: 034 093
Account No: 221 165

If paying via 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.



IMPORTANT DATES

Deposit to be paid (\$200 per site booked).	Within 2 weeks of receipt of site allocation
Payment due in full (if claiming Early Bird discount)	8 March, 2019
Payment due in full	10 May, 2019
Copy of Public Liability Insurance (Certificate of Currency) to be supplied to Expo (minimum \$20 million)	28 June, 2019

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

INFORMATION & CONDITIONS

Alcohol

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

Camping

Camping is not permitted anywhere within the showgrounds complex.

Car Parking

Exhibitor parking is located behind the stables area. 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. On entering you will be required to display your car parking pass and have your exhibitor wristbands on to gain entry.

There will be one Car Pass per site included in the Site Fee. You may also purchase one additional exhibitor car pass per site booked. These passes will be charged at \$15 for a 3 Day pass or \$5 per 1 Day pass. Further details regarding entry to the Exhibitor Car Park will be supplied via email newsletter prior 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.

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.

Delivery of Product to Showgrounds

To ensure timely delivery of product please organise for product deliveries to arrive on Tuesday 9th or Wednesday 10th July. Please ensure your product is marked with your site number and Company name. Marking product with 'Queensland Garden Expo' only is not adequate as staff will not know where to place your product when it arrives at the Showgrounds.

Below is a sample guide:

Exhibitor Name (name your site is booked under)

Site #

c/o - Queensland Garden Expo

Nambour Showgrounds

Coronation Avenue

Nambour QLD 4560

Ph: 07 5441 4655

The driver can then phone us on arrival (or just prior) and we will meet them at the gate and direct them to your site. A forklift can be arranged if required.

Dogs

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

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

INFORMATION & CONDITIONS

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 8th March 2019. This will be shown on your Tax Invoice.

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 \$100 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 25 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. Electricity supply will be cut off from 9am on Monday July 15th.

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, you can download their full price list from our website www.qldgardenexpo.com.au/exhibitor-info.

(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).

Exhibitor Operating Hours

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.

Exhibitor Passes

Included in your site fee are a number of free passes based on the total cost of your site.

\$000 to \$500.....2 passes included in site fee
\$501 to \$1,100.....4 passes included in site fee
\$1,101 and over.....6 passes included in site fee

Exhibitor Passes will be available for collection from the Expo Information Office at Nambour Showgrounds in the week prior to the Expo. On arrival exhibitors are required to check in with the Expo organisers prior to set up.

A limited number of additional Exhibitor passes are available to be purchased for extra staff members. Additional passes will be sold at the following prices:

PASSES PURCHASED PRIOR JUNE 21

3 Day Exhibitor Pass....\$25
1 Day Exhibitor Pass....\$10

PASSES PURCHASED AFTER JUNE 21 (AND DURING BUMP IN)

3 Day Exhibitor Pass....\$35
1 Day Exhibitor Pass....\$15

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. Exhibitor wristbands **MUST** be worn or an entry fee of \$20.00 will be charged. 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.

INFORMATION & CONDITIONS

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

Site holders must comply with current fire ant legislation. Information on regulations, permits, management techniques when storing and moving potted plants & fire ant carriers can be found at www.daf.qld.gov.au/fireants. Please make a note to read carefully and supply certification if appropriate.

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. Food vendors will be required to complete the 'Food Vendor Details Form' in addition to the standard application form. This **MUST** be forwarded to the Expo organisers no later than 6 weeks prior to the event. 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.

Insurance

Exhibitors are required to insure their exhibition site areas for public risk liability for a minimum of \$20 million. A copy of an insurance 'Certificate of Currency' showing the site holders Business name and address **MUST** be supplied to the Expo office prior to June 28, 2019. Your insurance should be effective from the first day of bump-in to the final day of 'bump-out' being Tuesday 9th July 2019 to Monday 15th July 2019.

Landscape Display Sites

Awards and prize money 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 or Trophies. 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 organiser's discretion.

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 15th July, 2019 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. Other non-nursery exhibitors bringing demonstration or display plants to the Expo are asked to avoid bringing plants from the Myrtaceae Family.

Payments due - 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 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 received a confirmation letter from QLD Garden Expo. **The balance of your site fee will be due by May 10th, 2019** (except if claiming the Earlybird Discount). All prices quoted include G.S.T.

Plastic Bags

On 1 July 2018 the Qld State Government banned single use plastic bags. No single use plastic bags, (including those deemed biodegradable, degradable or compostable), should be provided or sold at the event.

INFORMATION & CONDITIONS

Public Announcements

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

Reflection Gardens

This feature will be made up of a series of approximately 6 display gardens with a common theme, located in a high traffic area of the event. Each display garden will be approximately 6m x 3m and these spaces will be free to existing exhibitors. These gardens will be independently judged and there will be a first prize of \$2,000. There will also be a People's Choice award of \$1,000. If you are interested in creating a Reflection Garden please contact the Expo Office info@qldgardenexpo.com.au for more information.

Refund Policy

The deposit to secure a site is non-refundable. This is necessary to cover administration and re-booking costs. Refunds of payments over \$200 will be made for site bookings cancelled prior to 10th May, 2019. **No refunds on site deposits or site payments will be given to any exhibitor after this date.**

Retail Activity

Greenstock may only be sold by NGIQ members. All products, produce and greenstock must be sold at fair retail prices. No retail activity is allowed on display sites.

Security

QLD Garden Expo will provide security for the showgrounds from 5.30pm to 7.30am each night, from the evening of Monday 8th July to the morning of Monday 15th July. While all care is taken, the QLD Garden Expo accepts no responsibility for loss or damage of product and/or equipment. Security will consist of 3 guards with their dogs and back to base police communication.

Signage

Signage can only be erected within the boundaries of your site and **MUST** relate entirely to the product you are displaying and selling – no other signage will be allowed to be erected. (For example no political endorsements 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.

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 may result in forfeiting your exhibition space.

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.

Technical Requirements

You will be expected to notify the Qld Garden Expo organisers if you plan on setting up your own PA system to use on your site, at any time throughout the 3 days of the event.

Trading Times

Friday	12th:	8am - 5pm
Saturday	13th:	8am - 5pm
Sunday	14th:	8am - 4pm

No trading to the general public is permitted outside these hours, especially Thursday 11th. Any exhibitor found trading outside of hours may be asked to cease trading for the remainder of the event.

INFORMATION & CONDITIONS

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. During set up move your vehicle out of the way as soon as you have unloaded to allow others to move in. The Showgrounds is extremely busy during set up and vehicles have been damaged when left in high traffic areas.

Vehicles are not permitted to be used as part of your site display. During set up and pack down vehicles must not exceed 10km per hour.

Visitor Giveaways

The Qld Garden Expo offers several incentives for visitors (your customers) to encourage them to attend the event. Exhibitors are discouraged from taking part in these as this will result in less of these items for visitors. This includes such incentives as the coffee cup plant refills and bucket giveaways.

Waste Management

Food Stalls: Please refer to our Recycling Guidelines. Stallholders are asked to minimise non-recyclable waste. Please flatten all cardboard boxes for collection. Please take discarded styrofoam packaging home with you so you can reuse it.

Wet Event

The Queensland Garden Expo will proceed regardless of the 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.

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.

All people on site during set up and pack down are required to wear hi-vis. A limited number of vests will be available for sale from the Expo Info Office.

All electrical equipment should be tagged and tested and should meet all current safety standards.

Construction is going on constantly during set up with numerous trucks, bobcats and forklifts moving around the grounds. **If you must bring children with you please ensure they are under constant supervision and always in immediate eyesight.**

The venue is not open to members of the general public during this time so if you notice any unauthorised activity please report it to the Information Office immediately.

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

IMPORTANT DATES / TIMES

Expo Opening Days / Hours

Friday 12 July 2019	Saturday 13 July 2019	Sunday 14 July 2019
8:00am – 5:00pm	8:00am – 5:00pm	8:00am – 4:00pm
Absolutely no trading on site outside of these hours.		

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.

Exhibitor Set Up Times

Tuesday 9 July 2019	Wednesday 10 July 2019	Thursday 11 July 2019
7.00am – 5.00pm	7.00am – 5.00pm	7.00am – 5.00pm
EXHIBITOR GATE OPENS 6AM ON EVENT DAYS		

Exhibitor Bump Out Times

Bump out will commence on Sunday afternoon after the close of business. No vehicles will be allowed onto the grounds for bump out until after 4:00pm. You will have until Sunset on Monday 15 July 2019 for your bump out. **Security will not be available after this time.** Qld 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. The Showgrounds is a very busy venue and it is essential for us to promptly clear the venue and make way for other events.

EXHIBITOR INFORMATION - DURING SET UP

Please consider others by doing the following....

- During set up please be considerate of other exhibitors by not driving over sites and staying to marked laneways.
- All people on site during set up and pack down are required to wear hi-vis. A limited number of vests will be available for sale from the Expo Info Office.
- Please move vehicles out of the way as soon as you have unloaded to allow others to move in. Vehicles left unattended in high traffic areas are in danger of being damaged.
- Always be aware of the safety of others around you.
- **PLEASE LEAVE YOUR DOG AT HOME.** We have a NO DOGS policy for both exhibitors and visitors.
- **CONSTRUCTION** is going on constantly during set up with numerous trucks, bobcats and forklifts moving around the grounds. **If you must bring children with you please ensure they are under constant supervision and always in immediate eyesight.** The venue is not open to members of the general public during this time so if you notice any unauthorised activity please report it to the Information Office immediately.
- **RECYCLING** - please leave flattened cardboard in a tidy pile near wheelie bins for collection.
- **NO SELLING TO GENERAL PUBLIC PRIOR TO EVENT COMMENCING.** If you notice this occurring during set up please report it immediately to Expo Staff.

IMPORTANT INFORMATION DURING THE EVENT / PACK UP

- You can access your site to restock before and after opening times however **all vehicles must be removed to exhibitor parking by 7.30am**
- Exhibitors can only access the Exhibitor Parking area through Crusher Park (same as last year). Maps will be enclosed in your exhibitor pack. There will be no access for exhibitors to the visitor car park areas.
- Gates to the Exhibitor Car Park will be open at **6.00am**
- Please ensure that you have the **correct wrist band on and car pass displayed** before approaching the gate to avoid holding others up. If you do not have the correct pass you will be charged and we do not refund these charges.
- All sites must be manned for all opening hours. Exhibitors who fail to do so may be excluded from future events.
- Safety and amenity for everyone is priority. If you become aware of an unsafe area please inform the Information Office as soon as possible.
- Bump out cannot commence until after 4.00pm Sunday when gates close. We understand everyone is in a hurry to get home but please be considerate of others and the safety of all.

IT IS YOUR RESPONSIBILITY TO ENSURE THAT EVERYONE WORKING ON YOUR SITE IS AWARE OF THESE THINGS.