

IPSWICH GARDEN & PLANT EXPO

Saturday 11th – Sunday 12th March 2017

Event times: Saturday 8am-4pm / Sunday 8am-3pm

EXHIBITOR HANDBOOK

Proudly organised PLANT EXPO

ABN: 44 326 738 870

PO Box 7202, Mt Crosby, Qld, 4306

Ph: **0437 110 789** – Ruth O'Dowd

E: theplantexpo@gmail.com

E: info@plantexpo.com.au



...a subtropical plant collector's paradise

The Event

For all tropical, subtropical and warm temperate plant and related product sellers. The event is well positioned for public transport with abundant onsite free car parking for both exhibitors and the public.

Only 35kms from Brisbane CBD; 6kms from Ipswich CBD; 83kms from Nerang; and 98kms from Toowoomba.

The event focuses on plant collectors, enthusiasts, beginners and related garden products. According to attendee figures over the past 5 years, people come from all parts of South East Queensland and well down into central New South Wales and from northern Queensland. This event is supported by an extensive marketing campaign covering radio, print and web (social media and website listings).

This event is run by PLANT EXPO, a union of horticultural media marketing and event coordination. It features some of the most respected Queensland horticulturists and celebrity garden presenters from television, radio, print and web.

- Three stages
- Plant Crèche (coin donation)
- Free parking for public
- Children's education and learning program

The Location

Ipswich Turf Club (Race Course), 219 Brisbane Road, Bundamba QLD 4304 (enter via TL Cooney Avenue) is only 35 minutes drive west from Brisbane CBD. **UBD: 214 F14**. The site has excellent access to the Warrego Highway, Cunningham Highway, Logan Toll Road, Pacific Highway and Gateway Arterial. Trains are a short 10-15 minute walk. The facility is spacious with exhibitor space options on grass or concrete ... exhibitors are under cover or in the open.

EVENT OPENING TIMES

Saturday – 11th March 2017 - 8:00am – 4:00pm

Sunday – 12th March 2017 – 8.00am – 3.00pm

Gate Entry Price:

\$10 adult / \$8 concession – one day pass

\$15 adult – two day pass

children free / Free parking onsite

SET UP TIME:

-Friday 10th March – 6pm till 9pm

-Saturday 11th March - 5.30am till 7.30am

PACK UP TIME: Sunday 12th March - 3pm till 6pm

SPONSORS FOR 2017 EVENT – others currently in discussion



NOTE: Sponsorship packages are available to interested companies on request.

EACH STAND IS ONE PRICE

Each 3x3m space is **\$275** (GST included) no matter where your position is. If you extend beyond the space allocated, an additional penalty fee is payable on the day of the event.

Who Can Participate

Do you sell plants – YES!

Do you sell **RARE, UNIQUE, INTERESTING and COLLECTABLE** plants – YES!

Do you sell garden related products – YES!

Since 2012, the event aims to encourage exhibitors with **rare, unusual and collectable** types of plants.

There will also be a full range of other commonly grown plants.

The Plant Expo Committee reserves the right to refuse an application or evict any exhibitor. Only products that are specified on your application form will be allowed to be displayed and sold on your site, unless prior written permission has been granted from the Plant Expo Committee. See form for more details.

Why Participate

This event will have exposure via radio, newspaper, magazine and internet (fixed and social media).

Garden Clubs will be engaged in an awareness campaign amongst their members.

Fliers will be distributed at various gardening events and locations and to South East Queensland residents.

If you grow unique plants that are not seen in garden centres or hardware stores, then this event is for you.

Bonus: Exhibitors will be listed on the website with URL links and a contact email address.

EXHIBITOR STAND OPTIONS

Undercover – there are a range of covered spaces available.

Space is free-standing. It is up to exhibitor to source tables, wall surfaces, etc. if you want to put up signage.

Some sites back onto existing wall structures, so select your site carefully.

Some sites provide opportunities to hang signage from the ceiling or poles – bring your own ladder, just in case.

Signage – refer to section about signage.

Power – limited power is available. Contact Ruth for details.

Outside – two options exist: on concrete or lawn.

Marquees are the responsibility of exhibitors. It will most likely be hot and sunny (maybe rain showers) in March so please consider shade for yourself and your shopping clients. Remember to slip-slop-slap. Rainfall may result in water flow over the ground and puddling – keep all your products off the ground in case of rain.

SITE SELECTION

Nominate your first and second choices on the application form. We will endeavour to give you your first choice whenever possible. Remember, early booking secures the best locations. Sites are not secured until full payment is received. If you seek two or more exhibitor spaces, select sites that join together, not separated by a path.

Exhibitors are instructed to stay within their designated spaces and NOT interfere with any thoroughfares.

Distribution of promotional brochures, etc. is only permitted within your designated exhibitor space.

No political or religious signage, fliers, etc. are permitted at this event.

Vehicles are not permitted to be used as part of the 'Plant Expo' display, unless Exhibitor is a GOLD or SILVER sponsor.

Selling from a vehicle will not be allowed, NO exceptions.

All vehicles must be relocated to the Exhibitor Park zone prior to 7.30am Saturday 11th March.

Stands can be restocked on Sunday prior to opening before 8.00am.

If restocking, please note that entry gates are LOCKED by 7.30am so come early.

SECURITY

While all care is taken, the Event organiser and the Facility owners accept no responsibility for loss or damage of product and/or equipment. It is up to the exhibitor to secure their own products both during the event and after hours. Security of the event will be supplied on nights of Friday 10th and Saturday 11th March 2017.

PROMOTE YOURSELF

Prior to the event, inform your customers you will be at this event.

If you are doing any advertising, mention you will be at this event.

The event website (www.plantexpo.com.au) and facebook page and instagram will have constant updates for the public. Consider linking your website to our site and telling your existing and potential clients where you will be at the event (what stand number). The listing of event exhibitors will be kept online until two months after the event.

If you want a bundle of our fliers to promote with, just ask and we will send them out.

>>>>>Remember to tell everyone you will be at this event – use social media, inform your clients, send a brochure with your invoices to your business contacts.

QUALITY & CONDITIONS OF PLANT STOCK & PRODUCTS

The Plant Expo Committee reserve the right to refuse an application or evict any exhibitor whose plant stock is not compatible with the general objective (i.e. collectable character) and quality expected at the event.

Checklist for plant quality:

<input type="checkbox"/>	Specimens for sale are not listed weeds.
<input type="checkbox"/>	All stock is free from pests and diseases.
<input type="checkbox"/>	All stock is correctly labelled, preferably with full botanical name.
<input type="checkbox"/>	Plants are not sold as 'pups' or bare-rooted.
<input type="checkbox"/>	Pots are clean and clearly show that plants are well established in the pots.

IMPORTANT NOTE: Please focus on selling the promoting those plants specified on your application form.

Any exhibitor who changes their intended stock for sale without approval may be asked to cease trading at this event, leave immediately and will forfeit any monies paid. On the Registration Form, use general terms such as climbers, bulbs, bromeliads, waterplants, cottage garden plants, flowering trees, etc.

We want the public to remember this event as a **COLLECTOR'S** event. We want to direct the public to your stand so make sure you have those plants that are listed.

All plant sellers must be aware of the following:

Fire Ant Legislation

Prospective site holders should comply with current Qld Fire Ant Legislation. A copy of rules and regulations can be found at -

<http://www.daff.qld.gov.au/plants/weeds-pest-animals-ants/invasive-ants/fire-ants>

Myrtle Rust Legislation

Review latest information on this disease if you sell any plants from the Myrtaceae family -

<http://www.daff.qld.gov.au/plants/health-pests-diseases/a-z-significant/myrtle-rust>

Do not bring potentially infected plants to this event.

Note: We have asked DPI/DAFF staff to attend this event to monitor weeds, fire ant and myrtle rust.

MAKING SALES AT THE EVENT

Exhibitors are responsible for selling their own plants and products. Make sure you have a suitable cash float which you believe will be sufficient. If you need a credit card facility, speak to your bank about a remote system. An ATM machine will be available at the event.

ELECTRICITY

Electricity access is limited. Please refer to Event Coordinator (Ruth) for details.

EQUIPMENT

Existing tables and chairs on site are reserved for the EATERY and SPEAKER areas of the event. Exhibitors are NOT to use these unless written permission by Plant Expo Committee is granted. Additional tables, chairs, etc. for each exhibitor are the responsibility of each respective exhibitor.

SIGNAGE

Signage erected by you is to relate entirely to the product(s) you are displaying and selling. Political and/or religious signage is not allowed. Fundraising awareness campaigns are only allowed if approved. Signage must NOT hinder or block consumers (the public) from seeing or accessing other nearby exhibitors. The organiser reserves the right to request the removal of inappropriate signage.

If you are seeking to create posters, signage, brochures or business cards, please contact our event coordinator for our recommendation of service suppliers.

DISCOUNT SALES

Do **NOT** create DISCOUNT SALE specials, especially on Sunday. This cheapens the event and robs you and your fellow exhibitors of profit. Exhibitors identified doing this activity run the risk of not being asked back the following year. This event is designed to grow into one of the best gardening events in this state – it is not a flea market!

COMPETITIONS & RAFFLES

Competitions and raffles that sell tickets at a cost are not allowed. The event runs its own raffle to raise money for special medical research or fund-raising causes. **Note... exhibitors will be asked during set up to donate items for the raffle run by the Plant Expo Committee.**

EXHIBITOR PASSES

Each 3x3 metre space is allowed **four** FREE Exhibitor Passes.

These **MUST** be presented on entrance or an entry fee of \$10.00 will be charged. Additional passes can be purchased at the normal entrance fee. It is the responsibility of all site holders to ensure all staff assisting on their sites have in their possession, their passes prior to entering the Brisbane/Ipswich Plant Expo.

Organisers **WILL NOT REFUND** any entry fees to exhibitors who purchase tickets to gain entry to the show during the opening hours.

EVENT OPENING TIMES

Saturday – 11th March 2017 - 8:00am – 4:00pm

Sunday – 12th March 2017 – 8.00am – 3.00pm

EXHIBITOR SET UP TIMES

Stock and displays can only be set up at the following times:

FRIDAY 10th March 2017: 6pm – 9pm

SATURDAY 11th March 2017: 5am till 7.30am

No set up is permitted after 7.30am. Entry gate for exhibitors will be closed at 7.00am.

Vehicles **MUST** be removed from the selling spaces and relocated to Exhibitor Parking Zone by 7.30am.

EXHIBITOR MOVE OUT TIMES & STAND CLEANING AFTER THE EVENT

Move out will commence **after the close of business at 3pm on SUNDAY**. Strictly **NO CARS** are to enter the **Ipswich Garden & Plant Expo** site while the public are present – this is a safety issue for the public – an insurance requirement! Cars will be blocked from entering the site before 3pm and keys may be confiscated.

When driving your vehicles onto site, please consider other exhibitors who may be manually moving stock to their vehicles. Hazard car lights should be on during bump-in and bump-out. Please do not block access for other exhibitors by parking too close to buildings or pathways.

All exhibitors **MUST** clean their respective sites of dirt, mud, plant debris, twist ties, labels, etc. Failure to do so will result in an added bill of \$20 for cleaning. As an exhibitor you accept this condition.

The site **MUST** be vacated by 6pm on Sunday 12th March 2017. Any fee imposed on the organisers by the Facility Owners due to an individual exhibitor (such as cleaning, damage to the facility, extended period on site, etc.), will be billed directly to the exhibitor. As an exhibitor you accept this condition.

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.

DOGS

Dogs are **NOT allowed** on the site during set up, pull down or during the event.

Exceptions are guide dogs for the visually impaired people.

This event is held at a race course. Horses will be on site in the stables. **NO dogs!**

INSURANCE

All exhibitors are required to insure their exhibition site areas for public risk liability (PL) for a **minimum of \$10 million**. A copy of an insurance 'Certificate of Currency' showing the site holders Business (or insured entity) name and address **MUST** be returned with your initial application form. Your insurance must cover the period of this event.

No insurance, no exhibit.

If you do not have insurance, please contact our event coordinator for advice.

If you are a garden club or private seller that does have PL insurance, you are eligible to have a stand at this event.

FOOD VENDOR SITES

There are a range of food vendors for this event.
Alcohol is not to be sold or consumed at this event.

GARDEN CRAFT & RELATED VENDOR SITES

There are a range of alternative vendors for this event.

PAYMENT AS EXHIBITOR

All exhibitors must fully pay for their space when submitting their exhibitor application.

Sites are not secured unless full payment is made on application.

All costs are to be paid in accordance with the terms and conditions of the signed exhibitor's agreement.

Non compliance of agreed payment terms and conditions might result in forfeiting your exhibition space and fees paid.

- **PAYMENT DATE POLICY**
Exhibitors need to register and pay the full fee no later than **Friday 20th January 2017**.
- **ONSITE POLICY**
Only exhibitors that have paid their site fees in full may set up at the event.
Any exhibitor that does not sell what their application indicates their specialisation will likely forfeit their fees and be escorted off the site.
- **REFUND POLICY**
Cancellation later than 30 days prior to event, or not turning up, forfeits any monies paid – ie. no refunds.
- **WET EVENT – this is an ALL-WEATHER event ☺**
Regardless of weather, the event will proceed. Site refunds will only be given in exceptional circumstances (e.g. flooding of site) and only at the Plant Expo Committee discretion.

No exhibitor will be permitted to occupy any space at the event until all outstanding monies are paid by cheque, cash or direct deposit.

HOW TO BOOK AT THE IPSWICH PLANT 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 choice. Please use this checklist before you book your site reservation.

- 1) Read the Exhibitor Guidebook (this document) carefully.
- 2) Select your preferred site along with your 2nd choice.
- 3) **List what you will be selling**. Remember, that the event will target plant collectors.
- 4) If selling plants, check your Fire Ant and Myrtle Rust legislation.
- 5) Fill in the form, along with payment.
- 6) Your site booking is not fully confirmed until your full payment and support documents are received.
- 7) Payments:

Cheques are to be made payable to: **PLANT EXPO**

Posted to: **Ipswich Garden & Plant Expo, PO Box 7202, Mt Crosby, Qld, 4306**

Direct Deposit: Bank Account Name: **Plant Expo**

Suncorp **BSB: 484799 Account No: 450543063**

If making payment by Direct Deposit please ensure that you clearly identify your deposit with your company name, and notify us ASAP with a record of the transaction.

CHECKLIST FOR EXHIBITORS	
'Exhibitor Registration Form' posted/faxed with full fees	ACTIONED Please tick
Fire Ant & Myrtle Rust Legislation – do you need to show certificate?	
Full fee paid	
Public Liability Insurance – Certificate of Currency (minimum \$10 million)	
Submit a copy of 'statement of currency'	

EXHIBITOR REGISTRATION FORM

IPSWICH GARDEN & PLANT EXPO

Saturday 11th March – Sunday 12th March 2017

Ipswich Turf Club, 219 Brisbane Road, Bundamba QLD

	Stand Number	Dimension	Exhibitor Price (\$275 per 3x3m site) GST inclusive
PREFERENCE 1 stand			
PREFERENCE 2 stand			

We will endeavour to give you your first choice whenever possible. Remember, early booking secures the best locations. Bookings to be paid in full **no later than 20th January 2017**.

IMPORTANT: will stock and sell predominately these type of plants/products outlined here:

As an exhibitor, we agree that we:

- have addressed regulations regarding Fire Ants and take all responsibility regarding our stock
- have ensured I am free of Myrtle Rust and/or am not bringing related plants
- understand that the event organisers can remove us from the event if we promote items not relevant or approved for this event, or contravene this Exhibitor Guidebook
- will not block or hinder another exhibitor's access or exposure during this event
- acknowledge the no-refund policy of this document
- will set up and pull down our exhibit within the time frames provided in this document and will clean the exhibitor site before leaving, and will accept any penalty fee for non-compliance
- prices of stock are responsibly priced as \$RRP for the event (noting that this is not a market)
- absolutely will not have last minute SALE push on Sunday (this is not a market)
- have supplied my copy of \$10 Million Public Liability – certificate of currency
- I accept all the implied rules and fees of this document as an exhibitor
- Please list me on the website with hyperlink and email/phoneY / N

Name of Business:			
Address:			
Email:			
Website URL & Facebook URL			
Contact Person:		Phone:	
Signature of Person:		Date:	/ /

Payment Options:

Cheque – post to address below	Cheque to be written to 'Plant Expo'
Direct Deposit (please notify us once payment is made)	Bank: Suncorp Account Name: Plant Expo BSB: 484799 Acc No: 450543063

Conditions: Payment must be made at time of booking. A receipt will be sent to you after full payment has been made.

Post or email this form to:

Ipswich Garden & Plant Expo, PO Box 7202, Mt Crosby, Qld, 4306

Scan then email: info@plantexpo.com.au