

IPSWICH PLANT EXPO

Saturday 12th – Sunday 13th March 2016

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

EXHIBITOR HANDBOOK

Proudly organised PLANT EXPO

ABN: 44 326 738 870

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The Event

For all tropical, subtropical and warm temperate plant and related product sellers. Located in Ipswich, 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 and 6kms from Ipswich CBD.

After a successful event in 2012, the event now runs over two days. It focuses on plant collectors and related products. According to attendee figures in 2012, people came from all parts of southern Queensland and well down into central New South Wales. The focus is on South East Queensland residents. This event will be supported by an extensive marketing campaign covering radio, print and web.

This event is run by PLANT EXPO, a union of horticultural media marketing and event coordination to create a refreshing event for gardeners. It will also feature some of the most respected Queensland horticulturists and celebrity garden presenters from television, radio, print and web.

- Three stages
- Plant Creche (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 under cover or in the open.

EVENT OPENING TIMES

Saturday – 12th March 2016 - 8:00am – 4:00pm

Sunday – 13th March 2016 – 8.00am – 3.00pm

Gate Entry Price: **\$7.00** per adult, children free / Free parking onsite

SET UP TIME:

-Friday 11th March – 6pm till 9pm

-Saturday 12th March - 5.30am till 7.30am

PACK UP TIME: Sunday 13th March - 3pm till 6pm

SPONSORS FOR 2014 EVENT – others currently in discussion for 2015

subTropical
Gardening



The gift tree
live, give, share and grow

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

EACH STAND IS ONE PRICE

Each 3x3m space is **\$220** (GST inclusive) 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!

The 2016 event aims to encourage people interested in **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.

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

Fliers will be distributed at other 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 – some stands have access to power, so select your site carefully.

Outside – two options exist: on concrete or lawn.

Marquees are the responsibility of exhibitors. It will most likely be hot and sunny in March so please consider shade for yourself and your shopping clients. Remember to slip-slop-slap.

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 12th March.

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

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.

Security of the event will be supplied on nights of Friday 11th and Saturday 12th March 2016.

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

Exhibitors at the IPSWICH PLANT EXPO can claim a **10% discount** off their advertising rate price in *subTropical Gardening* magazine (event supporter) in the issue prior to the event. The discount relates to advertising prices in the magazine, not discount off the price of the stand at this event. Email: advert@stgmagazine.com.au
[This offer is only valid for casual GENERAL and SOURCE GUIDE advertising in the magazine. Not valid for Classifieds or Directory listing]

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 the event.

The event website (www.plantexpo.com.au) and facebook page 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.

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.

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.

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 is provided at no extra cost (10amp single phase power points). If you need electricity please consider this when selecting your stand – not all stands have access to electricity. All site holders must supply their own safety tagged 10 metre (at least) electrical lead for connection to power source. Failure to bring a safety tagged lead will result in connection being removed and defaulting your electricity access. This will be checked prior to the event opening for the safety of the public. All chords must be securely fastened. Additional lighting for stands will not be provided by the event facility or event organisers. Catering sites must contact organisers before booking.

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. 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, religious, fundraising awareness campaign signs are not allowed. Signage must NOT hinder or block consumers 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 will not be 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 run by the exhibitors are not allowed during this event. 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 \$7.00 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 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 – 12th March 2016 - 8:00am – 4:00pm

Sunday – 13th March 2016 – 8.00am – 3.00pm

EXHIBITOR SET UP TIMES

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

FRIDAY 11th March 2016: 6pm – 9pm

SATURDAY 12th March 2016: 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 Plant Expo site while the public are present – this is a safety issue for the public – an insurance requirement.

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, 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 13th March 2016. 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 **20th January 2016**.
- **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 is will 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**
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 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 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	<input type="checkbox"/>
Fire Ant & Myrtle Rust Legislation – do you need to show certificate?	<input type="checkbox"/>
Full fee paid	<input type="checkbox"/>
Public Liability Insurance – Certificate of Currency (minimum \$10 million) Submit a copy of 'statement of currency'	<input type="checkbox"/>

ACTIONED Please tick
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

EXHIBITOR REGISTRATION FORM

IPSWICH PLANT EXPO

Saturday 12th March – Sunday 13th March 2016

Ipswich Turf Club, 219 Brisbane Road, Bundamba QLD

	Stand Number	Dimension	Exhibitor Price (\$220 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 2016**.

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

- 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 of this document as guidelines 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 Plant Expo, PO Box 7202, Mt Crosby, Qld, 4306

Scan then email: info@plantexpo.com.au