

Exhibitor Application Form

2011



Prepared & Presented by



Contact Details

Business Name:

Signage Name:

What type of products or services does your company offer?

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Contact Name:

Position:

Company Address:

Phone (BH):

Fax:

Mobile:

E-mail:

Website:

Exhibitors Entrance Criteria

The below criteria has been established to ensure the authenticity of products and services that are exhibited and thus the integrity and credibility of the Festival.

Are you a member of FTAANZ, IFAT, WFTO, FLO, FLANZ licensee, Other (Please provide proof of membership)

.....
.....
.....
.....

For Non members – if your products do not carry the Fair Trade label or you are not a member of FTAANZ, you maybe able to participate at the Fair@Square Festival 2011 if your organisation can demonstrate that your products or services are in line with the objectives of Fair trade and meet one or more of the following criteria:

- Ethical Businesses e.g. Ethical Investments, Ethical jobs, Ethical Clothing Australia, creative industry and craft industry
- Fair Trade workplaces or communities or businesses demonstrating social and environmental responsibility
- NGO or campaign group with explicit objectives or campaigns relating to fair trade, justice for developing country farmers or workers, overseas development, etc
- Social enterprises or social businesses addressing local or overseas poverty or disadvantaged communities through their commercial activities
- Businesses or organisations growing, selling local food products from small farmers or handicrafts from small producers or cooperatives
- Businesses explicitly focused on addressing Australian indigenous empowerment and economic development.
- Businesses and groups advocating Ethical food production
- Organic Food and environmental groups like businesses that are able to demonstrate ethical and environmental standards like growing, selling local, organic food products from small farmers.
- Environmental Sustainable groups and businesses

Please provide a brief description of how your organisation demonstrates the above criteria:

.....
.....
.....
.....

Benefits of Being a Fair@Square Exhibitor:

(Participate at the Fair @ Square Festival and your entitlements are as follows)

- 2 hours Free Visual Merchandising and Branding Workshop provided to Fair@Square exhibitors (limited to 1 person per stall any additional person, \$20 to be charged).
- 1 Free Ticket worth \$100 invited to the 2nd of December 2011, Friday night VIP and Fair Fashion Show @ the BMW Edge, Federation Square.
- Exhibitors Business Logo & Website linked details listed on the Moral Fairground Website business listing for a period of 12 months starting from October 2011.
- Business Listing on Festival Program Guide, 15,000 copies to be distributed.
- Receive **10% discount** when booking before 30/09/2011.
- First in first serve preference for stall allocation
- Exhibitor opportunity to feature a selected product & own business blurb on Moral Fairground social media and website
- Extensive print media – Publicity Campaign with:
GMagazine, Peppermint Magazine, Fairfax Weekly 32 publications covering 1.2 Million readers.
- Receive **30% discount** advertising with GMagazine under the Marketplace section for Fair@Square stallholders when booked in the Oct/Nov and Dec/Jan issues, see attached deal and media kit for more details.
- Volunteers on –call for Saturday & Sunday. Available for exhibitors when requesting to cover 15 minutes break thru out both event days (request must be submitted prior to event)

Exhibitor's Package Includes:

- Marquee (Stall Frontage one open side)
- Signage (branded with business name)
- 1 x Trestle Table
- 1 x Chair
- Security & Cleaning Services On-site

Please indicate the relevant package and services require below, all prices are inclusive of GST.

| STALLHOLDER PACKAGES: | | | |
|---|------------------------------------|----------------------------------|----------------------------|
| | Cost per stall | Quantity | Amount |
| Single Stall - 3m x 3m Marquee, includes 1 chair & 1 x 1.8 m trestle table | \$1,100 | | |
| Double Stall - 3m x 6m Marquee, includes 1 chair & 1 x 1.8 m trestle table | \$2,200 | | |
| Shared Exhibitor Space – includes 1 chair, 1 x 1.8 m trestle table & Table Signage (2m x 2m space) | \$600 each | | |
| ADDITIONAL EQUIPMENT REQUIRED: | | | |
| | Cost per item | Quantity | |
| Extra Trestle Table (1.8 m) | \$18 per table | | |
| Extra Chair | \$5 per Chair | | |
| ELECTRICITY SUPPLY: | | | |
| I propose to bring the following Electrical equipment | Power Required in amp/Watts | Electrical Connection Fee | Quantity of Outlets |
| 1. | | \$175 per stall | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. | | | |
| OTHER SERVICES: | | | |
| | Cost | Quantity | |
| Sharing Kitchenette – Access to water outlet and washing facility. | \$80 | | |
| Cool Room Space | \$190 | | |
| | | | TOTAL |

PLEASE NOTE: All electrical equipment to be used on site must be tagged by a qualified electrician for safety reasons. Please ensure this is done or equipment will not be able to be used on the Festival site.

TERMS & CONDITIONS

Selection Criteria:

Moral Fairground organisers screen all applications and have the right, at any time, to deny entrance to the show any company, product or service which they feel does not meet the criteria set out in Moral Fairground website under “Who Can Exhibit” page <http://www.moralfairground.com.au/whoexhibit.html>

Stall Allocations & Set-up:

- Moral Fairground reserves the right to choose spots allocations for stallholder as it sees fit.
- Each exhibitor must store all materials and equipment safely within their designated stall area.
- Public access ways must be kept clear at all times with all merchandise, equipment, signs and furniture within stall boundaries.
- All stall equipment shall be firmly secured to protect personal and public safety.
- Each exhibitor will be allocated a bump-in, set-up and bump-out time by Moral Fairground event organisers. This time must be strictly adhered to.
- Trading is restricted to advertised hours of the Fair@Square Fair Trade + Ethical Festival 2011 (Saturday 3rd and Sunday 4th December 2011, 11.00am – 6.00pm).

Cancellation:

Fair@Square Fair-Trade + Ethical Festival 2011 will continue to trade regardless of weather conditions. However, Moral Fairground Pty Ltd reserves the right to cancel the festival if weather conditions are deemed too dangerous.

Cancellations by Exhibitors after **30th October 2011** will be charged full stall rental. All cancellations prior to this date, regardless of circumstances, will incur a fee of 50% of the stall rental.

Insurance:

All exhibitors must have their own public liability insurance and Workcover if you are employing people.

- \$10 million Public Liability Insurance is compulsory for all exhibitors for conducting of business outside of normal premises.
- Skincare or consumable products are required to have \$10 million Product Liability Insurance.
- Exhibitors have full responsibility for all licenses and insurances, including Workers Compensation and OH&S.
- Exhibitors are required to have any other licenses and insurances required to operate their business, and all products should comply with relevant safety and compliance standards.

Copies of your relevant insurance certificate of **MUST** be submitted to Moral Fairground Pty Ltd with the application form unless otherwise agreed. No access to the site will be permitted unless a current policy has been submitted to us before the due date.

Release and Indemnity:

The Participant unconditionally releases and undertakes to keep released Moral Fairground Pty Ltd and its employees and volunteers from all claims, suits, demands, actions or proceedings (whether at law, in equity or arising under any statute) arising out of or in connection with an act, default or omission of the Participant its officers or agents.

The Participant will at all times indemnify and keep indemnified Moral Fairground Pty Ltd and its employees and volunteers from against any damage, loss or liability incurred by Moral Fairground Pty Ltd arising from any claim, suit, action or proceedings (including legal costs on an indemnity basis) by any person against Moral Fairground Pty Ltd where such loss or liability is as a consequence of:

- any negligent act or breach of law by the Participant, its officers or agents;
- any claims made against Moral Fairground Pty Ltd (by any third party) arising from the Participant's exercise of its entitlements under this Agreement;
- any actual or alleged infringement of any third party's intellectual property rights.

Occupational Health and Safety:

It is the responsibility of the exhibitor to ensure that the requirements of Occupational Health and Safety Act 2000 and regulations are fully observed to the satisfaction of Workcover requirements.

The exhibitor is required to follow Safe Operating Procedures for yourself and others as per the Safety legislation.

Electrical:

All electrical equipment must confirm to relevant statutory authorities and industry codes or standards. Extension leads must be fixed overhead or away from pedestrian or vehicular traffic and in accordance with the Australian Standard (AS/NZS 3002:2002) for Electrical installations-Shows and Carnivals.

All electrical equipment including extension leads are to be tagged with a current test/tag issued within the last 3 months or in line with Australian Standard (AS/NZS 3760:2003). Failure to do so may result in stall closure.

The Event is providing power only to those exhibitors that requested it on their application form.

Food Vendors:

All food vendors are required to have temporary food registration from Melbourne City Council's Health Services Branch. Please refer to: <http://www.melbourne.vic.gov.au/enterprisemelbourne/industries/hospitality/Pages/Tempfoodpremises.aspx>

All food vendors will be provided with additional information and Guidelines once application has been accepted.

Parking:

Federation square has a multi-level car park which is accessible from Russell Street. As an exhibitor you will have access to reduced rates for parking. On weekends there is a flat daily rate of \$12 all day per vehicle per entry. Unfortunately Federation Square is unable to reserve any parking for exhibitors.

Waste Management Conditions:

Fair at Square Fair Trade + Ethical Festival 2011 aims to be a waste-free event. In the spirit of this commitment and to create a harmonious community in alignment with the environment, we request you adhere to the following conditions in relation to waste:

- Plastic shopping bags are not to be used at this event.
- Balloons are not permitted at this event.
- First choice of packaging should be reusable packaging, followed by recyclable and biodegradable materials.
- It is **Mandatory** to use biodegradable products for any food stalls on site, please refer to a supplier Federation Square recommend is below <http://www.goinggreensolutions.com.au/>

General Rubbish:

- Empty boxes from your stall are to be flattened and taken away by yourself.
- Each exhibitor is required to keep their site stall area clean and well presented at all times.

Site Cleaning:

Exhibitors are asked to ensure your direct area is clean of rubbish, empty boxes and any other event related equipment or materials. We do not have a specialised waste management service for this event, so please take with you whatever you bring.

Photographic Release

The festival's organisers have the permission from stallholders and staff to take photographs of the stall, stallholders and staff and is authorised to publish and use those photographs, in whole or in part, for advertising or marketing purposes for this and any subsequent events and as part of the Festival's current and future general marketing and communication activities.

Sales Disclaimer

The festival's organisers do not guarantee that a stall will achieve any particular level of sales or profitability. The festival's organisers will not be held responsible for stalls not achieving expected sales targets.

PUBLIC/PRODUCT LIABILITY INSURANCE DETAILS

IMPORTANT NOTE: Please note that Insurance cover must be from an insurance company with an Underwriter based within Australia and recognised by the APRA, The Australian Prudential Regulatory Authority Check through them to see if your insurance company is recognised and read information on foreign underwriters at http://www.apra.gov.au/media-releases/07_17.cfm or visit the website <http://www.apra.gov.au/>

Public/Product Liability Insurance - you must attach a copy of your Certificate of Currency to this application

Name of Insurance Company:

Name of Underwriter:

Policy Number:

Expiry Date:

If your insurance policy expires before the festival, your application will not be accepted.

Payment Details:

Payment can be made via the below methods:

Direct Deposit

Bendigo Bank **BSB# 633 000** Account No: **135447803**

(Please identify your payment as follows: Exhibitor 2011 "Your organisation's name". Please also confirm the details of the direct credit, including date, by e-mail, post or fax)

Cheque

Payment of \$_____ will be sent to the Moral Fairground Pty Ltd within 7 working days.
(Please make cheques payable to Moral Fairground Pty Ltd).

AGREEMENT TO PARTICIPATE

DECLARATION (Please Print Name/s and Organisation Name)

I/We

of

confirm that the information provided above is correct.

I/we have read and agree to abide by the terms and conditions as set out in this document and accept all conditions for participation in the Fair@Square Fair Trade + Ethical Festival 2011.

I/we agree that neither Moral Fairground Pty Ltd and its employees and volunteers shall be under any liability whatsoever for the death or any bodily injury, loss or damage which may be suffered or incurred by the above named as a result of participation in or being present at the Fair@Square Fair Trade + Ethical Festival on 3rd and 04th December 2011.

Signed: Date:

Please complete and return the Exhibitor Application Form (inclusive of signature) to:

Moral Fairground Pty Ltd

Exhibitor Manager

Aggie Poliafico

Post: PO Box 122 Nunawading Victoria 3131

Fax: 03 9873 2418

Email: aggie@moralfairground.com.au