

# **Trade Site**

**Information Booklet** 



www.royalgeelongshow.org.au

# INTRODUCTION

The Royal Geelong show is the largest regional show in Victoria attracting more than 100,000 competitors, visitors and spectators over four days of competition. Our 2023 Royal Geelong Show will be held from the Thursday 19<sup>th</sup> to Sunday 22<sup>nd</sup> of October.

The Royal Geelong Agricultural and Pastoral Society is a not-for-profit organisation that prides itself in providing the community with a family friendly event giving city people a chance to experience rural life.

A large group of volunteers and our small team of dedicated staff work tirelessly all year round to provide an agricultural extravaganza for the whole family. The society also proudly supports local community groups and other not–for-profit organisations during the four-day event.

With Royal Show status, the competition side of the Show attracts a wide range of exhibitors from across the state. Showcasing a large variety of events including equestrian, cattle, sheep, poultry, arts, craft, cookery, donkeys, goats, canaries, budgerigars, dogs, shearing, alpacas, rabbits, school exhibits and concert bands.

# **Royal Show Experience**

Entry for the show is set at affordable rates with children under 7 free and the opportunity to purchase early bird tickets and family passes at a discounted price. Membership to the Society is also available with a junior membership at \$40 and annual membership priced \$80.

Arena entertainment provides a spectacular showcase of entertainment. Due to popular demand a feature of the 2018 show will be the return of the Monster Truck. The Monster Truck holds the world record for the longest wheelie and will be supported by unique one-of-a-kind vehicles including a jet car and wheelie ball. An entertaining display of attractions are selected to provide old fashioned family fun and entertainment. The evening entertainment finishes with a colourful fireworks display.

A family favourite Harry's Farmyard pavilion provides a wonderful opportunity for people to learn about and engage with farm animals bringing the country charm right into the city.

Attractions and hands on experiences are a highlight of every show. The many free activities around the grounds providing experience for everyone to enjoy no matter their age.

Amusement rides provided by the Showman's Guild of Victoria varies each year adding to the excitement. The carnival atmosphere is enhanced by family favourites including clowns, dodgem cars and highlighted with foodies' delights with tastes from the carnival to gourmet dishes. Showbags galore are available in the Benson pavilion for all ages. Other pavilions include the Lifestyle Pavilion with trade displays and the Hall of Agriculture where you can also see our amazing Horticulture, Fodder and Beef Carcase competitions. Wandering around the show visitors get to see the livestock being paraded before the judges and view a variety of free entertainment. The homecraft pavilion showcases local talents including sewing, craft, photography and country cooking delights.

# MARKETING

The Royal Geelong Show provides a unique opportunity to showcase your product or service to over 100,000 people over four days.

Royal Geelong Show provides Commercial exhibits with a unique opportunity to:

- Build brand awareness
- Promote and sell your product/service to your target market
- Launch a new product
- Interact directly with new and existing customers
- Utilise the media and advertising exposure the Royal Geelong Show generates to leverage your product/service exposure and awareness of your business

A strategic media campaign is utilised to target Geelong and regional Victoria through print, radio and social media. RGAPS actively encourages exhibitors to feed story leads and news interest stories for possible mentions in show publications and media releases.

## Site Awards

Best Exhibitor awards are awarded in four categories: Trade Exhibits, Food Outlets, Showmen's Amusements and First Time Exhibitors. All Exhibitors are included, and are judged independently against selection criteria including Presentation, Customer service and Quality of the product/service being sold.

#### Trade Exhibits/ Food Outlets

- 1. Best Showbag Exhibit
- 2. Best Outdoor Exhibit
- 3. Best Lifestyle Pavilion Exhibit
- 4. Best Food Outlet
- 5. Best Hall of Agriculture Exhibit
- 6. Best Showman's Food Outlet

#### Showmen's Amusements

- 1. Best Game
- 2. Best New Exhibit
- 3. Best Children's Ride
- 4. Best Overall Trade Exhibit
- 5. Best Adult/Teenage Ride

# SHOW TIMES

#### **Public Entry Times**

Thursday	19th October	9.30am to 4.00pm
Friday	20th October	9.30am to 10.30pm
Saturday	21st October	9.30am to 10.30pm
Sunday	22nd October	9.30am to 4.00pm

#### **Commercial Exhibit Operating Times**

Thursday	19th October	9.30am to 4.00pm
Friday	20th October	9.30am to 8.30pm
Saturday	21st October	9.30am to 8.30pm
Sunday	22nd October	9.30am to 4.00pm

# SITE FEES

Site fees start at \$580 and increase according to location, size and requirements. Some examples to help with your planning;

- A 3x3m Site in Hall of Agriculture is \$640
- An outdoor agricultural trade site 9m frontage \$875
- An outdoor 3m x 3m \$580
- Micro sites (less than 3m) are available at negotiated rates
- Food Site on lawn start from \$725

# EXHIBITOR BUMP IN AND BUMP OUT

#### Bump In

- 1. Exhibitors may commence set up from 11:00am Monday 16<sup>th</sup> October 2023.
- Vehicles will not be permitted in the Showgrounds after 8:00am Thursday 19<sup>th</sup> October 2023.
- 3. Exhibitors are required to provide appropriate equipment for unloading/loading goods as Showgrounds equipment will not be available.
- 4. Exhibitors must ensure they comply with Worksafe Regulations when working above 2 metres.

#### Bump Out

- Bump out will commence at approximately 5.30pm on Sunday 22<sup>nd</sup> October 2023. RGAPS has a Duty of Care to ensure patrons have vacated the site prior to permitting exhibitors onto the site to commence bump out.
- Access to the Pavilions will be available to Exhibitors on Monday 16<sup>th</sup> October 2023 between 9.00am and 5.00pm for bump out.
- Any Exhibitor pulling down their site before 5.00pm on Sunday 22<sup>nd</sup> October 2023 will not be considered for future shows.

# **GENERAL SHOW INFORMATION**

#### Site Set Up

Sites are allocated at RGAPS' discretion. RGAPS has the right to nominate the position of the site(s) and the Exhibitor shall only have a licence to occupy the site(s) so nominated during the period of the Show. Exhibit/displays must not extend beyond the boundaries of the nominated site(s). RGAPS reserves the right to relocate any Exhibitor as it deems fit.

#### Site Representation

Only the company listed as the Exhibitor applicant is permitted to operate on the allocated site. Sub- letting is NOT PERMITTED under any circumstances. RGAPS reserves the right to shut down any site where Exhibitors are found to be sub-letting. Exhibitors found to be sub-letting will be prevented from applying for sites at future Royal Geelong Show

#### Electrical Power Leads

All electrical leads must be inspected, dated and tagged by a licensed electrician and be valid for the dates of the Royal Geelong Show.

Electrical leads may be checked during setup of your site for compliance with EH & S requirements. Any leads that require tagging on the day of the show will be completed at the expense of the exhibitor.

#### Water points

Are located around the Showgrounds. Exhibitors must have their own water storage facilities within their sites. Exhibitors are encouraged to minimise their water use where possible.

#### Security and Cash Transactions

There will be limited security conducting overnight security patrols during the Show. Exhibitors are responsible for their cash and goods on Royal Geelong Showgrounds. It is the Exhibitor's responsibility to man their site during opening hours. RGAPS will not be liable for any damage to stock, site(s) or loss resulting from any cause whatsoever.

# Vehicles

#### Car Parking

There is no parking on the Geelong Showgrounds, exhibitor car parking areas are designated near the Geelong Showgrounds to allow ease of access and set up.

- i. Correct Vehicle Pass must be affixed to the inside of the windscreen.
- ii. Trade Vehicle Parking available opposite Showgrounds Traffic Safety Centre, Breakwater Road.
- iii. Site holders who are Members of the Society may park their vehicles in the Members' Carpark

#### Vehicle Access

To gain entry to the Showgrounds, Exhibitor Vehicles must have the correct Trade Vehicle Pass affixed to the windscreen.

- a) Entry for setting up of sites is via Gate 2, Breakwater Road
- b) Re-stocking of sites: Delivery vehicles will only be permitted on the grounds up to 9:00 am each day.
- c) Entry/exit via Gate 2 only and admit driver and vehicle only.
- d) Trade Vehicle Pass allows trade vehicles onto the Showgrounds up to 9:00 am each day of the Show.
- e) Additional trade vehicle passes are available for \$20.00 each and must be purchased prior to October 1st, 2023.

A Delivery Depot will be available in the Member's Carpark for deliveries that are required to be made during the day. It will be the Exhibitors responsibility to arrange collection of goods from the Delivery Depot.

# Insurance & Registration

A copy of your current Certificate of Currency for Public Liability Insurance is a requirement by RGAPS. You will not be permitted to operate without the following:

#### 1. Public Liability Insurance

Exhibitors must hold current Public Liability Insurance. A copy of Exhibitor's current Public Liability Certificate of Currency must be provided to Administration prior to the Show.

#### 2. Food vendors

Exhibitors selling any food or beverage are required to be currently registered under the Food Act and have in place a Food Safety Program, which covers off-site events. Additionally, food vendors not already registered with the City of Greater Geelong are required to obtain a Temporary Food Premises Permit from the City of Greater Geelong by 8th September 2023. Contact Health Services at the City of Greater Geelong for more information on 03 5272 4411.

Exhibitor passes will not be forwarded until RGAPS receives confirmation from the City of Greater Geelong that the Food Permit is in place. Those sampling wine must have the appropriate liquor licences for sampling. Please note only unopened product and merchandise may be sold. Selling of beverages or food in glass containers is strictly forbidden.

#### Showmen's Food Lines

The following food lines including: "Dagwood Dogs - Waffles - Toffee Apples - Fairy Floss -Donuts - Snow Cones and Cordial based drinks" are absolutely restricted to Showmen's Guild sales only. Vendors selling these products outside the Guild area will be asked to remove them.

#### Storage

There is very limited storage onsite at the Geelong Showgrounds. Exhibitors should arrange for offsite storage or make provisions on their site for a storage/cool room if required.

#### Waste Recycling

The Royal Geelong Show has a strong waste recycling policy. It is a condition of entry that Exhibitors comply with our Waste Removal Guidelines including providing materials that are in line with the Royal Geelong Show's Waste Management and Recycling Program. Polystyrene containers are not permitted to be used at the Royal Geelong Show.

#### Emergency & Environmental Health & Safety

An emergency plan is in place for the Geelong Showgrounds. Exhibitors must operate within the Geelong Showgrounds. Exhibitors must ensure their site and surrounding area is kept clean and safe always. First Aid kits must be on hand at each Exhibitor site. All roadways must remain clear of all structures, sign boards etc. for emergency vehicles.

Erection of any structure by the Exhibitor will be entirely at the risk of the Exhibitor who shall remain responsible for its maintenance or protection from damage always. No action, claim or demand shall be made against the Society for any damage caused whatsoever including any action for negligence or trespass.

#### Showbag Vendors

All Showbags may be inspected in conjunction with Consumer Business Affairs Victoria at a designated time and place before the commencement of the Royal Geelong Show. A list of the contents of each Showbag must be provided with the completed Site Application form.

Spot Checks on show bags and/or stalls will be made periodically. The Operations Manager or appointees of RGAPS are empowered to enter the site(s) of any exhibitor at any time and remove articles, signs, pictures or printed matter which in the opinion of RGAPS is not eligible for display or may be offensive.

#### Banned Items

The Victorian Showmen's Guild and the Victorian Agricultural Shows Limited have agreed that the following lines be banned at Agricultural Shows. It is our view and aim to protect and attract families to the local Show. The following items are expressly banned from sale or display at the Royal Geelong Show:

- Knives of any description (including pen knives)
- Toy guns are acceptable however the following are not allowed:
  - o Guns that are designed to project any form of object or projectile
  - o Pellet Guns
  - o Ball bearing guns
  - Replica guns (bullet type)
  - Pop downs (throw downs)
  - o 8 shot caps, strip caps, roll caps (caps only banned)
- Fireworks and crackers
- Water pistols (longer than 150mm)
- Water bombs
- Explosive items of any description
- Explicit DVDs and Videos
- Explicit and hard-core T Shirts
- Fake Cigarettes
- Fuel Type Fire Lighters (Zippos)
- Trumpets
- Laser pen lights and/or laser toys
- Metal and Wooden Martial Art Nun Chucks
- Playing Cards (Nude or Lewd)
- Pressure Pak Fart Gas, Pressure Pak Snow, Pressure Pak Silly String
- Iridescent Hairspray
- Drug Related Goods (including Cocaine Kits and Bongs, etc.)
- Stink Bombs.

Please note: It is the Site holder's responsibility to ensure they are compliant with the laws regarding the sale of Novelty Items, including the Dangerous Goods (Explosives) Regulations 2000, Regulation 803 and the Dangerous Goods Act 1985 554, that an illegal item is not sold at the Show. Banned or illegal items will be confiscated. The names of Site holders found selling banned items will be circulated to all other Societies and Police.

#### Clean Up

The Exhibitor is responsible for the cleaning and condition of their site(s) during and at the close of the Show. Within two days of the closure of the Show, the site must be reinstated to the original condition to the satisfaction of RGAPS. If the site(s) is not reinstated to the satisfaction of RGAPS, the Site holder will be responsible for reimbursing RGAPS for the costs incurred.

No obstruction is to be placed in the way of fire extinguishers, fire hydrants, hoses or exits. Exhibitors must ensure at least two people working on your stand are conversant with the use of any type of extinguisher and are acquainted with the position of the nearest fire points and exits. It is recommended that Exhibitors carry at least one approved fire extinguisher or fire blanket per stand where required.

Extinguishers must be tagged and checked within 6 months of the Show. Fire hoses are installed on the Showgrounds for use by Emergency Personnel only. It is an offence to operate fire hoses for uses other than for what they are intended. Exhibitors are reminded that hefty fines will be imposed on the user by the statutory body if misuse takes place.

# COMMERCIAL EXHIBITOR GUIDELINES

Compliance: Exhibitors shall always comply with the direction given by the Operations Manager or RGAPS Sites Coordinator

- 1. Exhibitors will not be permitted access to the Showgrounds for bump in unless full payment is made.
- 2. Exhibitors must demonstrate a positive approach towards the public, other exhibitors, and the Royal Geelong Show.
- 3. Exhibitors must participate in all the four days of the Royal Geelong Show for the specified hours.
- 4. Sites will not be allocated for periods of less than the four days of the Show.
- 5. All goods and products sold or exhibited on the day should be of high quality and presentation. Sale prices are to be kept in a realistic and affordable range.
- 6. Exhibitors must notify RGAPS of additional equipment being used (e.g. cool rooms, etc. and power requirements).
- 7. Exhibitors must provide all requirements such as tagged extension leads to set up their site.
- 8. Exhibitors are permitted to provide their own signage for backdrop purposes.
- 9. RGAPS reserve the right to refuse entry or close any exhibitor site that does not comply with the Exhibitor General Rules and Conditions of Entry.
- 10. No individual raffle or giveaway prizes are permitted without the organiser's consent and correct permits.
- 11. Provision of tables and any other display materials are the Exhibitor's responsibility and cost.
- 12. No vehicle movement will be permitted in the showgrounds during opening hours.
- 13. Exhibitors will not be permitted access to the Showgrounds for bump in unless full payment is made.
- 14. Camping on the Showgrounds is strictly prohibited for the duration of the Show.
- 15. Dumping of fat and oil is strictly forbidden. Any cost from fat, oil or other waste disposed of improperly on the Geelong Showgrounds will be passed onto the Exhibitor.
- 16. Exhibitors will be responsible for handling all cash transactions and sales. Exhibitors are advised to make their own arrangements for change and cash handling.
- 17. Site Holder Vehicles not part of your display must be removed from the Showgrounds by 9:00am daily.

#### RGAPS HAS THE RIGHT TO RESCIND THE OFFER

If full payment is not received by the specified date the allocation of space and Agreement may be terminated without notice by RGAPS. In such an event all deposit monies previously paid shall be forfeited and the exhibitor shall have no claim under the Agreement, but such cancellation shall not prejudice any antecedent rights or claims by RGAPS against such an exhibitor.

In the event of an occurrence or happening which in the opinion of the Operations Manager or representative justifies such action an exhibitor will be removed from the showgrounds. Royal Geelong Agricultural and Pastoral Society will not be liable to pay the Exhibitor any compensation whether on the grounds for loss of profit or otherwise or refund any money paid by the Exhibitor in respect of such action.

### EXHIBITOR APPLICATION PROCESS

- To apply for a site at the Royal Geelong Show, complete the Expression of Interest Form in full. To assist in the selection process, it is important that you provide us with as much detail as possible and include a full description of your proposed site and products.
- 2. Following receipt of your application, your product/service will be assessed against the selection criteria for its suitability to the Royal Geelong Show and site availability.
- Successful applicants will be contacted by 31<sup>st</sup> of July, detailing site information, site fee and other relevant information. Unsuccessful applicants will be notified and held on file for second round offers. First round offers will be sent out 31<sup>st</sup> July 2023. Second round offers will commence end of August.
- 4. Full payment of Site fees is required by 17<sup>th</sup> August 2023 to secure your site.

#### Cancellation Policy

A 40% administration fee will be retained for cancellations made by Friday 15<sup>th</sup> September 2023. Exhibitors cancelling sites after this date will forego all site fees. All cancellation requests must be made in writing to <u>sites@royalgeelongshow.org.au</u>

#### Checklist

- □ Completed Application Form
- Detailed list of proposed products/services
- □ Certificate of Currency for Public/Product Liability Insurance
- □ Supporting photos/images
- □ Any other relevant information

If you have any queries regarding your application, please contact our Administration team: Phone (03) 5221 1707

sites@royalgeelongshow.org.au