



advertising and promotion

The Festival Organising Committee engages the services of a public relations company to assist in the implementation of a strategic media campaign targeting regional and metropolitan Melbourne print and radio. An advertising campaign is launched in late January with the continued support of Tourism Victoria.

festival regulations – exhibitor guidelines

The Grampians Grape Escape Festival Organising Committee has developed the following clear guidelines for the effective operation of the Event:

- 1 Exhibitors must demonstrate a positive approach towards the public, each other and the festival.
- 2 Exhibitors must participate on both days of the festival, other arrangements can only be negotiated with the festival committee.
- 3 Food vans and fast food vendors will not be permitted to exhibit; other arrangements can only be negotiated with the festival committee.
- 4 All goods and products sold or exhibited on the day should be of high quality and presentation. Sales prices are to be kept in a realistic and affordable range.
- 5 Exhibitors are required to provide proof of the following, upon registering for the event – an appropriate liquor license, proof of registration under the Victorian Food Act (ie. have a Food Safety Program in place which covers off-site events), a Northern Grampians Shire Council temporary food premises permit and a copy of their \$10 million public liability insurance certificate of currency.
- 6 All cash transactions and sale of goods are the responsibility of the exhibitor.
- 7 Exhibitors must notify the festival organizer of additional equipment being used (eg. cool rooms, bain maries, etc.) and power requirements prior to 31 March.
- 8 Exhibitors must provide all additional requirements such as extension leads to set up their site. Exhibitors must have all electrical equipment tagged with appropriate testing notification. Should the Exhibitor present an untagged electrical appliance or power lead, the festival committee will instruct the on-site electrician to test and tag the electrical appliance. This is at cost to the exhibitor.
- 9 Exhibitors are not permitted to provide their own site signage (except as background for their display).
- 10 **The festival organizers reserve the right to refuse entry or close down any exhibitor site that does not comply with the festival guidelines.**
- 11 No individual raffles or giveaway prizes are permitted without the organiser's consent.
- 12 Food exhibitors please note: Priority will be given to vendors in order of registration. To ensure variety, please be advised that no more than two exhibitors selling the same product will be accepted.

contact

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grampians grape escape
the wine and food festival
1 + 2 may 2010

exhibitor information kit



The **Grampians Grape Escape** Organising Committee and its principal partner **Tourism Victoria** invites **wineries and winemakers, fresh food producers and selected cooked food vendors** to participate in the annual food and wine festival in the magnificent Grampians, Victoria.

www.grampiansgrapeescape.com.au
po box 713, ararat victoria 3377, phone 0408 811 459



exhibitor registration requirements

closing date for registration 31 march

To register to exhibit at the event please complete the enclosed registration form in full and return with appropriate licences and permits as required. Exhibitors are selected on first come basis and restrictions will apply in reference to the number of similar exhibitors in some categories. Early registration is encouraged to secure placement.



Registrations close 31 March, 2010.

All Exhibitors are required to possess current public liability coverage to the minimum amount of \$10 million dollars. Exhibitors without proof of public liability insurance cannot be permitted to attend.

A copy of a certificate of currency must be provided when submitting registration form.

All exhibitors must have a temporary food permit registered with Northern Grampians Shire (a downloadable copy is available on exhibitor page of our website).

liquor sales

Wineries – All wine tastings and sales by the glass must be made using festival glasses, which the organisers will provide (please refer enclosed instructions and fee structure.)

Temporary Liquor Licence – Exhibitors selling alcoholic beverages i.e. Wine / Beer will be required to display a temporary liquor licence. This can be obtained by contacting **Consumer Affairs Victoria** on 1300 650 472 or visit www.consumer.vic.gov.au

Temporary Food Permit – In addition a temporary food permit application (refer enclosed) must be filled and returned with application. The festival organisers will submit the temporary food permit and cover fees required.

produce and prepared food vendors

Exhibitors selling food and general beverages such as soft drinks and coffee et are required to be currently registered under the food act and

have in place a **Food Safety Program** which covers offsite events. Additionally, each vendor is required to complete the enclosed Temporary Food Permit and return it with the registration form. The festival organisers will submit completed Temporary Food Permits to local Shire.

exhibitor set up and bump out

- » Exhibitors must be set up by 10.00am
- » Late arrivals will not be permitted on grounds
- » No vehicles must be on festival grounds beyond this time.

Exhibitors with cool room trailers please ensure that trailer-cool rooms are noted on the registration form so that appropriate site can be assigned.

Exhibitor may not dismantle their stands before 4.30pm on Sunday 2 May. All goods must be removed from site by 8am Monday.

festival operations

The festival is an ideal opportunity for exhibitors to showcase their products. Our point of difference is combining a high standard of exhibitors with first class entertainment, high profile presenters and the magnificent backdrop of the Grampians National Park.

operating hours

Exhibitors must be set up in full and have all vehicles off site 45 minutes prior:

- » **Saturday – Festival opens 11am – Concludes 4.30pm**
- » **Sunday – Festival opens 11am – Concludes 4.30pm**

exhibitor sites

Site allocations are made on first come basis and at the discretion of the organisers. It is the responsibility of the exhibitor to dress the internal area of their site. All well presented sites help to maintain the overall visual appeal of the festival layout.



exhibitor fees

Exhibitor fees include a display site based on a standard 3 x 3m marquee, along with trestle table, chair and 2,000 x 20mm coreflute white sign with royal blue print, supplied by festival organisers. A maximum of two exhibitors may be permitted to share a site. A shared site fee is provided on registration form. The Organisers reserve the right to substitute the marquee size as needed to meet the facility requirements.

access to site

Exhibitor access to site will be from entrance adjacent to main pavilion on the Mount Victory Road side. Attendants will be on site to direct exhibitors to their allocated site. Sites will have exhibitor name mounted on marquee.

access to power and water

Cold water will available from various points around the venue. Exhibitors will be responsible for the transport and storage of water to and on their respective sites. Exhibitors must provide their own cool room. Any exhibitor requiring ice must notify the festival organisers no later than 14 April, 2010. **Ice will be charged at cost price.**

exhibitor vehicle parking

Exhibitor parking area in close proximity to the festival will be provided to allow ease of access and set up.

security

On site 24 hour security will be provided from 5pm on Friday through to 7am Monday. Although all care will be taken, the Grampians Grape Escape and its organisers take no responsibility for items lost or stolen during the festival.

banking

Please note that there will not be ATM facilities on site and exhibitors must take all precautions for receiving and storing cash.