



**19 & 20
May 2018**

Exhibitor Prospectus 2018



www.quafffoodandwine.com.au

Kym McGlenn
Event Manager
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Phone: 0437 888 030

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DATES

Saturday 19 May 2018 11am- 8pm
Sunday 20 May 2018 10am-4pm

LOCATION

Queen Elizabeth II building
Corner of Maitland & Durlacher Streets
Located centrally in Geraldton City

FEATURES

Inside & outside exhibits
Gourmet Food vendors
Wine, Beer & Spirit tasting
Feature presentations
Cooking demonstrations
Music and entertainment

EXHIBITORS SITE FEES AND INCLUSIONS

Food & Market Forecourt – Outside

Situated in the QEII Carpark with street view and access creating a vibrant, festival atmosphere which incorporates a mix of food and lifestyle vendors

Site fee is \$55 incl. GST per 3m x 3m bay

Power fees apply.

Food vendors will be required to apply for a food permit from the City of Greater Geraldton, charges may apply

Discounts may apply for community and NFP organisations.

Forecourt vendors can trade early the night before (Friday 18 May from 5pm – 9pm)

Quaff (18+) - In side tasting halls

Two large inside halls as well as a prime location inside the lower entry door and a separate room for master classes and information sessions.

Alcohol vendors are permitted to provide tastings to patrons, as well as sell by the glass for consumption at the event.

Site Fees

Small (3m x 3m) \$495.00

Large (4m x 4m) \$695.00

Site fee includes GST power, food permit fees and 2 entry tickets.

Additional entry tickets \$20 (two-day pass)

Quaff alcohol exhibitors must apply before 31 March to allow for liquor license application

BOOKINGS

Bookings can be made via the booking form enclosed with this Brochure to :

bookings@quafffoodandwine.com.au

PO BOX 105 Mingenew WA 6522

Bookings close: **Quaff alcohol exhibitors 31 March**
Food Forecourt exhibitors 15 April

PAYMENTS

Payments must be made in full by 30 April 2018

What is Quaff?

Quaff is a two-day festival designed to showcase food, wine, beer, spirits and lifestyle to the Geraldton and Midwest region of Western Australia.

The Quaff festival offers you an opportunity to establish your brands and products directly to an eager new market in a quality venue.

The QEII building, carpark and surrounding parklands is the perfect central location for this event.

Outside vendors and market stallers create a lively atmosphere for all passersby and captures the essence of festival style food and entertainment.

Inside vendors include wineries, craft brewers, distillers and gourmet food selections offering tastings and sales.

Quaff Overview

Quaff 2018 is a two-day event to showcase and sell your products and services to passionate food, wine and lifestyle lovers from the Geraldton region in Western Australia's Midwest.

Inside activities include wine, beer and spirit information sessions, tastings and gourmet food selections.

While outside activities include entertainment for families, food vendors and market stalls.



Why Exhibit?

Geraldton is at the center of the Midwest and is one of Australia's fastest growing regions. It is a thriving, vibrant coastal and port City, four hours north of Perth.

The major city in the Midwest of Western Australia, with a populations approaching 38, 000 and supported by mining, agriculture, fishing and major infrastructure Geraldton has a strong economic base, rapidly growing population and a high average disposable income.

Isolated from the culinary opportunities offered in Perth and the Southwest, Geraldton is a ripe and ready market for culinary food and beverage products.

Quaff provides you with many great benefits to establishing your brands and your products at the event:

- ◆ High visitor/exhibitor ratio more people to see your products.
- ◆ More than 3000 patrons attended in 2015 and more than 5000 patrons attended in 2017.
- ◆ Sample and demonstrate your products
- ◆ Provide by the glass sales
- ◆ Create new sales by show casing your products
- ◆ Develop market share via early involvement
- ◆ Meet face to face and create direct sales with your target customers

"put your products directly into a new market"



Visitor Promotion

Extensive local and regional promotion will back your investment, bringing clients to the venue with a carefully targeted multi-media campaign

Online

Website with links to exhibitor's sites.

E-newsletter featuring exhibitor profiles and products.

Partnerships with other online promotions and "What's on" portals including Midwest calendars, City of

Geraldton event information, Everything Geraldton and social media outlets.

Exclusive access to the Quaff Facebook page where you can post your special offers to directly to Quaff members and followers.

Print Media

Extensive newspaper coverage: with press releases, exhibitor stories and a full feature programme two days prior the event.

Exhibitors are invited to send information for general interest publication.



Site Map

Quaff Tasting Halls

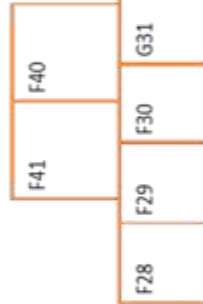
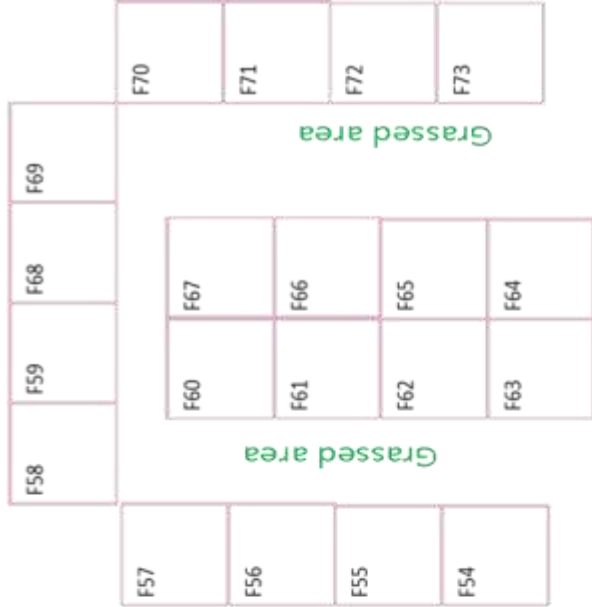
QUAFF 18+ Licensed area



Food & Market Forecourt

Site Map

Food and Market Forecourts



Food & Market

Forecourts

GENERAL INFORMATION

DATES

Outside food vendors can trade from 5.30pm Friday 18 May

Quaff event dates

Saturday 19 May 2018
11 am – 7pm
Sunday 20 May 2018
10 am- 4pm

ACCESS TO SITES

Exhibitors have access to sites as follows:

Bump In

Outside exhibitors Friday No earlier than 3pm on Friday or Saturday set up by 10am
Inside 18+Exhibitors Friday up until 7pm or early Saturday 7.30am – 10am
Security of the exhibitor's property or display shall be the responsibility of the exhibitor.

Bump Out

From 4pm Sunday 20 May
Please ensure that all care is taken to ensure the safety of patrons in the area.

ACCOMMODATION

Camping on the event grounds is not permitted.

BOOKINGS

Quaff Alcohol exhibitor applications close 31 March to allow for liquor license application to be submitted.

All other exhibit applications must be received by 15 April.

CHAIRS AND TABLES

Will only be available to hire by exhibitors inside the 18+venue.

CLEAN UP

All exhibited items must be removed promptly at the conclusion of the event. All rubbish must be placed in the bins provided.

ELECTRICITY, CORDS AND APPLIANCES

All electrical cords and appliances used at the event must carry a current, valid test tag of compliance. Please order power prior to the event.

FOOD PERMITS

The City of Greater Geraldton requires a food permit from all food or liquor vendors. Please complete the required form.

Quaff 18+ vendors will have the permit fee included in site fee.

Outside vendors will be required to make payment direct to the City of Geraldton. All food vendors must adhere to Health regulations regarding the service of food.

INSURANCE

Each vendor must supply a copy of their public liability insurance to the office. Insurance must be for the entire event including setting up and removal.

LIQUOR VENDORS

Must provide their producer number and license information as well as adhering to all regulations relating to the service of

alcohol. NO alcohol may be provided/sold to minors. A copy of your license must be displayed at your site.

MARQUEES

Please ensure that appropriate weights are used for asphalt surfaces. In grass areas, all pegs must be covered and marked to avoid trip hazards.

PUBLIC ADDRESS ADVERTISING

No advertising over the public address system is available.

Announcements which may appear to be advertising are to acknowledge event sponsors.

No PA systems are permitted on the event grounds other than those supplied by the organisers.

SECURITY

Security will be patrolling around the outside of the event grounds Friday, Saturday and Sunday from 6pm – 7am.



TERMS & CONDITIONS

- 1.Payment of site fee must be received no later than 20 April 2018.
- 2.If an exhibitor, having made a site application and paid the site fees, then cancels the site booking or does not appear at the respective event, the committee is under no obligation to refund all or any part of the site fees paid. The committee, may, in its absolute discretion, grant a refund which will not be made until after the event.
- 3.Exhibitors must hold current liability insurance for their exhibit for the duration of the event, including setting up and removal.
- 4.The use of amplifiers and loud speakers is strictly prohibited, except with the permission of the committee.
- 5.The committee of the Quaff Food & Wine Expo shall have the power to enter the site area at any time and remove any exhibits, articles, signage, picture or printed matter which in their opinion may cause injury or damage or may be a cause of offence to the public or the officials of the committee.
- 6.Except with the written consent previously obtained of the committee, the exhibitor shall not assign or sub-let or part with the position of the whole or any part of the site or purport so to do.
- 7.The exhibitor is responsible for the condition of the site covered by this contract for the duration of the Quaff Food & Wine Expo and upon completion of the event, the exhibitor shall clean all parts of the area affected by the exhibitor's presence there on to the

satisfaction of the committee.

- 8.The exhibitor accepts all responsibility for and shall hold the committee indemnified against any death, injury, damage or loss to any person, persons or property howsoever arising and whether at or in consequence of the Quaff Food & Wine Expo by reason of any act, omission or neglect of the exhibitor or arising out of the transport, installation, use or demonstration of any machinery, implement, apparatus, static display or stand and the exhibitor hereby undertakes to faithfully conform with any regulations, bylaws or ordinances made under such Acts of parliament or by any Government, semi Government or Local Government Authority duly authorised to make regulations, by-laws or ordinances in connection herewith.
- 9.The committee shall not be liable of any loss of or damage to the exhibitor's property whilst on the said area. Security of the exhibitor's property or display shall be the responsibility of the exhibitor.

- 10.If the committee should find it necessary or expedient to cancel or postpone the Quaff Food & Wine Expo, this contract shall cease to operate upon notice to that effect, signed by the executive manager served on the exhibitor by handing it to him personally, by electronic means or by posting it to him in a prepaid envelop or wrapper at the address herein mentioned or at the option of the committee by handing or offering it to any person who appears or is thought by the executive manager to be an employee, agent or partner of the exhibitor and the committee shall not be liable to the exhibitor for any compensation whether on the grounds of loss of profits or otherwise in respect of such cancellation or postponement and the exhibitor shall not be entitled to any refund or payment of any money paid by the exhibitor in relation to this application.
- 11.No holes to be dug without committee approval.
- 12.The committee reserves the right to amend operating conditions as specified.
- 13.The committee reserves the right to reallocate any site which is not occupied by the specified times; 10am for outside exhibits and 11 am for inside exhibits being the first day of the event.
- 14.No camping is permitted on any site.
- 15.Exhibitors are not to vacate sites before 4pm on the Sunday of the event.
- 16.Exhibitors are to be responsible for all persons on their stand being aware of the conditions listed herein, additional copies are available from the office.





Quaff Food and Wine Expo WA Pty Ltd ABN 19 604 053 865

SITE APPLICATION FORM

Completed applications to be returned to bookings@quafffoodandwine.com.au or PO Box 105 Mingenew WA 6522. For enquiries phone 0437 888 030

Application forms to be returned by 31 March (Alcohol Exhibitors) and 15 April (all other exhibitors)
Prices include GST

| | | |
|-----------------|------------|-------|
| Business Name | ABN: | |
| Postal Address | Post Code: | |
| Contact Person | Phone: | |
| Email | | |
| Accounts Person | Name | Phone |
| Accounts Email | | |

CATEGORY

FOOD
 WINE / BEER / SPIRITS
 MARKET STALL
 OTHER _____

Short description of business/products _____

QUAFF 18+ INSIDE SITES

FOOD & MARKET FORECOURT OUTSIDE SITES

| ITEM | COST PER ITEM | QTY | TOTAL | | ITEM | COST PER ITEM | QTY | TOTAL |
|--|---------------|-----|-----------|--|--|---------------|-----------|-------|
| 3m x 3m Site (includes 2 entry tickets) | \$495.00 | | | | 3m x 3m Forecourt site | \$55.00 | | |
| 4m x 4m Site (includes 2 entry tickets) | \$695.00 | | | | *Power (1 x 10 AMP) | \$95.00 | | |
| Additional entry tickets | \$20.00 | | | | *Power additional 10 AMP | \$55.00 | | |
| Trestle table | \$20.00 | | | | *Power (1 x 15 AMP) | \$120.00 | | |
| Table cloth (black) | \$20.00 | | | | *Power additional 15 AMP | \$70.00 | | |
| Chairs | \$6.00 | | | | Ice (5kg bag) | \$5.00 | | |
| High Bar Table | 35.00 | | | | *Power is supplied by generator and is not available unless you have booked prior to the event. | | | |
| High Bar Stool | 15.00 | | | | | | | |
| Ice (5kg bag) | \$5.00 | | | | | | | |
| Power required (number of connections) | No charge | | | | | | | |
| | | | Sub Total | | | | Sub Total | |
| | | | | | | | | |
| Food permit required. Cost of the food permit for inside vendors is included in your site fee. Please attached the completed food permit form. | | | TOTAL | | Food permit required, the City of Greater Geraldton may charge additional fees for your food permit. Please attached a completed food permit form. | | TOTAL | |

Producer Number _____
Liquor License Number _____

Total size of space required for your van/truck/ food exhibit
Length _____ m x width _____

Site number preference 1) _____ 2) _____ 3) _____

I have attached a complete food permit form (required for ALL exhibitors selling food or wine/spirits/drinks)
 I/We have read and agree to the terms and conditions of the Quaff Food & Wine Expo Inc and by signing this application
 I/We agree to be bound by these terms and conditions.

Signature of exhibitor Date

Contact
Kym McGlenn
Event Coordinator
PH 0437 888 030
bookings@quafffoodandwine.com.au
PO BOX 105 Mingenew WA 6522

| OFFICE USE ONLY | |
|-------------------|--|
| RECEIVED DATE | |
| DEPOSIT / PAYMENT | |
| INVOICE # | |
| DATA BASE | |
| SITE ALLOCATION | |