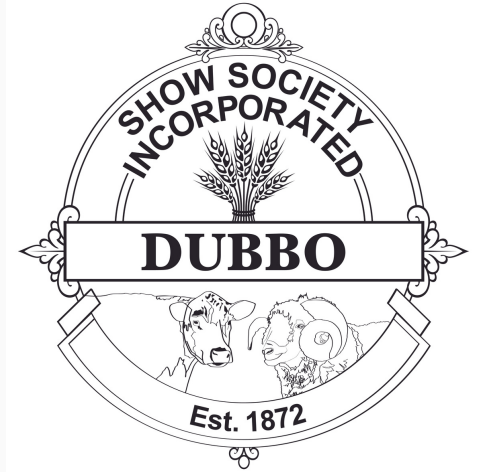


REGIONAL AUSTRALIA BANK



DUBBO ANNUAL SHOW



10TH, 11TH & 12TH MAY 2024
Exhibitors Prospectus



WHY YOU NEED TO EXHIBIT



- Showcase your business and be seen by around 30,000 people.
- Make immediate sales and generate leads.
- Build brand awareness within new markets.
- Educate consumers about your product or service.
- Build a database of prospective customers
- Interact and engage with a diverse, significant audience.
- Demonstrate the features and benefits of your product or service.
- Leverage from the Show's additional promotional opportunities

Thanks for your help and the committees organisation on what I personally thought was one of the best shows ever. Please can you make sure that I am on the email list for all correspondence for next years show.

~ Picton Bros Spanline

The show was very successful for Wendy's Milkbar and it was a pleasure to return. We like our site position. We really like and appreciate that you placed tables and chairs on the grass area. Our customers seemed very relaxed while eating in this area. We hope to see you next year!

~ Wendy's Milkbar

Saturday was the best day for us but the whole 3 days were good. Our position was great. The bar and food section were a pleasure to work with. We supported each other very well. Very professional group of people. I would like to congratulate the committee on a professionally run show. It was my first time and the support and information we were given was excellent.

~ Hook'd on Coffee

Thanks for an amazing show. It was my first time & absolutely loved it !!

~ Lexisky Designs

REASONS TO JOIN US

→ **SALES** - Most people attend with one thing in mind, to take advantage of show specials & offers. They come to shop, learn & discover & most are ready to invest in good products & services on the spot.

→ **CONNECT** - Show exhibitors enjoy the ability to connect face to face with new &/or existing customers. This gives visitors the chance to meet the team behind the brand & develop long-term confidence in a company and its product.

→ **GATHER LEADS** - Shows provide an opportunity to drastically increase your client base. Visitors are highly motivated, looking to purchase or gather information for an immediate or later purchase.

→ **DEMONSTRATE** - Show your products in real life with hands on demonstrations or explanation of an innovative product. You have the chance to explain its features & benefits directly to potential customers.

→ **INSTANT** - Gather instant feedback from visitors, get an understanding of their needs so that you understand your target market. Create opportunities & answer objections.

→ **EXPAND** - Expand your contacts. During set-up, bump in & during the show, you will have the chance to connect with other exhibitors & make new contacts. These contacts may be valuable in the future!

→ **EXPOSURE** - In 2022, we recorded over **32,000** visitors through the gates over our three day period. Where else would you get the opportunity for a face-to-face audience of this size?

→ **COVERAGE** - the Dubbo Show is supported by key regional media who provide advertising & editorial support. We undertake audience specific, paid advertising. This puts your business details in the hands of thousands, some of whom may not even attend the show.



SITE PACKAGES

- **Pavilion Site**

The Ray Clarke Pavilion has a total undercover area of 1093m² with a bitumen sealed floor.

Sites within the Ray Clarke Pavilion are 3m x 3m.

\$350 each, \$250 each additional site.

Power available to all sites as an optional extra.

Two x 3-day passes are included.

The Ray Clarke Pavilion is locked each night from 8pm and opened at 9am each morning.

- **Ground Site**

Sites situated outdoors are approximately 5m x 3m.

Exhibitors must provide their own flooring and walls if required.

\$490 each, \$430 each additional site.

Power is available to all sites as an optional extra.

Two x 3-day passes plus four x 1-day passes are included.

- **Industrial Site**

Sites situated in the industrial grassed outdoor section are approximately 10m x 15m.

Exhibitors to provide their own walls and/or barriers if required.

\$490 each, \$430 each additional site.

Power is available to all sites as an optional extra.

Two x 3-day passes plus four x 1-day passes are included.

For further details or to receive an application for a trade site, please contact:

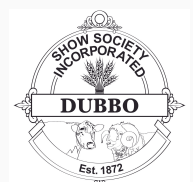
DUBBO SHOW SOCIETY

(02) 6882 4364

PO Box 12

DUBBO NSW 2830

commercial@dubboshow.org



ESSENTIAL INFORMATION

SITE AGREEMENT

In order to be an exhibitor at the Dubbo Show, all exhibitors are required to complete, sign and return a Dubbo Show Site Agreement Application. You are also required to complete a risk assessment, an individual waiver and supply us a copy of your current Certificate of Currency.

CONDITIONS, RULES & REGULATIONS

1. Bump in for all Exhibitors – Thursday prior to the show from 8am until 7pm.
2. The Ray Clarke Pavilion will be open for set up Thursday prior to the Show from 8am until 7pm when it will be locked.
3. The Show opens to the public 7am Friday, Saturday, & Sunday. Closes 11pm Friday & Saturday – 4pm Sunday.
4. Ray Clarke Pavilion - Open to Exhibitors at 9am Friday, Saturday, & Sunday.
5. All sites booked must be claimed by 9am Friday, the first day of the show, or space will be given to the next in line. All displays must be completed by 9am FRIDAY. All sites must be occupied for all 3 days & 2 nights.
6. Exhibitors may retain interest in a space for the next show by completing the 'Expression of Interest Form' given to them during the current show, however does not guarantee any particular site.
7. All exhibitors must pay 50% of their site fee by 31st January 2024. The full fee is due 4 weeks in advance of the show to confirm a booking. Cancellations made up to four weeks prior will incur an administration fee of \$100. Cancellations made after this time will receive NO REFUND.
8. Displays must not be dismantled or removed before 4pm on the last day of the Show without the permission of the Chief Ground Steward. If display is removed before 4pm Sunday, the Site Holder will forfeit their cleaning deposit. Pavilion displays must be removed 24 hours after close of Show & all machinery etc. from outdoor displays must be removed within 7 days or additional ground rental will be charged. All areas must be left clean.
9. No advertising sign nor structure associated with such an advertising sign, may be erected closer than 1.5 metres of the boundary fence unless prior approval has been obtained & the appropriate written agreement entered. All advertising signs must be removed from the Dubbo Showground within 7 days of the last day of the Show. The display of approved advertising of any description is restricted to the area occupied by the space holder.
10. Gambling - Disposal of any article by lot or chance & the sale of raffle tickets & Art Union tickets are strictly prohibited unless operated by the Dubbo Show Society Inc.



ESSENTIAL INFORMATION

CONDITIONS, RULES & REGULATIONS (CONT'D)

11. The Chief Pavilion or Ground Steward shall have the power to enter the rented area described & remove any prohibited & dangerous goods, illegal article or sign, picture, or printed matter which in his/her opinion may be causing to offend or harm to the public or to the Dubbo Show Society. Unless Exhibitors abide by the list of prohibited goods issued by the Agricultural Societies Council of NSW his/her contract space will be cancelled. No refund.

12. **All space holders must operate & display their goods within the confines of the area for which they pay & have been allocated space.** This also includes the handing out of pamphlets & the like which is restricted to allocated space area. Any contravention of this regulation will result in the automatic cancellation of that space holders right to occupy space for the immediate cessation of his/her trading operations at the Show, with no refund of any fees paid & will automatically forfeit his/her right to any space at the Show in the following years.

13. Trade vehicles & all other vehicles must be removed & parked outside the Showground by 9am each day.

14. REFER TO YOUR DUBBO SHOW TRAFFIC GUIDELINES. Each vehicle entering the Showground must have the appropriate adult gate pass & Commercial Vehicle sticker indicating the gate to be used, Site Number & Mobile Phone Contact. The Commercial Vehicle sticker must be displayed AT ALL TIMES otherwise any vehicles illegally parked will be towed away. Traffic Management is part of the Dubbo Show Society WHS Policy & Risk Management. The Dubbo Show Society Inc. will not accept any responsibility for damage that may be caused to vehicles being towed away. Vehicle entry after 9am will not be permitted, emergency vehicles accepted.

15. Under no circumstances shall a space holder excavate, dig, or place pegs in his/her area with out first obtaining the authority from the designated Ground Steward.

16. All occupiers of space on the Dubbo Showground are expressly prohibited from operating any devise or equipment that may cause damage to any building, roadway, grassed area & the like & to refrain from causing undue noise to emerge from their area. Any contravention of this regulation will render the occupier liable to have his/her tenancy cancelled immediately with no refund of any fees & will automatically forfeit his/her rights to any space at the Dubbo Show in the following year.

17. PA Systems, projectors, video or any sound equipment shall not be operated without the permission of the Ground Steward, who also has the authority to control undue noise.

18. Water usage must be controlled. No overnight unattended sprinklers are permitted in the preparation of outdoor sites.

19. No space holder shall obstruct the use of any firefighting equipment or electrical switchboards & must always maintain free access to such equipment.

20. The Dubbo Show Society Inc. accepts no liability for damages to exhibits by loss, damage, theft, fire, water, storms, strikes, riots, or any other cause whatsoever.

21. The Dubbo Show Society Inc. reserves the right to restrict the amount of power used by a space holder, & to charge for excessive power consumption. The charge may be in two parts - energy & headwork's.



ESSENTIAL INFORMATION

CONDITIONS, RULES & REGULATIONS (CONT'D)

22. Each FOOD stand is to carry at least one fire extinguisher of approved type & suitable for use on the display.
23. Each Commercial Exhibitor will receive a Site Number, which will be your official identification & must always be on display & be visible.
24. All Exhibitors are responsible for the removal of rubbish from their sites or forfeit their Cleaning deposit.
25. If space applied for does not meet the dimensions or staging, you will be asked to remove it to a site that will accommodate, if available.
26. Tradesmen (Milkmen, Frozen Foods, etc.) WILL NOT BE ALLOWED FREE ACCESS TO THE SHOWGROUND during the Show. All tradesmen are required to be holders of a purchased gate pass & vehicle pass & have completed the WHS paperwork required by the Dubbo Show Society. There will be no vehicle access after 9am. If trade supplies are required after 9am the supplier will have to be met by the trade stall holder at the gate.
27. All Commercial Exhibitors are required to uphold the Dubbo Showground WHS policy & will be required to complete all WHS documentation as required by the Dubbo Show Society.
28. Public Liability Insurance. Exhibitors shall cover their public risk liability for a minimum cover of twenty million dollars. (\$20,000,000). Evidence of the currency of such insurance must be provided to the Dubbo Show Society Office at the time of application for space.
29. Indemnity. The Dubbo Show Society Inc. will not be responsible for any accident that may be caused through or by an exhibitor, & it shall be a condition of exhibition that each exhibitor shall hold the organizers harmless & indemnified against any legal proceedings arising from any such accidents. All exhibitors are required to sign an Indemnity Form before Site Application will be accepted.
30. Dogs - **NO DOGS** will be allowed on the Dubbo Showground apart from those participating in competition, for the duration of the Show. Registered service dogs are exempt.
31. **NO AUCTION SELLING WILL BE PERMITTED DURING THE SHOW, UNLESS CONDUCTED BY THE Dubbo Show Society Inc.**
32. **ALL PERSONS APPLYING TO SELL FOOD MUST HAVE A VAN ACCEPTABLE TO THE HEALTH AUTHORITIES REQUIREMENTS** - please obtain forms from Dubbo City Council. Refer to Rules & Regulations No. 41
33. **NO CAMPING** available.
34. Commercial site exhibitors will be issued with entry passes depending on their site fee. Additional passes must be purchased at the time of application for site.
35. All Commercial Exhibitors are required to pay a cleaning deposit of \$110. Refundable after Site has been checked & signed off by the Dubbo Show Society Ground Supervisor – This FEE WILL NOT BE REFUNDED IF YOUR SITE IS PACKED UP BEFORE **4PM SUNDAY**. If not claimed by the 30th of June - it will be null & void.
36. **NO SITE IS GUARANTEED.**



ESSENTIAL INFORMATION

SAFETY ALERT

37. ALL EXHIBITORS intending to bring electrical equipment to the Showground will be required to ensure that such equipment is fitted with earth leakage circuit breakers & that all electrical leads, tools & appliances have been inspected & tagged by a licensed electrical contractor. This is essential for the safety of yourself, your fellow exhibitors, & the public, & is a requirement of the Work Health & Safety Act of 2011. The act imposes very severe penalties in the event of non-compliance with its provisions. Please check all your electrical equipment & leads before you come to the Showground to avoid the occurrence of any difficulties.

38. VEHICLE FREE PEDESTRIAN AREA - Vehicles will **NOT** be permitted access to the Showground after 9am each day. All stallholders are requested to organize deliveries prior to this time. Please notify your suppliers that this will be the case. Emergency & Official Vehicles will be the only vehicles permitted. This regulation is to comply with W H & S rules in order to make the Dubbo Showground a vehicle free pedestrian area

39. ALL EXHIBITORS must conduct a risk assessment on the equipment or exhibit activities that will be undertaken during the Show & the risk assessment is supplied with evidence of Public Liability insurance point 23 Conditions, Rules & Regulation for 2023 Show.

40. NSW FOOD STANDARDS - The NSW Government has amended the NSW Food Act to require all food preparation business (including mobile Show Vans) to have at least one staff member certified by the completion of an accredited food hygiene training course. This requirement commenced on the 1st of October 2010 with a 12-month phase-in period. This is now mandatory. All food vans and temporary food stalls must have a separate Food Safety Supervisor Certificate **per site**.

41. DAMAGE caused to the Showground buildings, fittings i.e. electrical / waterlines must be repaired by the Exhibitor. If the Exhibitor does not comply with this regulation, it is the Committee's Right to refuse participation as an exhibitor in future Dubbo Shows.



ESSENTIAL INFORMATION

LIST OF BANNED ITEMS

The Showmen's Guild of Australia & The Agricultural Societies Council of NSW have agreed that the following lines be banned at country agricultural shows as it is our view & aim to protect & attract families to the show.

- Drug Related Goods (including cocaine kits, bongs etc)
- Explicit & Hardcore T-Shirts
- Explicit DVD's & videos
- Fireworks - crackers
- Fake Cigarettes or Vaping items
- Fuel type fire lighters (Zippo)
- Iridescent Hair Spray
- Horns & Trumpets
- Knives (including pen knives but excluding appropriately packaged kitchenware sets)
- Metal or wooden martial art nun chucks
- Laser Pointers / pen lights &/or laser toys
- Playing cards (nude or lewd)
- Pressure pack fart gas, fake snow, silly string
- Stink bombs
- Bouncing beans
- Water bombs
- Electronic Shock Hand

TOY GUNS ARE ACCEPTABLE; HOWEVER, THE FOLLOWING ARE NOT:

- Pellet guns
- Ball bearing guns
- Replica guns (bullet type)
- Pop downs (throw downs)
- Potato Guns (bullet type)
- 8 shot caps (caps only banned)
- Strip caps (caps only banned)
- Roll caps (caps only banned)
- Water pistols over 150mm (6")



Contact Details

Dubbo Show Society Inc.

PO Box 12

DUBBO NSW 2830

T (02) 6882 4364

E commercial@dubboshow.org

Secretary - Mrs Sue Hood

secretary@dubboshow.org

