

UPPER MURRAY

AGRICULTURAL FIELD DAYS

Corryong Australia

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**WEDNESDAY 12th &
THURSDAY 13TH APRIL 2023**

OLD CORRYONG CONSOLIDATED SCHOOL SITE

Exhibitor Handbook

FEATURING ~

TRADE EXHIBITORS WORKSHOPS, SPEAKERS, TRAINING SESSIONS STALLHOLDERS
SUPPORTING LOCAL BUSINESS AND THEIR SUPPLIERS DISPLAYS INDUSTRY PROFESSIONALS



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ALL ENQUIRIES

Man from Snowy River Bush Festival
Field Days Office
50 Hanson Street, Corryong VIC 3707
Phone - 02 6076 1992 or 0429 845 425
Email - umfd@bushfestival.com.au

An MFSR Initiative



Supporting Local Business
& Recovery Initiatives

IMPORTANT DATES

3RD OCTOBER 2022	REGISTRATIONS OPEN
31ST JANUARY 2023	REGISTRATIONS CLOSE
1ST FEBRUARY 2023	SITE ALLOCATION FOR ALL EXHIBITORS
1ST FEBRUARY 2023	INVOICES DISTRIBUTED
28TH FEBRUARY 2023	INVOICES PAID IN FULL
10TH FEBRUARY 2023	DEADLINE FOR MEDIA/ADVERTISING IN UPPER MURRAY AG FIELD DAYS OFFICIAL PUBLICATION
11TH APRIL 2023	FREE UNLOADING FACILITIES AVAILABLE FOR SETTING UP OF SITES
11TH APRIL 2023	ALL SITES TO BE FULLY SET-UP BY 5PM
12TH & 13TH APRIL 2023	GATES OPEN 9AM AND CLOSE 5PM EACH DAY NO DISMANTLING OF SITES PRIOR TO 5PM. NO LOADING EQUIPMENT PERMITTED ONSITE PRIOR TO 6PM.
14TH APRIL 2023	FREE LOADING FACILITIES AVAILABLE FOR LOADING EXHIBITS

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CONTACT DETAILS

WEBSITE:	WWW.BUSHFESTIVAL.COM.AU/AGFIELDSDAYS
POSTAL ADDRESS:	MAN FROM SNOWY RIVER BUSH FESTIVAL FIELD DAYS OFFICE 50 HANSON STREET, CORRYONG VIC 3707 (P O BOX 144)
TELEPHONE:	(02) 6076 1992 OR 0429 845 425
EMAIL:	FESTIVAL@BUSHFESTIVAL.COM.AU
GENERAL MANAGER:	MELISSA RICE
EVENT MANAGER:	BEV THOMPSON
BOOKING AGENT:	BEV THOMPSON
SPONSORSHIP MANAGER:	BEV THOMPSON
MARKETING:	MFSR OFFICE/BEV THOMPSON
ONSITE PRINCIPAL CONTACT:	SHELLEY MAHER/BEV THOMPSON
WORKING COMMITTEE:	CAMERON JACKSON ANDREW RANDELL SHELLEY MAHER JUSTIN COSTELLO TONY THOMPSON
FUTURE AG FIELD DAYS:	2023 - 12TH/13TH APRIL 2024 - 3RD/4TH APRIL



WHY SHOULD I EXHIBIT AT THE UPPER MURRAY AGRICULTURAL FIELD DAYS?



Whether you are looking to launch a new product, increase brand awareness or reach a target audience don't miss the opportunity to strategically position your business at the inaugural Upper Murray Agricultural Field Days.

Be part of a new venture that will support local business and their suppliers while promoting the magnificent Upper Murray region.

The Upper Murray Agricultural Field Days aims to introduce farmers, agricultural professionals, suppliers, workers, grain end users, local leaders and youth to existing and new farming equipment, technologies and techniques.

Exhibitors and stakeholders can maximise exposure to potential clients by utilising our workshop, speakers and/or training opportunities being scheduled throughout the Field Days with full conference facilities available.

Held in conjunction with the Man from Snowy River Bush Festival, the inaugural Upper Murray Agricultural Field Days will attract local and regional clients in the agricultural and business sector and draw on an existing crowd of Festival-goers (approx. 8,000 per day). The Old Corryong Consolidated School site is strategically located with open space for exhibitors to display wares, ease of access to main street, parking, toilet facilities and office/meeting spaces with conference capability. It is located close to other Festival venues and an easy walk for all participants.

HOW DO I APPLY?

Please ensure you have read and agree to the terms and conditions for participation at the Upper Murray Agricultural Field Days. Applications are accessed via an online portal. The link is available through the Man from Snowy River Bush Festival website - www.bushfestival.com.au/ag-field-days. Applications close January, 2023.

COMMERCIAL FOOD AND COFFEE VENDORS:

Food and Coffee Vendors are sought. All commercial food and coffee vendors are required to submit an application for their site at the Upper Murray Agricultural Field Days. Information is available for download from the Upper Murray Agricultural Field Days Page on the Man from Snowy River Bush Festival website - www.bushfestival.com.au/ag-field-days. Applications close 31st January, 2023

SITE ALLOCATION:

Site allocation will be at the absolute sole discretion of Upper Murray Agricultural Field Days. Organisers reserve the right to refuse applications on the grounds of unsuitability or if there are too many exhibitors of that product.

UMAFD will endeavour to accommodate the needs of all exhibitors. Ensure the site size you select will accommodate your entire exhibit. Every effort will be made to mark out sites accurately, but if there is any confusion regarding the size or location of your site please contact the Onsite Field Days Office.

EXHIBITION SITES & FEES:

Trade Stall Exhibitors

RATES APPLY IN 2023

Sites range in size from 3m to 20m Frontages.
All available sites are located in the open.

- Site 3m x 3m - \$110
- Site 6m x 6m - \$220
- Site 10m x 10m - \$330
- Site 20m x 10m - \$440
- Site 20m x 20m - \$550



Food & Coffee Stalls

INTRODUCTORY RATES APPLY IN 2023

Sites range in size from 3m Frontages. All
available sites are located in the open.

- Site 3m x 3m - \$100
- Site 6m x 3m - \$200
- Site 9m+ - \$280



EXTEND YOUR ENGAGEMENT WITH CLIENTS:

Workshops, Speakers, Training Opportunities

Exhibitors and industry professionals can maximise exposure to potential customers by utilising our workshop, speaker and/or training venues. The Field Days site offers full conference facilities for those wishing to value-add to your clients experience of your products and learn from your expertise.

To participate simply provide details on your application form.



SPONSORSHIP OPPORTUNITIES:

A great variety of sponsorship packages are available to enhance your exposure at the Upper Murray Ag Field Days and the Festival. Contact the Field Days Office for further details.

Field Day Sponsorship Packages range from \$550 to \$15,000.

NAMING RIGHTS SPONSOR 2023

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EVENT ADVERTISING OPPORTUNITIES:

A number of Advertising Packages are available to enhance your exposure at the Upper Murray Ag Field Days. Contact the Field Days Office for further details.

Advertising Packages are available and range from Official UM Ag Field Days Program advertising, PA Announcements, Signage & Branding opportunities, Social Media Promotion, Website Promotion, MFSR Big Screens advertising, and the like.

EVENT SUPPORT OPPORTUNITIES:

We welcome offers of assistance to ensure this Event is delivered successfully. If you can offer your time and/or resources to assist with organisation support or Set-up and/or Pack-up we would love to hear from you. Contact the Field Days Office for further details.

ANNOUNCEMENTS:

Announcements are available on behalf of exhibitors over the PA System during the Field Days at no charge. Simply write out your announcement and drop it at the Onsite Field Days Office or email umfd@bushfestival.com.au prior to the event.

ATMS ARE AVAILABLE:

ATMs are available a short walk from the Field Days.

Commonwealth Bank ATM - Corryong CBA Branch, Cnr Towong Road/Donaldson Street

Westpac Bank ATM - Matt Cooper Real Estate, 12-14 Hanson Street

ANZ ATM - Corryong Newsagency, 43-45 Hanson Street

WAW Credit Union - Corryong WAW Credit Union Branch, 34 Hanson Street

Bendigo Bank ATM - Costello Rural, 64 Hanson Street

FACILITIES & SERVICES:

FOOD & REFRESHMENTS ONSITE:

There will be a range of food and beverage options available at community run and commercial outlets during the Field Days. Alternatively, it is an easy walk to Hanson Street eateries while on your break.

RUBBISH:

All rubbish must be placed in bins near your site. Prior to the start of the Field Days cardboard boxes and packaging materials can be folded flat and placed in skip bins provided. Ensure your site is left clear of all rubbish at the conclusion of the Event and when your Pack-up is complete.

SECURITY ONSITE:

Exhibitors will be responsible for maintaining security of their site throughout the Field Days. Exhibitors may choose to spend the night within their site to monitor its safety. Police will maintain a presence. Organisers will not be held responsible for any loss or damage to the exhibitor's property while on the site.

UNLOADING EQUIPMENT:

Free unloading facilities will be available Tuesday 11th April onsite to assist exhibitors set-up their sites. Bookings cannot be made prior to the Event. Unloading assistance will work on a first in first served basis. Please let us know in advance of especially large loads.

All items must be removed from Field Days site by close of business Friday 14th April.

MARQUEE & MARKET UMBRELLA HIRE:

Marquees and market umbrella will be available to hire by exhibitors at the time of registration. Prices include erection and dismantling. Exhibitors can arrive and immediately set-up without any fuss. Marquees range from 3m to 20m Structures subject to your requirements. To order simply provide details when you register online. * Invoicing with site fees.

EMERGENCIES & FIRST AID:

Call 000 for Emergency assistance - Police, Ambulance, Fire

Exhibitors are encouraged to provide their own First Aid Kits for minor first aid requirements.

BAD WEATHER:

The Field Days will be staged regardless of weather. Ensure your site is secure in case of bad weather.

DISPLAY MATERIAL AND EXHIBITS:

Exhibitors are encouraged to make their sites look appealing and enticing. Exhibitors are responsible for making sure all display materials are secured correctly and safely. **Field Days Specials are ENCOURAGED.** Organisers reserve the right to remove any exhibit or item they feel may bring the Field Days into disrepute or that is deemed to cause offence.

ESSENTIAL INFORMATION:

FIRES:

The lighting of fires on the Field Days site is not permitted.

DEMONSTRATIONS:

Exhibitors are encouraged to use the opportunity to fully engage with their potential clients. Due to the size and location of the Field Days site extreme care and discretion must be used by exhibitors when it comes to demonstrating their machinery and/or equipment onsite - taking care to cause no damage to the Field Days environs or patrons. Organisers must approve all demonstrations prior to the Field Days.

COVID SAFE EVENT PLAN:

The Field Days Site will operate under the MFSRBF & associated events will run under Victorian Covid 19 public events framework/guidelines and any restrictions imposed by public health at the time of the MFSR Bush Festival. Please note compliance regulations are Fluid and subject to change.

Individual exhibitors must comply with the Victorian Covid 19 events framework and guide set Exhibitors are responsible for ensuring compliance of patrons in relation to their site.

NOISE:

Exhibitors are not permitted to use microphones or loud hailer within the Field Days site. All exhibitors must be respectful of noise to neighbouring sites when carrying out demonstrations.

OPENING HOURS:

Sites must be staffed and operating for the hours of 9am to 5pm on Wednesday 12th and Thursday 13th April, 2023. Sites must remain intact until 5pm on Thursday 13th April.

VEHICLES & MOVEMENT RESTRICTIONS:

Exhibitors will only have vehicular access to the Field Days site during set-up and pack-up and/or after close of business each day, when patrons have left for the day and it is safe to do so. Please ensure all staff are advised of these restrictions.

The onsite speed limit is 10km/h.

Due to the Field Days site size, Exhibitors will need to park outside the site during open hours.

ESSENTIAL INFORMATION:

EXHIBITOR PASSES:

Passes will only be made available once full payment of your account has been received.

PUBLIC LIABILITY INSURANCE:

All exhibitors (inc any shared siteholders) must hold their own Public Liability Insurance with an indemnity of not less than \$20 million covering them against an occurrence attributable to their activities or the activities of any person for whom they are directly responsible. A copy of your current Public Liability Insurance Certificate of Currency is required with your application form.

RAFFLES & COMPETITIONS:

All games of chance and raffles where tickets are sold are not permitted without prior application in writing to the Field Days organisers. Organisers have the absolute sole discretion to refuse any application.

SAFETY:

To comply with the Work Health and Safety Act each exhibitor is responsible for the creation and maintenance of a safe environment for both their workers and visitors. The use of only safe and suitable extension leads and power boards is permitted. The safety of exhibitors, volunteers and visitors must be of utmost consideration at all times. Anyone conducting themselves in a manner dangerous to any of these groups may be asked to leave. Please exercise extreme caution and be aware of the safety of others when demonstrating or using machines or equipment onsite.

A fire extinguisher is recommended to be available on site by each exhibitor.

SUB-LETTING OF SITES:

Exhibitors shall not assign, lease, sub-lease, on-sell or part with the possession of the whole or part of their site. Only displays which have a genuine company link with an exhibitor can be shown on their stand. This means that unless an exhibitor owns, sells or distributes a particular line of product (or service) on a normal, continuing yearlong basis from the principal business house, it cannot be displayed.

All businesses represented on your site should be listed as a shared siteholder in order for all businesses at the Field Days to receive the best possible exposure.

TELEPHONE / INTERNET SERVICE / WI-FI:

Telstra 5G digital mobile phone coverage is available throughout the Field Days site.

ESSENTIAL INFORMATION:

ELECTRICITY, GAS AND POWER REQUIREMENTS:

Exhibitors are encourage to supply their own power generation equipment if it is required due to limited access to power within the Field Days Site. Use of silent (low noise) generators is preferred.

Exhibitors must only use and operate an approved portable power board with residual current device (RDS) earth leakage circuit breaker (ELCB) protection when drawing electricity from Field Days power supply. No double adapters are permitted. Exhibitors must supply an industrial power lead if they are connecting to Field Days supply.

For the safety of all Exhibitors, staff and visitors all electrical equipment or leads brought onto the Field Days site are required to have been inspected and tagged by a licenced electrical contractor which must be within 12months of the Field Days date.

Tampering of generators or electrical distribution box will not be tolerated.

Any gas bottles utilised as part of an Exhibitors site are not to be used within marquees or tents. They must adhere to and comply with all relevant Australian standards.

CODE OF CONDUCT:

Under no circumstances will any parties tolerate abuse, acts of violence, threats of violence and/or aggressive behaviour. This action may result in the party being asked to leave the site or removed by Police.

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