

Expo Italia at the Perth Royal Show

23 – 30 September 2017

Claremont Showground

Exhibitor Manual



Welcome to Expo Italia at the 2017 Perth Royal Show

The Italian Chamber of Commerce & Industry in Australia - Perth Inc. (ICCI) proudly announces the participation to the **Peth Royal Show, 23-30 September 2017** at the **Claremont Showground**.

ICCI brings to life **Expo Italia**, an area dedicated to **Italian excellence** located inside the **Jim Webster pavilion** right in front of the main entrance of the Show, and next to the popular Shopping and Lifestyle pavilion. Expo Italia welcomes up to **18 exhibitors**, with this year focus on Italian food and wine, and the aim to expand every year onwards.

From its first edition back in 1834, the Perth Royal Show has been expanding its presence and patronage to become regarded as WA's largest annual community event. Each year the Perth Royal Show has up to **400,000 visitors** entering the Claremont Showground over the **eight days**.

The Perth Royal Show in numbers:

- ✓ Up to 50,000 visitors per day
- ✓ 2016 gate entries increased by 24% on those in 2015
- ✓ 530 local and national exhibitors in 2016
- ✓ 93,438 Facebook likes
- ✓ 3,841 Twitter followers
- ✓ 2,436 Instagram followers
- ✓ 70,789 YouTube views

Expo Italia represents a great opportunity to participate in the Perth Royal Show under the Italian flag, and pursue these objectives:

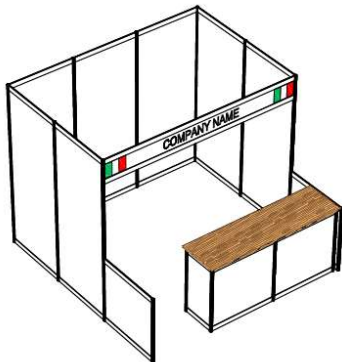
- ✓ Promoting your brand and products in front of local, rural and interstate visitors
- ✓ Selling your products on the day, taking retail and trade orders
- ✓ Building your database of potential customers, developing a personal and direct relationship with them
- ✓ Educating public about your products, increasing awareness and market share
- ✓ Connecting with other businesses and creating a strong and collaborative network
- ✓ Getting exposure through the Expo Italia and Perth Royal Show promotion

Exhibitor Packages

The **Expo Italia Exhibitor Package** is valued **\$3,450+GST** with the possibility to upgrade to *Premium* for only \$150 more – only 4 *Premium Packages* available.

	Basic \$3,450	Premium \$3,600
Exhibiting area 3x2 or 3x3 (*)	✓	✓
Corner booth – double exposure		✓
White Polyvinyl Wall Panels	✓	✓
Woodgrain top 600mm x 25 mm thick	1	2
Company Name Fascia	1	2
2 x Track Spotlights	✓	✓
1 x Power Outlet	✓	✓
Shared loading/unloading temporary area	✓	✓
Shared freezer and refrigeration space	✓	✓
Shared sink and hand washing facilities	✓	✓
1 x Supervisor Pass (unlimited access)	✓	✓
16 x Daily Passes	✓	✓
Acknowledgment on ICCI monthly Newsletter	1	2
1 x Acknowledgment on ICCI Facebook page	✓	✓
Your flyers at the ICCI booth		✓

(*) Size allocated on a first come, first served basis, and according to storage requirements



As Expo Italia exhibitor, you can:

- ✓ Showcase your products
- ✓ Give away free samples and collaterals
- ✓ Sell loose and packed products (not applicable for alcoholic beverages)
- ✓ Take orders

Remember: The pricing of your products is completely up to you, and you will be your own cashier so you need to bring a float with you and/or an EFTPOS machine.

How to Participate

We are managing the Expo Italia to ensure that there is a variety of products, and that both the participants and exhibitors have the best experience possible.

- ✓ Fill out the application form and return as soon as possible, along with:
 - Public Liability Insurance
 - Certificate of registration as food business (*applicable to food businesses only*)
- ✓ Registrations close on Monday, 21st of August 2017
- ✓ Booths are allocated on a first come, first served basis – do not make any payment until we confirm your place
- ✓ We will confirm your place ASAP and send an invoice
- ✓ Once you receive the invoice, you have 7 days to pay via bank transfer – your place cannot be kept or guarantee after this period
- ✓ You will receive:
 - Contact details of your referent to assist with your stand preparation. **Galaxy** will contact exhibitors to arrange fascia signage and to assist with furniture, accessories, power and any other special booth requirements
 - Application as Food Business with the City of Claremont (*applicable to food businesses only*)
 - Perth Royal Show Rules and Regulations

Essential Information

Appearance and Cleanliness

Exhibitors are encouraged to decorate their stands to create a carnival atmosphere.

The exhibitor is totally responsible for the maintenance and attractive condition of their exhibition site. Sites must be cleaned and well-presented 15 minutes prior to the official opening time each day of the Show. All storage boxes or cases must be kept out of view of the public.

Hand written signage is not acceptable on sites.

Items for sale must not be displayed on the ground. All items must be raised above ground level.

All exhibitors are responsible for the cleanliness of their site/s and their immediate areas. The premises shall be kept clean and free of rubbish, objectionable noises, odours or nuisances.

Any item that does not enhance the appearance of an exhibition site - e.g. drink cans, food containers and miscellaneous sundry items should be screened or covered from public view.

Exhibitors must ensure that all employees on their stands are cleanly and neatly dressed in accordance with health standards as applicable.

Exhibitors will maintain equipment, trailers, stands, booths or displays in a neat and orderly manner and provide adequate skirting to screen the underneath, rear and back storage from the public view.

Cancellation

All cancellations must be requested in writing to office@icci.asn.au and received no later than August 21, 2017. The exhibitor will be issued a 40% refund of the booth price. Any submissions received after August 21, 2017, will not be eligible for refund.

Food & Beverage Sampling, Tasting and Selling

All exhibitors considering sampling and/or selling food and/or beverage must complete and return a Food Notification Form and pay the applicable fees.

To protect the interests of commercial food and beverage exhibitors, samples to be given away free of cost to the public must be:

- No larger than 90ml (3oz) cups for hot beverages or 150ml (5oz) cups for cold beverages (liquid portions)
- Samples of food should be no larger than bite size or 3cm x 3cm
- The display unit containing the foods offered for sampling shall contain an ingredient list and allergy declaration of all foods available for sampling.

Key Dates

10 July 2017	Expo Italia Sales Open
21 August 2017	Expo Italia Sales Close
21-22 September 2017	Exhibitors Bump In and Delivery of Materials
23-30 September 2017	Perth Royal Show

Parking/vehicles and restricted access

Exhibitors must not park any vehicle within the Showground during the Show. No parking is provided by the IGA Perth Royal Show and limited parking is available nearby. The IGA Perth Royal Show encourages the use of public transport. Vehicle movement around the Showground during opening hours is restricted to vehicles displaying a vehicle access pass.

Staff and Operating Hours

All exhibition stands are to be staffed with engaging staff throughout the hours of operation of the pavilion. During the Show, gates will be open to the public from 9.00am each day. It is imperative for the exhibitor site to be open by 8.45am.

8.45am – 20.00pm Expo Italia (Jim Webster Pavilion)

Expo Italia Application form

Company Name: _____

ABN: _____

Contact Person: _____

Email Address: _____

Mobile Number: _____

Office Number: _____

Postal Address: _____

Product Description: _____

Please indicate your package of choice:

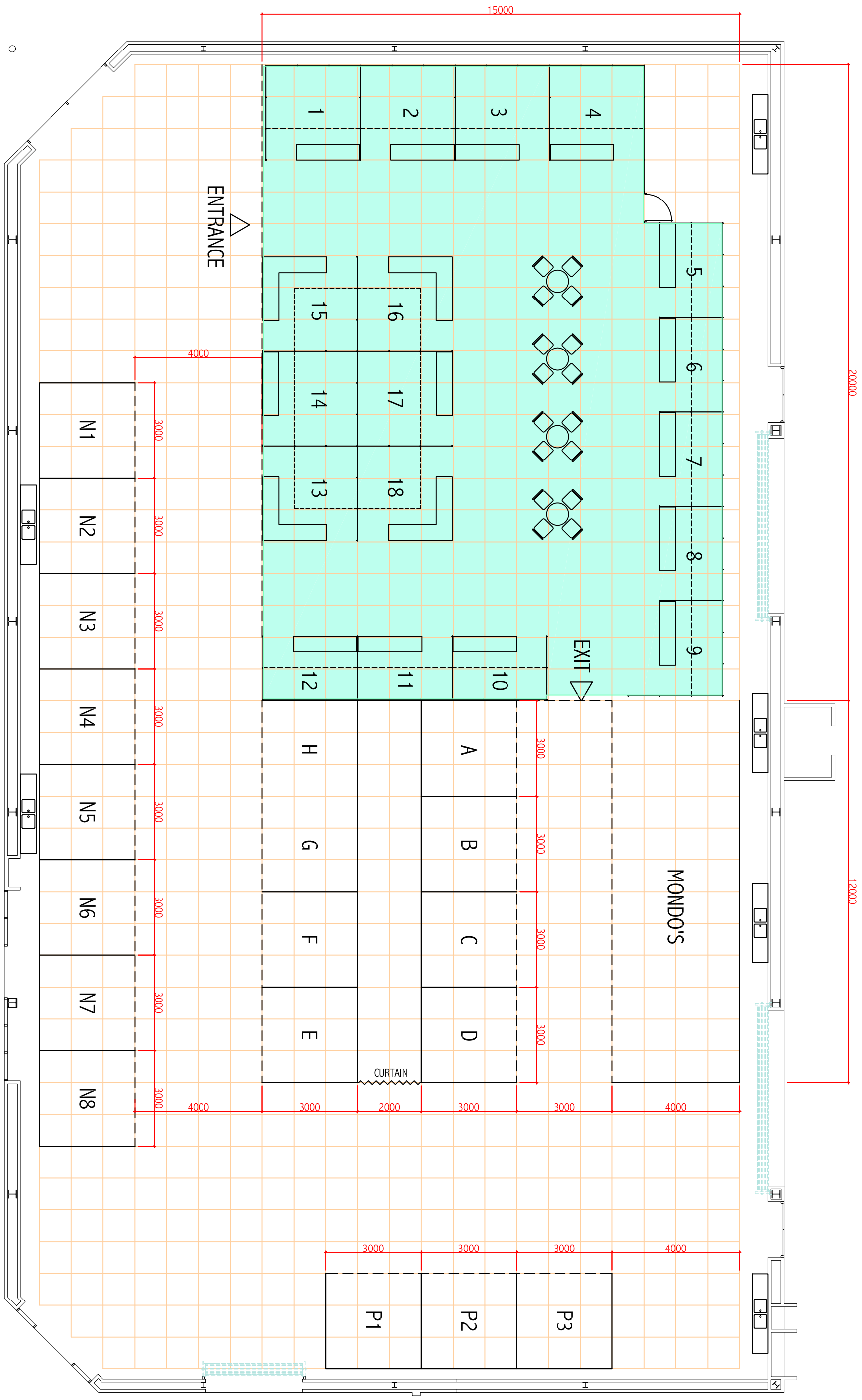
- Expo Italia Package \$3,450+GST
- Premium Expo Italia Package \$3,600+GST

Payment is required only after we confirm your place is available and send you an invoice. From the date of the invoice payment is required within 7 days, we cannot guarantee your place after this period.

Please email to Marzia Gastaldi secgen@icci.asn.au

- ✓ This application form filled with your details
- ✓ Copy of your public liability insurance
- ✓ Copy of certificate of registration as food business (*food businesses only*)
- ✓ Copy of Liquor Licence (*alcoholic beverages retailers only*)

Registrations close on 21st of August 2017



PLAN VIEW

WEBSTER PAVILION

ITALIAN CHAMBER OF COMMERCE

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