

Exhibitor Prospectus

Ultimate Fishing Expo 2023

Showcasing the recreational
fishing sector

Saturday 18 - Sunday 19 February, 2023



Go Fishing Victoria
More people fishing, more often



Ultimate Fishing Expo 2023

EVENT DETAILS

KEY DATES:

Friday 17 February – Bump In from 7am

Saturday 18 - Sunday 19 February – Expo open to the public from 10am-5pm

LOCATION:

Melbourne Convention & Exhibition Centre
1 Convention Centre Pl, South Wharf VIC 3006

ORGANISER:

Victorian Fisheries Authority

EXHIBITORS CONTACT:

Cam Westaway
Cameron.westaway@vfa.vic.gov.au

Julie Kerr
julie@fruitbowl.com.au

EVENT WEBSITE:

www.vfa.vic.gov.au/ultimatefishingexpo

The Victorian Fisheries Authority is inviting you to exhibit at the **Ultimate Fishing Expo!**

This event is designed to showcase retailers, wholesalers, fishing media, charter boat operators, fishing clubs and community groups. The public offering is to come along, have some family fun and get the latest tips and industry information whether they're a beginner or an experienced angler.

Attracting a projected five thousand attendees each day, the event will feature the latest equipment and hottest talent in recreational fishing from here and abroad.

What's on offer for the public:

- Tackle and boat expo with the latest in fishing technology and gear
- A fully activated and entertaining stage, with expert fishing tips, renowned fishing identities, the Women in Recreational Fishing Network (WIRF) and more.
- Meet local fishing clubs
- Door prizes and great activities including casting clinics and give-aways for the kids
- A chance to improve skills and be inspired to get out there and enjoy all the sensational fishing opportunities!

Exhibitor spaces are selling fast, so if you are considering attending it is highly recommended you [register your interest here](#) straight away.

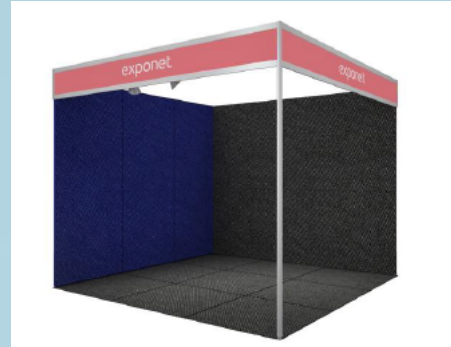
Exhibitor Packages

The Base Rate for the exhibition space is \$50 per m² (ex GST), covering the space hire for both days. All exhibitors are required to staff their stalls from 10am-5pm on both days of the event.

Shell Scheme stands will be charged \$315 per 9m² ex GST in addition to the space rate.

Unless otherwise stated, all exhibition spaces will be assumed to be shell scheme.

Shell Scheme stands will include 2.4m high walling (black carpeted walls), fascia signage on aisles, 1 x 4amp power point and 2 x track spotlights per 9m². Flooring is not supplied.



Other add-on items such as furniture or AV will incur an additional cost from the supplier, Exponet.

Not-for-profit community groups may receive special consideration for the above rates. Please contact Cam Westaway to discuss.

Floorplans and other layout requirements are subject to revision to meet COVID-Safe and ensuring the best possible event experience for the public. The Ultimate Fishing Expo team will do their best to secure your stand preference and will advise you of any floor plan changes leading up to the event.

Size	Space Rate
3m x 3m	\$450
6m x 3m	\$900
9m x 3m	\$1,350
6m x 6m	\$1,800
9m x 6m	\$2,700

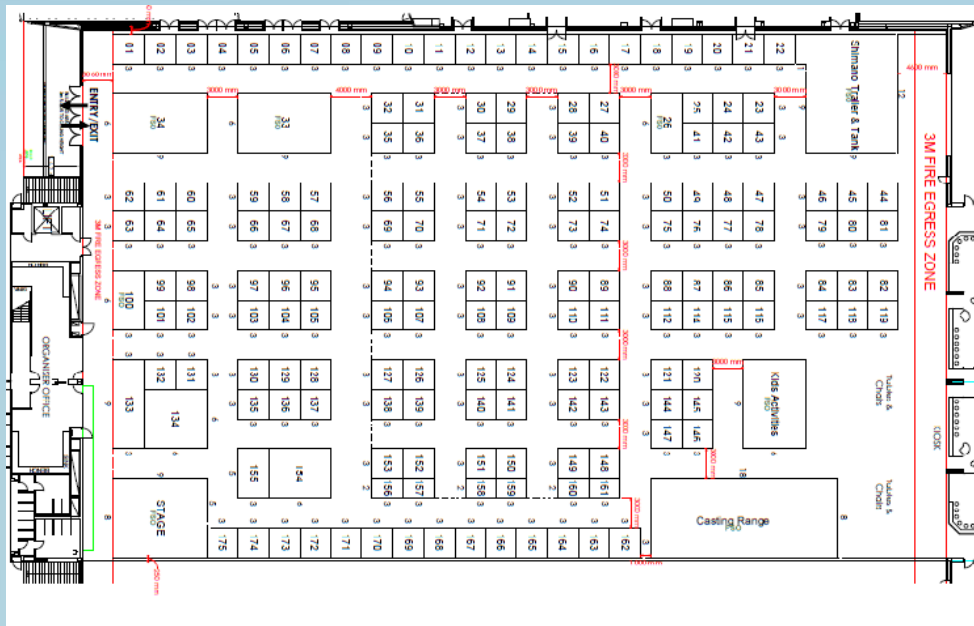
How do I book?

Complete the Exhibitor Form here: <https://bit.ly/ultimatefishingexpo>

Once we receive your completed booking form, we will contact you to discuss your stand.

For further information please email Cam Westaway - Cameron.westaway@vfa.vic.gov.au

Floor Plan



Ultimate Fishing Venue

The Melbourne Convention and Exhibition Centre is Australia's most versatile event facility. Colloquially referred to as "Jeff's Shed," is a group of three adjacent buildings next to the Yarra River in South Wharf, in the prime position immediately adjacent to the city grid and opposite Melbourne's Crown Casino.

What else is on offer?

The 10th triennial [World Recreational Fishing Conference](#) will take place at the same location, on the Monday-Wednesday following the Ultimate Fishing Expo.

The WRFC is the preeminent and largest international recreational fisheries conference attracting fisheries experts, researchers, policymakers, industry and anglers from around the globe. Come face-to-face with the international recreational fishing community – the change makers, thought leaders and fishing enthusiasts – for what is set to be a conference of riveting presentations, topical discussions, exciting research, and a chance to reconnect and forge new connections!

For more information or to register for the conference go to <https://wrfc10.com/>



Exhibiting Terms & Conditions**DEFINITIONS:**

Exhibitor: The business/ company/ organisation granted display space by the VFA.

VFA: Victorian Fisheries Authority

Fruitbowl Productions: Event Management organisation

Expo: 2023 Ultimate Fishing Expo

MCEC: The exhibition venue – The Melbourne Convention and Exhibition Centre.

This agreement is made between Fruitbowl Productions Pty Ltd ABN: 76 081 416 873 ("The Organisers") on behalf of the Victorian Fisheries Authority and the organisation agreeing to exhibit ("Exhibitor"). The agreement is relevant to the Ultimate Fishing Expo 2023 to be held at the Melbourne Convention & Exhibition Centre.

The Exhibitor agrees to the following terms and conditions. Payment of the fees to exhibit acknowledges that exhibitors agree to these terms.

The organiser reserves the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition. The organiser must approve all applications for expo space.

To have their application for space considered, an exhibitor must:

- Be an Australian registered company with a registered ABN.
- Be registered for GST in Australia.
- Be the authorised distributor of the brands/products in Australia.
- Operate from business premises suitable to the product being distributed.

The person who signs this exhibitor agreement is authorised to sign on behalf of the exhibiting organisation. Should the contact person change prior to the event date, the exhibitor must notify the organiser. The exhibiting organisation will still be responsible for the management of the stand and is liable for the expense of the stand. Change of booking contact is not reason to void this agreement.

Upon the organiser's receipt of a signed Exhibitor Agreement, your organisation is considered as confirmed for the event. All Exhibitors must pay a minimum of 30% deposit within 30 days of the invoice date. The balance will be due no later than 18th January 2023. Exhibitors who book after 18th January 2023 must pay in accordance with the invoice due date. All accounts must be paid in full prior to the expo taking place.

The exhibitor hereby agrees to comply with and observe:

- All legislation and the requirements of any competent authority relating to the use or occupancy of the exhibition space by the Exhibitor.
- The rules and regulations outlined by the VFA for the purposes of the Expo. The VFA and/or Fruitbowl Productions are entitled at any time to add to, delete or amend any of the terms and conditions of exhibiting.
- The rules and regulations outlined by the MCEC regarding site occupancy.

This Contract is governed by the laws of the State of Victoria. Any legal action arising from it shall be litigated in the appropriate court of that State.

Scope of the Expo

All exhibits may be fishing, marine or associated products and services. The organisers will determine the scope of the expo and the Expo shall not display any exhibit which the organiser in its discretion determines does not

fall within the scope of the Expo, or is for any other reason unsuitable for the Expo or which in the opinion of the organisers is not in the best interests of the Expo.

Payment

The exhibitor shall pay the sum specified by the organisers to occupy the site during the term of the event at the time and in the manner stipulated by the organisers.

Space will not be confirmed until the deposit is received.

In the event that full and final payment is 7 days in arrears, the contract with the Exhibitor may be cancelled by notice in writing to the Exhibitor. In this event, all monies previously paid shall be forfeited and the Exhibitor shall have no right or claim under the contract.

Full and final payment for Expo Space must be received by the organiser no later than 5pm on Friday the 3rd February 2023.

No exhibitor shall occupy stand space until all monies owing to Organisers have been paid in full.

Cancellations by the Exhibitor

Any cancellation must be made in writing & sent to wrfc10@fruitbowl.com.au
The following cancellation fees will apply to cancellations received:

If requested by the Exhibitor before 5:00pm Friday the 16th of December 2022 the VFA may release the Exhibitor from part of all of its obligations under this contract and the Exhibitor will be liable to pay 50% of all monies due under this contract.

For any cancellation requests received after 5:00pm Friday the 16th of December 2022 the VFA may release the Exhibitor from part of all of its obligations under this Contract at the Exhibitor will be liable to pay all monies due to the Association under this Contract.

Cancellations &/or changes to the event by the Organisers

The organisers reserve the right to postpone or amend the stated expo dates. Organisers will not be responsible for any loss occasioned thereby. The Organisers also reserve the right to close The Expo or vary its hours.

The Organisers reserve the right to determine, amend or alter the floor plan at any time during the lead up to the event.

In the event of the cancellation of the Expo by the Organiser for any reason including a Force Majeure Event, the Organiser will provide:

- a. 90 days or less out from the Expo, a percentage (%) credit to the Exhibitor equal to the percentage (%) amount the Organiser is credited by the Expo venue and the Organiser's service providers;
- b. between 120 days to 91 days out from the Expo, the Exhibitor may select either:
 - i. a percentage (%) credit to the Exhibitor equal to the percentage (%) amount the Organiser is credited by the Expo venue and the Organiser's service providers; or
 - ii. a 30% refund of the amount paid by the Exhibitor;
- c. between 240 and 121 days out from the Expo, a 70% refund of the amount paid by the Exhibitor;

In the event of cancellation of the Expo for any reason including a Force Majeure Event, the Exhibitor acknowledges and agrees that there is no possibility of postponement or holding the Expo at any other time in that calendar year.

Stands

All vehicles/boats on display within the expo must remain on site for the full duration as specified by the organiser (or by prior agreement). The exhibitor has agreed to maintain vehicles within the allocated stand area in accordance with safety regulations.

All custom build stands, displays and vehicles/boats must be approved by the Organisers and the venue prior to the event start date.

If the organisers in conjunction with MCEC do not approve the drawings, the Exhibitor shall make amendments and resubmit the design specifications.

No stands may be sublet without the consent of the Organiser. 3m x 3m Stands are only permitted to hold one exhibiting organisation.

Where such consent has been obtained, an additional site sharing fee will be payable.

Sub-letting includes renting, sharing, donating or in any way allowing another company, organization, club or person to display or advertise in an Exhibitors allocated expo space.

The Exhibitor agrees to the Organiser sharing its submitted contact details with the Official Stand Contractor for the purposes of confirming the erection/signage and other requirements for their standard stand at the Expo.

Any plans or request by the Exhibitor to erect a Custom Stand in the space allocated to it must be submitted in writing to the Organiser for approval by the Custom Stand Request Date. A proposed plan of the Custom Stand must accompany this request. No Custom Stands will be considered after this date.

The Exhibitor must ensure that the Custom Stand or altered standard stand erected by the Exhibitor or Custom Stand Builder at the venue (upon approval by the Organiser):

- a. is erected/altered at the time allocated by the Organiser;
- b. complies with all reasonable directions and requirements of the Organiser at all times;

If an Exhibitor requests a Custom Stand to be built by the Official Stand Contractor, the above clauses do not apply.

Liability

Except as stated herein, the organisers make no representations, conditions or warranties in relation to the expo. Under no circumstance shall the organisers be liable in contract for any indirect, special or consequential damages caused by or arising out of the expo or cancellation of the expo, and the exhibitor shall indemnify and keep indemnified the organisers against all costs, damages, claims or proceedings whatsoever in respect thereof.

The Organisers shall not be responsible for any damages claimed by any person or persons who may be injured whilst in the area allotted to the Exhibitor and the Exhibitor agrees to indemnify the Organisers in the event of any claim being made against the Organisers.

The organisers shall not be under any responsibility or liability whatsoever for damages to exhibit by loss, damage, fire, water, storms, strikes, riots or any other cause whatsoever.

The organisers reserve the right in unforeseen circumstances to re-allocate the space or the location of an exhibitor's stand and the exhibitor can take no objection or make any claims for compensation or damages in relation to any allocation of the size or the space re-allocated by the organisers. The exhibitor shall not assign or subject any part of the stand space without the consent of the organisers.

The Exhibitor indemnifies the Organiser and/or its agents against any claims or suits for loss, injury, or other damage to any person or thing arising from the exhibitor's presence or display regardless of how the same may arise, whether through negligence or otherwise.

The exhibitor will be liable for any damage to walls, floors or equipment of the building the expo is being held or any of the organiser's material or equipment.

Exhibitor obligations

During move in and move out times all exhibitors must wear high visibility safety vests. These can be purchased from vending machines on the concourse. Closed toed shoes must also be worn.

Children under the age of 16 are not permitted on the Expo site during the events move in and move out periods as the site is classed as a construction zone. Any children found within the Expo site during the move in and move out periods will be asked to leave.

Trolleys are not permitted in the expo hall whilst The Expo is open to the public. Goods must be hand carried to your stand whilst The Expo is open. Restocking of goods on your stand using trolleys can be done before The Expo opens each day or after closing. Trolleys must not be used on the concourse.

The Exhibitor agrees to staff and continually keep open throughout the course of the expo the space allocated to it.

The Exhibitor has agreed to attend the expo and to display relevant merchandise in the designated site during operating times specified by the organiser.

Exhibitors must not pack up their stand partially or totally before closing time on the event's last day. No goods or promotional material can be left on your stand after 8pm on the last day of the event.

Business must be conducted only within the Exhibitor's own stand. Furniture and/or promotional material must not project into walkways. Walkways must be kept clear at all times.

No activities/furniture on your stand should interfere with other stands or the good order and safety of the event or other Exhibitors. The organisers reserve the right to take action if this occurs.

Exhibitors must not affix any items directly onto MCEC flooring or walling.

Exhibitors must ensure all power extension cords, power e boards have been tested and tagged by a qualified electrician.

The Exhibitor is responsible for the safety of their products and stand. Materials and equipment in your stand should not be left unattended at any time during the Expo, at move in and move out. Any materials and equipment not removed by 8pm on the last day of the event will be either disposed of or freighted to the exhibiting organisation fully at the exhibitor's expense.

It is the responsibility of the Exhibitor to leave the stand space clean and tidy during the expo and on moving out.

Exhibitors shall comply with the regulations and legal requirements of the venue and all relevant State and Commonwealth Departments, including risk analysis, lottery regulation, food safety regulation and any other regulations deemed by the Organiser, the Venue or the Government.

All staff working at a dedicated 'kids' area in the Expo must have a valid Working With Children Check & will be required to produce it onsite. As this is a family friendly event, we encourage Exhibitors to ensure their staff also have a valid Working With Children Check.

Expo Staff, Exhibitors and Attendees are all required to follow the COVID rules and regulations outlined by the venue and State authorities as issued at the time of the event.

Exhibitors are required to have valid Public Liability Insurance of no less than \$10 million coverage, Australia wide. The Exhibitor must provide the organizer with a Certificate of Currency for Public Liability Insurance. The Certificate of Currency must note the Victorian Fisheries Authority and the Melbourne Convention and Exhibition Centre as interested parties.

No exhibitor will be granted access to occupy their expo space until a copy of their Certificate of Currency is received by the organisers.

Marketing

Exhibitors should be aware that an assertive and aggressive marketing campaign will be implemented for the expo to ensure the events success. Subsequently no responsibility will be accepted by the organisers for the lack of attendance or loss of profit to any Exhibitor.

Photography and videography of the expo including images of the exhibitor may be used in social media, website or any other form of marketing to promote the organiser.