

Melton Business EXPOsed Small Business Expo

5 November 2011, Melton Recreation Reserve



STALLHOLDER APPLICATION FORM

Submitting your Stallholder Application

Please read and ensure you understand the Terms & Conditions detailed in part two of this Stallholder Application Form.

Submit your completed Stallholder Application form, plus all supporting documentation to:

Melton Small Business Expo Stallholder Applications
Business Growth & Sustainability Unit
Melton Shire Council

by mail:

PO Box 21
Melton VIC 3337

by email:

economicdevelopment@melton.vic.gov.au

by fax:

9743 9970

or in person:

Melton Civic Centre
232 High Street
Melton VIC 3337

Melton Civic Centre/Library
193 – 201 Caroline Springs Blvd
Caroline Springs VIC 3023

Applications close COB, Friday 19 August 2011

STALLHOLDER DETAILS

Business Name: _____

Business phone: _____ Business fax: _____

Contact person: _____ Mobile: _____

Website: _____ Email: _____

Street address: _____

Postcode: _____

Postal address: _____

Postcode: _____

Business type:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Retail | <input type="checkbox"/> Franchise | <input type="checkbox"/> Agribusiness | <input type="checkbox"/> Trade & construction |
| <input type="checkbox"/> Business Service | <input type="checkbox"/> Personal Service | <input type="checkbox"/> Arts | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Tourism | <input type="checkbox"/> Leisure, health & fitness | <input type="checkbox"/> Hospitality & entertainment | |

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STALL DETAILS

Type of stall: Retail Display/Information

What business name would you like to be printed on the corflute signage at front of your stall?(please ensure that you print your business name clearly, in BLOCK letters, max. 30 characters, including spaces)

Describe your stall: please provide an overview of how your stall will look, including the types of items you wish to sell or display; proposed layout (all sites are 2m x 2m); signage; displays etc...

Notes:

1. Only items listed in this section will be approved for sale or display at the Expo
2. You must also provide at least one image illustrating your proposed stall layout. Where an image is not available, a sketch is acceptable.
3. A prize will be awarded to the best stall set-up at the Expo.

Do you require power for your stall? Yes No

If yes, what is the power required for? (tick all applicable)

lighting computer/laptop TV other (specify): _____

Notes:

1. Powered sites are available at an extra fee of \$25 per site
2. All electrical equipment supplied by the stallholder (including TVs, laptops etc...) must be tested and tagged before they can be cleared for use at the Melton Business EXPOsed Small Business Expo. Testing and tagging can be arranged if necessary, at an additional cost.

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How will exhibiting at Melton Business EXPOsed Small Business Expo help your business? What outcomes are you hoping to achieve? (eg. sales on Expo day, brand awareness, expansion of business contact or database etc...)

How will you attract customers to your stall at Melton Business EXPOsed Small Business Expo? (eg. tastings on event day, event day specials, displays, interactive activities etc...)

How will you promote the Melton Business EXPOsed Small Business Expo to your customers, clients or networks? (eg. on your website, social networks such as Facebook or Twitter, flyers and posters, mail-outs, on your blog etc...)

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Do you plan to share your stall with another business? Yes No

List the name and contact details of the businesses you plan to share with:

What are the main reasons you want to share a stall with other businesses? (eg. more interesting display, collaborative marketing opportunity, share costs etc...)

Notes:

1. For shared stalls, each stallholder must complete an individual application form and will be assessed according to Melton Business EXPOsed Small Business Expo guidelines. Only businesses that have been approved by the Assessment Panel will be permitted to share a stall at the Melton Business EXPOsed Small Business Expo
2. Only one stall fee will be charged for shared stalls.

Would you be willing to donate some of your product or services to the Melton Business EXPOsed Small Business Expo Prize Hamper? Yes No

If yes, what type of product or service would you like to offer? (eg. products or product samples, discount vouchers, free services, bonus or value-ad products etc...)

What is the approximate value of the goods or services you wish to donate: \$ _____

Notes:

1. The Melton Business EXPOsed Small Business Expo Prize Hamper will comprise of goods and services donated by Expo exhibitors and sponsors only.
2. Visitors to the Expo will be invited to enter the draw for the Prize Hamper by providing their name and contact details on the day of the Expo.
3. The winner of the Prize Hamper will be drawn on Monday 7 November 2011 and the winner will be notified within 7 days.
4. All businesses that contribute goods or services to the Melton Business EXPOsed Small Business Expo Prize Hamper will be provided with a copy of the Prize Hamper database, as collected at the Expo.

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MELTON BUSINESS EXPOSED SMALL BUSINESS EXPO STALLS

The Melton Business EXPOsed Small Business Expo will operate in conjunction with Melton's Djerriwarrh Festival, the largest community festival hosted by Melton Shire Council, attracting crowds of over 30 000 and featuring a performance by Australian music industry icon, James Reyne.

The Melton Business EXPOsed Small Business Expo will be held in a premium marquee, flanked by food vendors and open space. The Expo will run from 11.00am – 5.00pm and stallholders are expected to be present for the entire duration of the event.

In order to provide an effective and sustainable solution for the set up display of the Melton Business EXPOsed Small Business Expo stalls, in completing the application form please note the following:

1. Stalls at the Melton Business EXPOsed Small Business Expo are extremely limited, and it is envisaged that demand will outstrip availability. Therefore, stall applications will be assessed based on quality of product, display and promotion, and not on a "first-in, best-dressed" basis.
2. Stalls at the Melton Business EXPOsed Small Business Expo will be pre-allocated. A site map detailing your stall's position will be provided to stallholders as part of the Event Kit, issued after application approval.
3. Stallholder applications will be assessed by the Melton Business EXPOsed Small Business Expo Assessment Panel. Panel decisions are final and correspondence will not be entered into. All stall applicants will be informed, in writing, of whether or not they were successful by 31 August 2011.
4. Melton Business EXPOsed Small Business Expo stall sites are available for the display, promotion and sale of goods and services only. NO second hand goods are permitted unless they make up part of your core business and are approved prior to Expo day
5. Melton Business EXPOsed Small Business Expo stall sites are all 2 x 2 metres.
6. Each Melton Business EXPOsed Small Business Expo stall will be provided with the following (included in the site fee):
 - trestle table (1.8m x 1.2m)
 - two x padded, black chairs
 - white table cloth
 - grey display board (1.2 x 1.8m) – located at the back of each allocated stall
 - corflute signage featuring business name (up to 30 characters, including spaces)
 - appropriate, ambient lighting
7. All Melton Business EXPOsed Small Business Expo stallholders and guest are to be well presented and tidy at all times.
8. All items and stock must remain within the boundaries of your site at all times
9. Melton Business EXPOsed Small Business Expo stall holders are required to supply their own additional display equipment (eg. banners, display shelving etc), as listed in the application form and approved by the Expo organisers.
10. The Melton Business EXPOsed Small Business Expo marquee will be situated on a grass surface, however pegging into the ground is **NOT** permitted.

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11. No water is available for use by Melton Business EXPOsed Small Business Expo stall holders. Power is available for an additional cost of \$25 per stall.
12. The distribution of religious or political material by Melton Business EXPOsed Small Business Expo stall holders is not permitted
13. The sale of inappropriate material, including replications, pictures or printing of naked body parts and obscene and offensive language are not permitted

REQUIRED DOCUMENTATION

Please attach the following documentation on the checklist, to your completed application form

Checklist (please tick):

- An image or sketch of your proposed stall set-up.
- A copy of your public liability insurance Certificate of Currency – valid **up to and including** Saturday 5 November 2011.

LESS WASTE AND LITTER EVENT

- I have read and understand the information on Less Waste and Litter attached to this application form
- I am unable participate as a Less Waste and Litter Stall Holder.
Please list reasons why:

Notes:

1. Businesses who are unable to participate as a Less Waster and Litter Stallholder may have their Stallholder Application declined, unless a suitable reason is stated.

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PAYMENT DETAILS

All Melton Business EXPOsed Small Business Expo stallholder applications will be reviewed after 19 August 2011 and confirmation will be issued to successful applicants **by 31 August 2011**.

Payments will be processed within 4 weeks after confirmation. Receipts will be provided.

Payments to be made payable to Melton Shire Council (fees exclude GST)			
Standard stall fee includes: <ul style="list-style-type: none">trestle table (1.8m x 1.2m)two x padded, black chairswhite table clothgrey display board (1.2 x 1.8m) – located at the back of each allocated stallcorflute signage featuring business name (up to 30 characters, including spaces)appropriate, ambient lighting		\$250.00 (+ GST)	\$
Additional padded chairs		\$5.00 (+ gst) per chair	
Power to site includes: 1 x 4 plug power board and extension lead		\$25.00 (+ gst)	
		Sub-total	\$
		GST	\$
		Total Payment:	\$

Payment details

Credit Card

Visa

Mastercard

Card number

Expiry date /

Cardholder name

Signature

Cheque/money order

Please make payable to: **Melton Shire Council**

Invoice

An invoice will be sent to you within 4 weeks of application approval

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Privacy

The personal information requested on this form is collected for the use of Council reference and identification. To ensure confidentiality, the information collected from this form will only be used to provide access to facilities and opportunities. In accordance with our privacy policy we will not provide this information to a third party, institution or authority except where required to by law or other regulation.

PRINCIPALS INDEMNITY

The applicant agrees to abide by all terms and conditions attached and to indemnify and to keep indemnified the Principal, its servants and agents, and each of them from and against all actions, costs, claims, charges, expenses, penalties, demands and damages whatsoever which may be brought or made or claimed against them, or any of them, arising from my performance or purported performance of its obligations and directly related to the negligent acts, errors or omission by the applicant and their involvement with the 2011 Melton Business EXPOsed Small Business Expo, Djerriwarrh Festival

Signature

Date

Office Use Only		Date	Initial
Public Liability Insurance Certificate of Currency: expiry date checked	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Photo's or images attached	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Successful Application			
Successful confirmation letter sent	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Total payment received	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Payment at CSU	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Receipt of payment sent to customer (1x attached to form)	Yes <input type="checkbox"/> No <input type="checkbox"/>		
Unsuccessful Application			
Unsuccessful letter sent	Yes <input type="checkbox"/> No <input type="checkbox"/>		

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TERMS AND CONDITIONS

1. Melton Business EXPOsed Small Business Expo stall sites will be available within the Melton Business EXPOsed Small Business Expo marquee on Saturday 5 November for the display, promotion and sale of items, products, projects and services. NO second hand goods are permitted unless approved in writing prior to event day
2. Trading hours on Saturday 5 November 2011 is 11am-5pm (These times may be subject to change)
3. All applications are subject to a selection process with applications closing 5pm Friday 19 August 2011. Notification to successful applicants and final payments will then be made within 4 weeks. Unsuccessful applicants will also be notified within this time
4. In regards to fees, a business market stall is an individual or business, that sell goods regularly or occasionally through which generated profits are used for personal or business gain.
5. Note that the Melton Business EXPOsed Small Business Expo marquee will be situated on a grass surface
6. All sites must clearly display prices and prices must not be heavily inflated. All items must be well presented and must remain within the boundaries of your site
7. Melton Business EXPOsed Small Business Expo stallholders must at all times comply with all laws, regulations and requirements of local Government and other statutory authorities
8. The Melton Business EXPOsed Small Business Expo stall holder must not transfer, sub-let, assign or in any other manner or form dispose of its space leased from the Festival. No market stall holder will be permitted to operate within the festival precinct without prior arrangement with festival management
9. The festival management will not accept any responsibility for the safety of any article or product of any kind brought by the Melton Business EXPOsed Small Business Expo stallholder into the Djerrivarrh Festival
10. The Melton Business EXPOsed Small Business Expo stallholder hereby indemnifies the festival and holds the festival harmless in respect to all costs, claims, demands and expenses to which the festival may in any way be subjected as a result of any loss or injury to any person or company including members of the public, the staff or authorities, the festival or stallholders, employees, servants, agents and invitees howsoever caused as a result of any act, neglect or default by the stallholder. Melton Business EXPOsed Small Business Expo stall holders with staff must have the appropriate Work Cover policies in place
11. The festival shall not be responsible for any loss or any nature including monies paid to the festival, suffered by any market stallholder from any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of any stall or exhibit or for the setting or removal of any products or exhibits for the failure of any services available to the stallholder, or for any cancellation or restriction in opening hours at the Djerrivarrh Festival as a result of any circumstances not within the direct control of the festival
12. The Melton Business EXPOsed Small Business Expo stallholder must at all times conduct their stall so as not to interfere with any other stall. Any decision of the festival in this regard shall be final and binding. The festival reserves the right to remove the stallholder and its exhibition at their cost
13. The Melton Business EXPOsed Small Business Expo stall holder may not conduct lotteries, raffles or competitions without the consent of the festival management
14. The display, sale or distribution of *counterfeit* or *illegal* goods is not permitted nor is the display, sale or distribution of religious or political material
15. The festival reserves the right to alter the layout, plans and positions of the Melton Business EXPOsed Small Business Expo stalls if, in its opinion, any alteration is desirable for the benefit of the Djerrivarrh Festival as a whole
16. The Djerrivarrh Festival is an alcohol free event
17. Without the written consent of the festival, the Melton Business EXPOsed Small Business Expo stallholder shall not use any microphone, sound amplification or musical instrument and if allowed, noise levels will be subject to and/or set at the festivals discretion

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TERMS AND CONDITIONS continued...

18. The festival shall have the right to postpone or amend the time for the holding of the Djerriwarrh Festival to any other time which, in the opinion of the festival, is more suitable for the Djerriwarrh Festival and will not be responsible for any loss occasioned thereby. The failure of any electrical generating and/or other equipment and/or vans at any and all times during the course of the Djerriwarrh Festival, the festival shall not be held responsible and will not be responsible for any loss occasioned thereby. The festival shall further have the right to alter the opening times, closing times duration of the Djerriwarrh Festival and will not be responsible for any loss occasioned thereby
19. Melton Business EXPOsed Small Business Expo stallholders acknowledge that all rights in relation to any photographs, films, videos or sound recording of the Djerriwarrh Festival, or any part thereof including the entertainment stage(s) or performers, are the exclusive property of the festival and that without the written consent of the festival no environmental stall holder is able to make any photograph, film, video or sound recording. Melton Business EXPOsed Small Business Expo stall holders hereby consent to and authorize the Festival to make and use any photograph, film, video or sound recording of the Djerriwarrh Festival or any part thereof, including any part of any environmental stall display, demonstration, stall and/or van
20. Any Melton Business EXPOsed Small Business Expo stallholder causing any damage to the environment and/or any building surroundings will be fully liable for any costs incurred. Strictly **NO** use of stakes/ tent pegs will be permitted to secure any temporary infrastructure or display material
21. Any Melton Business EXPOsed Small Business Expo stallholder causing damage or loss to and of any part of the stall signage or infrastructure supplied by the Festival or any of the Festivals sponsors, stall frame and/or covering material or to any furnishings and/or electrical equipment provided by the festival through the appointed equipment hire company/electrical contractor will be fully liable for any costs incurred for the repair and/or replacement of the damaged and/or lost equipment
22. The festival is not responsible for any warranties, promises or agreements made by Melton Business EXPOsed Small Business Expo stallholders in relation to stalls or their products
23. The Festival reserves the right to reject any application
24. Please be aware that Melton Shire Council is commissioning professional photography for the Djerriwarrh Festival. Your photo may be taken during the course of the event; any images captured will not be used for commercial purposes. Images taken at the Djerriwarrh Festival may be used in future Council or event publications and promotional material

Electrical Supplies

- Power is available to Melton Business EXPOsed Small Business Expo stall sites upon request and is subject to an extra fee of \$25 (+ gst)
- No extra generators are to be used unless discussed in advance and approved with the Festival Director
- Only tagged and tested appliances and leads are allowed (non tagged and tested leads may be confiscated and returned after the event)
- Readily inflammable materials are not to be used in the decorating of your site or in the construction of same and all fire safety rules must be followed and no toxic waste of fumes should emit from your site

Vehicles

- Melton Business EXPOsed Small Business Expo stallholders are not permitted to bump out earlier than official trading hours. Times will be confirmed
- Stock can only be wheeled to your stall during the festival operating hours. There is no direct access to stalls by vehicles. Bump in and bump out times will be provided at a later stage
- Vehicles passes will be provided to Melton Business EXPOsed Small Business Expo stallholders

Insurance

- It is compulsory for all Melton Business EXPOsed Small Business Expo stallholders to have their own Public Liability insurance. A copy of your **Certificate of Currency must be provided with your application.** (Not less than \$10 million) Applicants will not be considered if they do not have the required insurance cover

Less Waste and Litter Event

- Council has adopted a Less Waste and Litter policy and therefore requires all environmental stall holders to support this policy. Please refer to the attached Less Waste and Litter Event information
- You must manage your own waste. We prefer that you take all waste (such as packaging boxes) away with you. If you use the garbage and recycling bins provided all cardboard boxes must be broken down and only recyclable items are put in the recycling bins. Sites are to be kept and left in a clean and tidy manner

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2011 Djerriwarrh Festival

Saturday 5 November 2011

LESS WASTE AND LITTER EVENT

The Djerriwarrh Festival is a 'Less Waste and Litter Event'. Less Waste and Litter Event initiatives are important to show the wider public that your business and Council care about the waste produced and our environment. Melton Shire Council has implemented a Waste Management Strategy that incorporates Less Waste and Litter Events. As a participant of the festival, stallholders are required to abide by the Less Waste and Litter guidelines outlined below:

What is a Less Waste and Litter Event?

A Less Waste and Litter Event is an event where the 3Rs of waste minimisation (Reduce, Reuse, Recycle) are being practised by:

- Reducing packaging to a few materials which are recyclable
- Collecting and sorting recyclable materials
- Preventing Litter

Why a Less Waste and Litter Event?

Research of previous events has shown that:

- 95% of event goers believed that event participants should be at the very least encouraged to use environmentally friendly packaging
- 50% believed that participants should be forced to use environmentally friendly packaging
- 87% of people supported the introduction of recycling at public events
- 68% of people believed that at least some recycling of event litter and collection of rubbish takes place; and
- 67% of respondents stated that they would definitely use recycling bins if they were introduced to public events

What are the benefits to stallholders participating in a Less Waste and Litter Event?

- Decreased costs by reducing types of packaging
- Increased competitive edge by participating in Less Waste and Litter Events
- Using packaging items with recycled content reduces waste to landfill, reduces the amount of resources used and effects on the environment from obtaining these resources, saves water, reduces greenhouse gas emissions and helps to preserve flora and fauna
- Shows the community that your business cares about the environment through its actions

How you can help reduce litter and waste:

- Avoiding unnecessary packaging
- Reusing items where possible
- Using packaging that can be recycled
- Using packaging that is made from recycled material
- Helping with litter control and
- Using the recycling stations provided

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LESS WASTE AND LITTER EVENT continued...

What you need to do to participate?

- Complete the application form and the attached details of your Less Waste and Litter packaging indicating your participation in the Waste Wise Event
- Council encourage you to use paper bags, paper cups and serviettes that are all made from recyclable materials for this event
- In order to be a part of this event, it is requirement that **strictly no polystyrene products are to be used**
- In addition we ask that no plastic bags or soft plastic wrapping are also used

At the festival:

- Your stall may be monitored by Less Waste and Litter Marshals to see how you have participated in the process

Helpful hints:

- Reduce use of disposables wherever possible
- Avoid single serve items and use bulk dispensers instead (e.g. sugar, sauce etc.)
- Pre-packaged food items (e.g. potato crisps) no change in packaging required
- Bring items to the festival in unwaxed cardboard or reusable boxes/packageing rather than polystyrene
- This year we encourage you to avoid plastic bags and plastic cups. Alternatives to plastic bags are paper bags (made from recyclable material) and calico/reusable bags. You may like to buy calico/reusable bags in bulk with other stallholders. Alternatives to polystyrene and plastic cups are paper cups (made from recyclable materials), recyclable plastics coded 1, 2, 3