

'Go For Green' 2008 Trade Expo

Friday 10th October, 2008

**Cheltenham Racecourse
Cnr Torrens Rd & Cheltenham Pde
CHELTENHAM**

Sponsorship and Trade Expo Prospectus

**TRADE EXPO SECRETARIAT
FOCiS Inc
PO Box 268, NANANGO 4615
Ph 07/4171 0753 Fax 07/4171 0182
admin@focis.com.au**

The 2008 '*Go For Green*' Trade Expo will be held on Friday 10th October 2008 at the Cheltenham Racecourse, Cnr Torrens Rd & Cheltenham Pde, Cheltenham as a combined function between FOCiS Inc (representing school canteens nationally) and the South Australian School Canteen Network Inc.

This Expo will attract the very best South Australian school canteen professionals and will include a range of keynote presentations, demonstrations and information sessions timed in such a way as to provide maximum exposure of canteen managers to the exhibitors.

On behalf of the Trade Expo Secretariat we would like to invite your company to participate as either a Sponsor and/or Exhibitor at this prestigious and pivotal event.



Sponsorship and Trade Expo Opportunities

This Trade Expo will attract:

- Canteen Managers and staff
- Parent body representatives
- School Principals and other school decision makers
- Representatives of Health and Education Departments SA
- Nutritionists and dieticians
- Representatives from School Canteen Associations across Australia

Sponsors and Trade Exhibitors will raise the profile of their company and products within all of these key sectors. Along with the traditional opportunities which are outlined in this document, the Expo offers a unique opportunity to directly promote your products and services to all delegates.

On **Thursday 9th October** an Industry Forum will be held and attended by delegates of national and state canteen bodies whose members are school canteens and who have significant influence within this market. Gold Sponsors will be given 10 minutes to provide participants with an overview of their organization and/or product offerings.

Please read through the rest of this document and decide which package is best for you and your company. Once you have made that decision, fill in the **Sponsorship and Exhibitor Registration Form** and return them to the Secretariat straight away to secure your place.

Upon receipt of your registration a tax invoice representing the total fee will be raised and sent to your designated contact. Payments can be made by cheque or direct deposit and details of this will be on the tax invoice.

All Trade Expo fees must be settled by no later than 30th September 2008.

For more information regarding the 'Go For Green' Industry Forum or Sponsorship and Expo packages please contact **Sandy Towell at FOCiS Inc on 07/4171 0753, 0423 830 224 or sandy@focis.com.au**

Company Benefits:

This Trade Expo is set to become the premier canteen event for school canteen managers and their committees. The previous Trade Expo attracted almost 400 delegates from all parts of the state so, this year, with the implementation of the **SA Right Bite Strategy**, we expect this number to increase significantly. This Expo represents the very best opportunity manufacturers and distributors have to access this evolving marketplace.

As an Exhibitor you will:

- Be able to promote your products and services to a targeted market focusing on school canteens
- Have unrivalled opportunities to meet your commercial prospects face to face
- Show your product range in real time rather than by catalogue or word of mouth
- Raise your profile in the industry and add value to your approved brands
- Network with 300+ key decision makers
- Boost market and buyer perception of your goods and services
- Add value to your marketing strategy and accelerate the buying process
- Increase your sales and benchmark your products and services against your competitors

Exhibitor Space

The Expo will be held on Level 1 of the Cheltenham Racecourse. A copy of the floor plan is included with this package.

Booths - 3m x 2m \$550
Multiple Booths 10% discount

Your exhibitor booth will include:

- 3.0m x 2.0m of floor space
- 1 trestle table 1800 x 900mm
- Velcro compatible black side and rear walls 2.4m high
- Fascia board bearing your company name (up to 30 letters)
- 2 x 120 watt lights per stand
- 1 x single power point per stand
- exhibitor show bag which includes all presentation documentation and materials
- lunch for two exhibitors from your company (additional persons charged extra)
- name and company listed in the expo directory

Additional items listed on the registration form are available at additional cost. An Electrical Requirements form is included in the registration package. It is your responsibility to check with your own electrician to ensure that sufficient amps are provided.



As a Sponsor you will:

- Provide effective marketing opportunities to draw attention to your products and services
- Maximise exposure to your target market
- Allow for the unrivalled opportunity to meet your commercial prospects face to face
- Improve your existing relationship with key clients
- Build awareness of your product or service within the industry
- Allow for networking with 300+ decision makers and delegates from the government and corporate sectors
- Provide the opportunity to have your company promoted nationally through publications, advertising and electronic media

Sponsorship Packages:

Trade Expo GOLD	\$2000+
Trade Exp SILVER	\$1000-\$1999
Trade Expo BRONZE	\$500-\$999

All Sponsors of the Trade Expo will:

- Have their logo prominently displayed on the Expo page on the FOCiS Inc website, in all promotional and advertising material and in all Expo publications (published after receipt of Sponsorship application)
- **Gold** Sponsors will be able to address national and state association delegates during the Industry Forum on Thursday 9th October, 2008
- **Gold** Sponsors receive a 50% discount on a 3.0m x 2.0m booth
- **Silver** Sponsors will receive a 25% discount on a 3.0m x 2.0m booth
- **Bronze** Sponsors will receive a 10% discount on a 3.0m x 2.0m booth
- Receive a full listing of all delegates who allow for their details to be distributed at the conclusion of the Expo.



Preliminary Information for Exhibitors

Venue

The Cheltenham Racecourse is a short walk from the bus stop with buses running every 15 minutes and has parking for over 450 cars. The kitchen equipment for warming products will be available for use on a roster basis.

Exhibitor Setup

Exhibitors will have access to the venue to set up their booths on the afternoon of Thursday 9th October from 12pm to 4pm. Security will be provided overnight. Exhibitor displays need to be dismantled and all material removed from the Exhibition area by 6pm on Friday 10th October, 2008.

Insurance

Exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases you will be able to extend your own policy. Public Liability Insurance for your stand area must be taken out for a minimum of \$10 million dollars from the first day of bump-in to the completion of bump-out.

A copy of your Public Liability Certificate of Currency must be faxed through to

Sandy Towell on

07/4171 0182 no later than

30th September, 2008.

Logos

We will require your company logo in electronic format to ensure that you are adequately acknowledged in our promotional material for the event. Please email your high resolution logo to sandy@focis.com.au as soon as possible.

Sampling

To maximize the exposure of delegates to your product we will be providing light refreshments on arrival and just sandwiches and fruit platter at lunch. This will ensure that delegates will want to sample your products to 'fill up' so we are relying on you to provide sufficient food to cater for this. This 'try/buy' concept is one of the key features of the Trade Expo and a major factor for its success for all parties. Arrangements will be made with local charities to collect any remaining produce at the end of the day for distribution to the needy.

Best Exhibit Competition

We will be asking delegates to vote for the exhibit they consider the best on the day. Nomination forms will be placed in delegates bags and the winning company will be announced during the Prizes Session at the end of the day. The prize will be a free space in the Trade Expo 2009 and a half page article in *FOCiS On Canteens*, the national school canteen magazine distributed to all school in Australia. Delegates will be asked to consider the look of the exhibit as well as the friendliness of staff and the effort gone into your creation. This prize represents great value so start thinking about how your company can take off this valuable award.

Criteria for Products in the Expo

- Products displayed must meet the *South Australian Right Bite Strategy*.

- The nutritional information including ingredients list for each product to be displayed or offered for sampling must be supplied prior to the Expo.

- All products displayed must indicate whether they are GREEN or AMBER under the *Right Bite Strategy*. FOCiS can assist with this process.

- *All Exhibitors will be required to display on their stand how EACH product can form part of a healthy meal deal. The meal deal may contain salad, fruit, bread or other appropriate items to conform to the recommendations of the Australian Dietary Guide for Healthy Eating. The meal deal may include Right Bite approved drinks. Companies may join forces in putting the meal deals together. Literature or recipes showing how your company's approved heated products may be served should only include ovenable or microwaveable options and, where appropriate, include salad or vegetables in the serving recommendations.*

- **NO DEEP FRYERS ARE PERMITTED FOR HEATING FOOD.** Access to the Cheltenham Racecourse kitchen and heating appliances will be provided on a roster system so please ensure your company is on the list.

It is essential that only products meeting the criteria are available for display and sampling to ensure the credibility of all those involved in this Trade Expo. All products to be exhibited must be fully described and stands will be inspected by our onsite Consultant Nutritionist.

FOCiS and the SA School Canteen Network reserve the right to request the removal of any product not meeting the criteria or approved for display.

Exhibitor and Sponsorship Payments

Exhibitors and Sponsors are reminded to observe the payment terms and conditions as specified. As the maximum number of booths is limited, non-compliance may result in the letting of your space to another Exhibitor. Please note: there are no refunds for services ordered or not utilized due to cancellation or failure to collect unless that cancellation notice is received in writing no later than 14 days prior to the event.

In the event of cancellation by the exhibitor with notice of 14 days or more a full refund will be provided, less a 10% administration fee and any expenses already incurred. If for any reason the Trade Expo is cancelled by the organizers, there will be a full refund minus any expenses already incurred.

Power requirement: It is YOUR responsibility to check with your own electrician to ensure sufficient amps are provided. Charges will be applied if any fault or interruption to power occurs as a direct result of incorrect power applied for.

PLEASE DIRECT ALL COMPLETED FORMS AND ENQUIRIES TO:

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Friday 10th October 2008, 8.30am to 4.30pm

Cheltenham Racecourse, Cheltenham

Contact Person		
Company		ABN:
Postal Address		
Suburb		Postcode
Phone		Fax
Email		
Website		

I/We wish to sponsor the 2008 'Go For Green' Trade Expo. YES

I/We wish to exhibit at the 2008 'Go For Green' Trade Expo and apply for space as indicated YES

Available Options	Cost	Qty	Total	Authorisation
Sponsorship - Gold, Silver or Bronze				<p>I/We agree to pay the total cost as shown on the dates indicated on the tax invoice, including applicable GST and any other charges incurred on our behalf.</p> <p>I/We authorize the organizers to use the intellectual property supplied by us, such as logos, to advertise and promote the Expo in accordance with this Prospectus.</p> <p>I/We indemnify the organizers against any claims arising out of the use of the intellectual property in accordance with this Prospectus.</p> <p>I/We confirm that the appropriate public liability insurance Certificate of Currency will be provided to the organizers by 30th September, 2008.</p> <p>I/We agree to abide by the conditions set out in this Prospectus.</p> <p>I confirm that I have the authority to commit the above-named company to registration for this Trade Expo and the conditions of this Prospectus.</p> <p>Signed: _____</p> <p>Name (Print): _____</p> <p>Position: _____</p> <p>Please indicate your preference by ticking the appropriate box and totaling the amount.</p> <p>A tax invoice will be issued upon receipt of this application.</p>
Exhibitor Shell Scheme 3.0m x 2.0m (including 3.0m x 2.0m floor space, Velco compatible black side & rear walls 2.4m high, Fascia board bearing your company name [up to 30 letters], 2 x 120 watt lights, 1 x single power point, table cloth, exhibitor show bag which includes all presentation documentation and materials, complimentary access to information sessions, lunch for 2 exhibitor staff, company listed in the expo directory)	\$550			
Chairs	No charge		No charge	
Power Point 5 amp	\$99			
Power Point 10 amp	\$110			
Power Point 15 amp	\$121			
Spotlight	\$66			
Additional lunches	\$25			
TOTAL				
Staff passes required	No charge		No charge	

Products for Display / Sampling - Please attach a list of all product in the following format

Product eg Skinless Chicken	Brand Name eg Crispy Cats	FOCiS Registered	Right Bite Green / Amber

The nutritional and ingredient information for each product must accompany this application.

FOCiS Inc and SA School Canteen Network Inc reserve the right to refuse display or sampling of any product which does not meet the Right Bite Strategy

Electrical Requirements

Company Name _____

Equipment Type eg Microwave Oven	Brand & Model eg Sanyo DL 180	Voltage eg 750 watt	Qty to be Supplied by Exhibitor eg 3	AMPS Req'd eg 5, 10 or 15 amp