



bikefest NEWCASTLE

supporting **HPCA** and men's health in the Hunter

Hunter Prostate Cancer Alliance



Bikefest is a celebration of cycling for fun, fitness and smart transport

Bikefest is a weekend of bike rides, entertainment, expos and workshops at locations along Newcastle's beautiful foreshore and scenic cycle ways.

Bikefest encourages people of all ages and interests to make riding a bike part of their everyday lives, helping build a healthier, more liveable city – good for our people, economy & environment.

Over 10,000 people are expected to attend a broad range of events focusing on cycling for commuting, sport and recreation. Bikefest offers attractions for experienced cyclists and, most importantly, people seeking products and solutions that can enable them to take up cycling more often.

Bikefest expo is a unique event being held at Honeysuckle by the harbour in the heart of the city on Sunday 26th October. It's about more than just bikes – it's showcasing active living, good food, fashion, travel, knowledge and more.

The expo audience will include families, commuters, club racers, active retirees and people just discovering the benefits of bikes. Bikefest is a not-for-profit community initiative, proudly presented in partnership with the Heart Foundation, promoting better health through active lifestyles.

The expo is a great opportunity for your business or organisation to be part of this exciting, landmark event. The information you need to secure your place is in the next few pages. To find out more about Bikefest events and organisation, please visit our website: www.bikefest.net.au or e: info@bigbangevents.com.au

ORICA
EXPO

Bikefest expo

The expo will be located at 'Bikefest Central' – along the promenade at Honeysuckle by the harbour on Sunday 26th October 2014.

The exhibition will cover over 5,000 square metres of paved open-air piazzas in the centre of the city on one of Australia's busiest, most scenic cycle routes. The expo site is bordered by cafés, restaurants, bars and parklands. A games arena and active displays will provide fun and entertainment throughout the weekend.

The expo is a core element of Bikefest and will provide a unique opportunity to bring local and national exhibitors together in the one location to showcase their products and services to a rapidly growing cycling community.



Bikefest expo is for business and organisations with products, services or a message about bikes, active lifestyles and sustainable urban development.

Exhibitors must reflect our principles of promoting good health, environmental responsibility and respect for all members of our community.

Being part of the Bikefest expo can help you:

- generate positive face to face leads that deliver increased sales
- build brand recognition and customer loyalty
- access thousands of current and prospective bicycle riders
- network with like-minded individuals and organisations.

Be part of Bikefest activities

Please feel free to be creative in promoting your enterprise and offer benefits to Bikefest attendees. Activities such as product raffles, engaging activities or fundraising projects for good causes are all acceptable. Let us know your ideas!

promotion

Bikefest will achieve extensive exposure throughout the region. Our key message is "cycling is a fun, easy way to achieve better health and a more liveable city".

Our website, www.bikefest.net.au is a key tool for communicating our extensive range of activities and events as well as engaging participants and acknowledging our supporters. We have developed a dynamic social media campaign through Facebook, www.facebook.com/bikefestnewcastle, connecting with our supporters and bringing visitors to our website.

Promotional resources will include:

- flyers and posters, counter-top displays, postcards, spoke cards
- extensive advertising opportunities in local and industry media
- event signage in prominent locations
- website and social media

Awareness of Bikefest will be developed in the months and days leading up to the festival through promoting cycling related media features, a media launch, interviews and coverage of preliminary festival events.

Bikefest enjoys the good will and active support of hundreds of community, business and government organisations able to promote Bikefest to hundreds of thousands of members and clients with an identified interest in cycling, better health and sustainable urban development.

Promotion through our supporters' networks includes:

- PushOn magazine, distributed to over 12,000 Bicycle NSW members.
- articles in corporate and community printed and electronic newsletters
- on-line articles, web links and social media interaction.

2NUR Newcastle will be playing an active role in helping Bikefest reach its extensive audience throughout the region. Additional radio and television coverage will be achieved by a series of high profile media events as well as Bikefest Community Service Announcements.

Exhibitors

Each exhibitor will be promoted by a profile on dedicated pages on our website with links to the exhibitor's web and social media sites.

On-line promotion of exhibitors will commence prior to Bikefest 2014 and continue for several months after the event.

Professional photographic and video records of Bikefest, its events and exhibitors will be produced for on-line broadcast and made available to exhibitors for inclusion in their media promotions.

lets be friends

Help us help you. Please:

- add links to Bikefest on your website.
- interact with Bikefest on www.facebook.com/bikefestnewcastle
- include promotion of Bikefest in your media and marketing campaigns.

exhibits

facilities

Exhibitors will be provided with framed marquees that can be enclosed for weather protection and security or open for maximum display. Marquees will be spaced to allow easy bicycle access and parking and to provide additional room for exhibits around the marquee perimeter. All exhibits will enjoy equivalent public exposure.

Bikefest can provide expert advice to assist exhibitors achieve best environmental practice: minimising waste, pollution and resource use. Bikefest's professional photographer will provide you with a high quality record of your Bikefest exhibit.

rates

Quality displays and information stalls are an asset to Bikefest. To encourage maximum participation we've kept fees to a minimum. You can use your own exhibition or vending vehicles and equipment – we'll try to accommodate your specific needs. Please contact us to arrange.

operating hours

Trading times:

10:00am to 4:00pm Sunday 26th October 2014

Bump in:

7:00am to 9:00am Sunday 26th October 2014

Bump out:

4:00pm to 6:00pm Sunday 26th October 2014

We ask that all exhibits be fully functional during the expo trading times.

to reserve your place

Please complete and return the Bikefest Expo Registration form by **Friday 10th October 2014**.

You can:

- fill-in a **printed copy** of the registration form (pages 5 and 6), or **download** or complete an on-line form at <http://bikefest.net.au/exhibitors-2/>
- **phone** 0421 226 909 – we'll take down your details. Easy!

Registration form

BUSINESS & CONTACT DETAILS

COMPANY NAME _____

ABN _____

ADDRESS _____

SUBURB _____

STATE _____ P/C _____

CONTACT NAME _____

OFFICE PHONE _____

MOBILE PHONE _____

FAX _____

EMAIL _____

WEBSITE _____

PRODUCT SERVICE

COMMENTS _____

ACCOUNTS CONTACT *(if different from main contact)*

CONTACT NAME _____

MOBILE PHONE _____

EMAIL _____

Please tick	Marquee are m ²	<i>All prices exclude GST</i>		
		9 3m x 3m	18 6m x 3m	36 6m x 6m
	Not-for-profit group	\$100	\$250	\$400
	Small enterprise (1-5 employees)	\$400	\$650	\$850
	Medium enterprise (6-20 employees)	\$750	\$1200	\$1500
	Government and large enterprise	\$1500	\$2400	\$3000
	Power(4 outlet board, 240volt, 10amp, safety switch)			
	Partitions (2.3mhighx1.2mwide) \$35 each			
	Table(1.8mx 0.75m) and two chairs \$30 per set			
	Carpet tiles – per 1m \$10 each			

Name of exhibit, for promotional use

Description of activities, products and services being promoted

**Description of your own display and vending vehicles or equipment
Food vendors must provide evidence of compliance with Food Safety Standards**

PAYMENT

Once we've confirmed your Expo Registration we'll send you a Tax Invoice, payable by Cheque or Direct Deposit prior to the expo.

Direct Deposit:

HUNTER PROSTATE CANCER ALLIANCE
BSB: 650 000
Acc: 513 983 903

Post to:

HUNTER PROSTATE CANCER ALLIANCE
22 TURTON ROAD (PO BOX 298) WARATAH NSW 2298

Fax or email to:

FAX: 02 4946 8340
EMAIL: info@bigbangevents.com.au

FINAL REGISTRATIONS ARE DUE BY FRIDAY 10th October 2014.

I/we agree to all terms and conditions for the Bikefest Expo as detailed on page 7 of this exhibitor pack. All registrations are subject to approval by the Organisers.

SIGNED _____

DATE _____

Definitions

In this agreement:

The Event Organiser refers to **HUNTER PROSTATE CANCER ALLIANCE**, its servants and its agents.

The Exhibitor refers to the Company, person or persons specified on this Event Contract; also their servants and their agents, his or its heirs, successors and permitted assignees.

The Premises refers to the land and buildings occupied by the event venue as stated in the Contract.

The Site refers to that portion of the Premises occupied by the Exhibitor for the duration of the event.

Conditions

The Exhibitor acknowledges and agrees with the Organiser:

1. Entry, use of and attendance upon the premises shall be entirely at the Exhibitor's risk. The organiser reserves the right at any time and at its sole discretion to refuse any Exhibitor or person admission to the Premises without assigning any reason for its decision. The organiser shall in such circumstances not be liable for any loss or damage suffered by the Exhibitor as a result of the Exhibitor being refused admission.
2. The Exhibitor agrees with the Organiser to take and occupy the space specified on the exhibitor booking form.
3. The Exhibitor agrees that none of the rights and benefits granted to it hereunder shall be capable of assignment and that it will not without the written consent of the Organiser first allow another person or company to occupy any part of the space taken by the Exhibitor pursuant to this agreement.
4. The Exhibitor will pay to the Organiser the total amount in the manner set out in the exhibitor application form.
5. The Exhibitor indemnifies and will keep indemnified and holds harmless the Organiser from and against all actions, suits, proceedings, claims, demands, costs, losses, damages and expenses whatsoever nature and howsoever occurring (and whether arising from the negligence of the Exhibitor or any employee, servant or agent of the Exhibitor) brought against or made upon the Organiser by any other person or entity or which the Exhibitor may pay, suffer or sustain arising directly or indirectly from the entry to the use of or the attendance upon the premises by the Exhibitor for the purpose of exhibiting its products.
6. The Exhibitor hereby releases and discharges the Organiser from any such actions, suits, proceedings, claims, demands, costs, losses, damages and expenses which but for provisions hereof might be brought against or made upon the Organiser.
7. The Exhibitor agrees that no claim or proceeding whatsoever will be instituted or permitted to be instituted by the Exhibitor against the Organiser.
8. The Organiser shall have the power to remove from any part of the premises any item or material, which is considered to cause danger or offence to the public.
9. The Organiser reserves the right to cancel the Event Contract and retain part or all of the monies paid if, in the opinion of the Organiser, the Exhibitor infringes the conditions of the agreement.
10. The Exhibitor agrees that the serving of food and drinks from their site is generally disallowed. It is the responsibility of the Exhibitor to comply with any health or council regulations regarding the provision of any refreshments. Exhibitors may not charge for any refreshment provided at their site. A copy of the Food Safety Standards can be obtained at <http://www.foodstandards.gov.au>
11. Exhibitors must remove all display material from the premises by the time stated in the exhibitor pack.
12. Site sharing is not permitted at any time without the express permission of the Organisers and multiple registrations and Public Liability Certificates will be required if approved by the Organisers.
13. The Exhibitor shall take out Public Liability Insurance with a limit of liability of no less than \$10 million and be able to show proof of such insurance cover to the Organiser before occupying a site.
14. The Exhibitor must comply with all current Workplace Health and Safety standards and must comply with all laws covering the erection of structures, the display of / or sale of machinery, vehicles or other goods.
15. Exhibitors must have permission of the Organiser before digging any holes or driving objects into the ground. Any damages to underground cables or pipes from such actions will be repaired at the expense of the Exhibitor.
16. The Exhibitor shall not be entitled to any refund in the event of cancellation of the event because of industrial action, weather or any cause outside the control of the Organiser.
17. Exhibitors will not be permitted to occupy their site unless they have fulfilled all payment conditions.
18. Exhibitors shall comply with terms and conditions of the event Premises, when and if they become available.
19. HUNTER PROSTATE CANCER ALLIANCE may obtain personal information and seek from a credit reporting agency or other credit provider information about my/our credit arrangement and I/We understand that this information may include my/our credit worthiness, credit history and credit capacity that the credit providers are allowed to give or receive pursuant to the Privacy Act and Privacy Policy Amendment Act.
20. I/We acknowledge that if the account is overdue, HUNTER PROSTATE CANCER ALLIANCE at its discretion, reserves the right to refer the account to an agency for collection and I/We agree to be personally responsible to meet all reasonable costs and commissions incurred employing the said mercantile agent to collect the overdue amount.
21. All care must be taken by the Exhibitor to limit environmental damage to the site or surroundings. Rubbish is to be removed from stalls at the conclusion of the event. Please ensure you place all your rubbish in the appropriate receptacles before leaving or take it with you.
22. I also understand that if the Event organisers determine that inclement weather conditions are likely to prevent the event from being carried out successfully and safely at the event site without significant discomfort to patrons, the event shall be cancelled, and no fees will be refunded, nor will event organisers be liable for any losses incurred by the exhibitor.