

EQUITANA MELBOURNE

11 - 14 NOVEMBER 2021

EXHIBITION MANUAL



Victoria

Melbourne



EXHIBITION MANUAL

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IMPORTANT CONTACT DETAILS

Business Name	Contact Name	Contact Number	Email
EQUITANA Melbourne	Exhibition Susan Moir	+61 (0)418 398 850	susan@equineproductions.com.au
EQUITANA Melbourne	Operations Justin Lane	+61 (0)488 002 225	justin@gtrevents.com.au
Harry the Hirer	Igor Kolevski	+61 (0)425 781 135	igork@harrythehirer.com.au
GE Logistics	Andrew Schiavon	+61 (0)405 490 949	andrews@gaffneys.com.au

VENUE SAFETY REQUIREMENTS

SAFETY VESTS

ALL EXHIBITORS MUST WEAR A SAFETY VEST DURING BUMP IN AND BUMP OUT.

Event organisers have a limited amount of Safety Vests for use during Bump In and Bump Out available for purchase. It is the exhibitor's responsibility to bring appropriate safety vests with them to site. These vests are \$30 each and can be purchased before the event from the information desk at Pie in the Sky or from the Exhibitor Help Desk at the foyer of Epsom Pavilion.

FOOTWEAR

ALL EXHIBITORS MUST WEAR SENSIBLE FOOTWEAR WHILST ON SITE.

All operational and exhibition personnel at the venue must wear closed toe shoes for the duration of the event including the bump in and bump out period.

CHILDREN

NO CHILDREN UNDER THE AGE OF 16 ALLOWED ONTO THE SITE DURING BUMP IN OR BUMP OUT.

This must be strictly adhered to and absolutely NO EXCEPTIONS will be made by the venue.

Venue Induction

It is a requirement of the Melbourne Showgrounds to complete a safety Induction. The induction must be completed by all personnel entering the Showgrounds for Bump-In and Bump-out. Certificate of completion must be available if requested by the Showgrounds Security.

<https://www.whsmonitor.com.au/cregister/registercontractor.aspx?jc=3C417517-3830-4989-98C1-6902D4EE1096>

The above is a link to RASV inductions. Please forward it on to any contractors/staff that you will have on site during the bump in/out of EQUITANA Melbourne 2021.

VENUE ACCESS

ADDRESS:		CONTACT:
Melbourne Showgrounds Epsom Road Ascot Vale VIC, Australia, 3032		T: +61 3 9281 7444
BUMP IN/LOADING ACCESS:		
DATES	TIMES	ACCESS POINT
Tuesday 9 th November	8:00am – 8:00pm	Via Gate 1 & 1B, Epsom Road (bump in and out days only)
Wednesday 10 th November	8:00am – 8:00pm	Via Gate 1 & 1B, Epsom Road (bump in and out days only)
Thursday 11 th – Sunday 14 th November	7:00am – 8:30am	EVENT DAYS Access only during restock times.
Monday 15 th November	8:00am – 12:00pm	Via Gate 1 & 1B, Epsom Road (bump in and out days only)

EXHIBITOR PARKING

The Melbourne Showgrounds controls all parking within the venue during the event.

All access to Parking for Exhibitors is located via **Gate 5, Langs Road** (or as directed by gate staff).

Please note that due to the COVID-19 Vaccination centre, access to short- and long-term parking in the Carnival Car Park will not be accessible until the evening (8:30PM) of Wednesday 10th November.

Parking prior to this will be located at an alternative Showgrounds location, please follow the direction of security and staff when arriving onsite.

Long Term Parking

Any stock or long-term parked vehicles with the correct accreditation can be moved to the Carnival Car Park from 8:30PM on the evening of the 10th of November and can remain in place with the car park accessible each day through until the end of the event on Sunday 14th. If this car is not moved, then it will incur no parking fees from the Melbourne Showgrounds. Please discuss any specific needs with either the Exhibition or Operations Manager during the bump in.

Short Term Parking

Entry each day of the event is accessed through Gate 5, Langs Road. Parking will be in Carnival Car Park until that reaches capacity – after which time you will be directed by gate staff to the next available location.

The Exhibitor price per car will be \$15.00 per day.

BUMP IN/OUT & REPLENISHMENT

IMPORTANT DATES & TIMES

DATE	TIME	PERIOD
Tuesday 9 th November	11:00am-8:00pm	Space Only Bump In
Wednesday 10 th November	7:00am – 8:00pm	All Exhibitors Bump In
Thursday 11 th – Sunday 14 th November	8:30am – 6:00pm (Sun 4pm finish)	Event Days
Sunday 14 th November	4:30pm – 8:00pm	All Exhibitors Bump Out
Monday 15 th November	8:00am – 12:00pm (midday)	All Exhibitors Bump Out

EXHIBITOR BUMP IN AND BUMP OUT

All stock and freight must be moved out by midday on Monday 15th November. No exceptions to this policy will be granted as the Melbourne Showgrounds take back possession of the venue.

Exhibitors are responsible for the security of their displays and exhibits. Any exhibit or material remaining on site after 4:00PM on Monday 15th November will be removed by the venue & relocated at the Exhibitor's cost. No responsibility will be accepted by the Organiser or the venue for the loss of any items that are left on your stand. You must ensure the above times are communicated to freight companies contracted to pick up items from your stand ensuring a member of your staff is present for when the freight company arrives to collect.

DELIVERIES TO THE VENUE

The organisers of EQUITANA Melbourne will not accept delivery for any goods on behalf of Exhibitors.

All Exhibitors must adhere to freight delivery times to the specified delivery times, entry & delivery points and any other conditions that are listed below.

Please ensure each item dispatched to Melbourne Showgrounds has been labelled with the following details:

Company Name, Exhibition Pavilion and Stand Number

Contact person and Contact Number

Name of Exhibition (EQUITANA Melbourne 2021)

Melbourne Showgrounds Freight Entry

Gate 1, Epsom Road

Ascot Vale, Victoria, 3032

Freight delivery time during Bump In: 8:00AM – 4:00PM as arranged by Exhibitors.

EXHIBITORS MUST MEET THEIR OWN DELIVERIES

Security will advise the driver of drop off point. Please ensure that your freight delivery company is supplied with your mobile telephone number. This will ensure no deliveries are unable to be delivered.

LOADING DOCKS

AUTHORISED PERSONS ONLY TO BE IN THESE AREAS DURING BUMP IN AND OUT – NO EXCEPTIONS WILL BE GRANTED

The Loading Docks is for **loading and not for parking**, please *do not park* in the loading dock whilst building your site. We ask that stock is unloaded and then removed from the dock to allow the next Exhibitor access to the dock position. The security team will be able to direct you to the car parking.

We do ask for patience and understanding when waiting for a place to unload or when asked to move your vehicle by security.

LOADING DOCK SUPPORT EQUIPMENT

GE Logistics, EQUITANA Melbourne's Freight Forwarding and Storage Company, offers loading dock service to make bump in a more pleasant experience.

SERVICES OFFERED

- Storage (offsite)
- Labour
- Forklift Service
- Hand Trolleys

PLEASE BOOK USE OF GE LOGISTICS EQUIPMENT PRIOR TO THE EVENT IF REQUIRED
Contact details at the front of this document.

EPSOM PAVILION ACCESS

Enter via gate 1B off Epsom Road and veer to your right to access your loading dock.

ARIAT PAVILION ACCESS

Enter via Gate 1 off Epsom Road and continue along Grand Boulevard, the Ariat Pavilion will then be on your right.

RESTOCK OF EXHIBITION STANDS

Exhibitors can restock their exhibition stands from the Loading Docks only from 7:00AM to 8:30AM from Friday to Sunday morning. The same loading docks that are utilized for Bump In/Out will be utilised for all restock times.

WE ASK FOR EVERYONE'S HELP IN MAINTAINING ONLY A SHORT TIME ON THE LOADING DOCK

This will allow all Exhibitors the opportunity to restock and return their vehicles to the carpark prior to event opening. Exhibitors must drive into the loading dock, drop stock and then depart the loading dock.

If any special circumstances arise, then please contact the Exhibition Manager directly, and we will do our best to assist.

STORAGE

EMPTY PACKAGING STORAGE:

Please note – there is no space available onsite for the storage of empty packaging during the show. It is recommended that Exhibitors consider their storage needs (of packing crates and freight forwarding materials) for the duration of the exhibition. Contact GE Logistics for storage solutions.

REPLENISHMENT STORAGE:

Please note – there is no space available onsite for replenishment storage. Replenishment of stock can be arranged with EQUITANA and can take place between 7.00AM and 8.30AM and your vehicle will enter and depart the same way as at bump-in. See 'Restock of Exhibition Stands' for more information.

Forklift will only be available if booked through the information desk.

AISLE WAYS

Please note that a warning will be given regarding any expansion of an Exhibitor's site, product, or advertising into the aisle ways. After this warning, if the Exhibitor continues to place objects outside of their designated area, the products will be removed and confiscated by Melbourne Showgrounds staff and may be returned at the end of the event.

Security, Melbourne Showgrounds and Event Staff will patrol the aisle ways during opening hours to ensure that this safety breach is not violated.

We ask for your help not to place us in a situation where stock or advertising materials must be taken off the floor.

ON SITE EXHIBITION OFFICE

This office will be attended from 12:00PM on Monday 8th November until end of event. In the event this is unattended please contact the Exhibition Manager via the contact details listed in this manual.

All Exhibitor staff passes, car parking passes and pre-ordered safety vests must be picked up from the Information Desk during bump in.

Photo copying and faxing will NOT be available from this office.

RIGGING

Additional rigged lighting and in particular, ceiling hung promotional banners are a great way to further promote your branding in a large exhibition pavilion.

Any rigging at the Melbourne Showgrounds must be done through an approved rigging company. All applications for rigging must be signed off by a Melbourne Showgrounds appointed structural engineer at the cost of the Exhibitor. Not all exhibition pavilions have the ability for internal or external rigging. If you would like to enquire about rigging for your booth, please contact the EQUITANA Melbourne Operations Manager to discuss your requirements.

ELECTRICAL REQUIREMENTS

In accordance with Australian Standard 3760, all portable electrical equipment brought onto the Melbourne Showgrounds by Exhibitors and contracted suppliers, must have been tested by a licensed electrician and display a current tag.

It is the responsibility of the Exhibitor to have all electrical equipment tested and tagged before bringing it to the venue. The official electrical contractor for exhibition is Harry the Hirer. All electrical work to stands will be carried out by Harry the Hirer electrical staff.

EXHIBITION SERVICES

EXHIBITION OPENING HOURS

The Exhibition floor will be open to the public from 9:00AM – 6:00PM from Thursday to Saturday. Sunday will have an early closing and will be open from 9:00AM - 4:00PM.

We will do our best to clear the pavilion floor in the evening as quickly as possible in order that Exhibitors may start packing up and going home; however, we do ask for some patience regarding this. Also, we do ask that sales are being wrapped up early enough so our security can start clearing the Exhibition floor on event days at 6:00PM (Thursday to Saturday) or 4:00PM (Sunday).

EXHIBITOR STAFF PASSES

Exhibitors and their staff will be issued with Exhibitor staff passes. Exhibitor staff passes will be prepared and available for pickup at bump-in from the information desk. Exhibitor passes should only be supplied to persons employed by you, to specifically work on your stand.

No staff member/s will be admitted into EQUITANA Melbourne without an Exhibitor pass. Exhibitors must always wear their passes and in the interest of a more efficient security control, please ensure that passes are always clearly visible.

All sites will receive a certain number of Exhibitor passes. The number of passes will relate to the amount of space that the Exhibitor has purchased.

SITE SIZE (sqm)	9-17	18-36	45-53	54-71	72-90	90+
PASSES	4	6	7	8	9	10

Please note that Exhibitor Staff Passes do not allow entry into Night-time Programs or Masterclasses.

PURCHASE OF ADDITIONAL EXHIBITION STAFF PASSES

Additional Exhibition staff passes are available to purchase for \$20.00 each (inclusive of GST) and allows entry for all 4 days of the event. Please complete and submit the Additional Exhibitor Pass Form before the website www.equitana.com.au

FURNITURE HIRE

Furniture for your booth can be hired from Harry the Hirer. All Exhibitors are responsible for furniture hired and damage will be charged back to the Exhibitor. To order furniture for your stand including tables and chairs please contact Harry the Hirer.

CATERING

Melbourne Showgrounds has the sole catering rights to all food and beverage products. Exhibitors are prohibited from selling any food and beverage products from their stands including coffee. The Royal Café will be open for Exhibitor's convenience during bump in and will sell food, snacks, and hot and cold beverages.

ROYAL CAFÉ OPENING HOURS DURING BUMP IN:

Tuesday 9th November 10:00AM – 3:00PM - pending demand

Wednesday 10th November 9:00AM – 3:00PM - pending demand

If you are looking for food outside of these hours, the EQUITANA Precinct is located next to a shopping area accessible from Epsom Road.

BANKING FACILITIES

ATM's will be located nearby the outside food area, within the Epsom Pavilion and the Royal Café during EQUITANA Melbourne.

COMMUNICATIONS - INTERNET

Melbourne Showgrounds has a team which can assist EQUITANA Melbourne Exhibitors with all their requirements – EFTPOS connection and wireless internet.

Refer to the Melbourne Showgrounds Technology Services form which will be available at www.equitana.com.au.

EXHIBITOR LOUNGE

The Exhibitors Lounge / VIP Lounge is located in the Royal Block next to the Royal Cafe. The Exhibitors Lounge will be open daily (event days only) as an exclusive area for Exhibitors and their guests, Educators and EQUITANA VIP's to mingle and relax.

Food purchased from any of the food vendors can be brought into the area. To gain access to the Exhibitors Lounge, simply show your Exhibitor pass at the front door.

EXHIBITOR LOUNGE OPENING HOURS (EVENT DAYS ONLY)

Open 11:00AM – 4:00PM daily

INSURANCE

Whilst the Organisers will provide necessary security during the exhibition, neither the Organisers or Melbourne Showgrounds or any of their staff, employees, agents or representatives shall be held accountable for or liable for, and the same are released from accountability or liability for any damage, loss, harm or injury to their person or any property of the event, however caused, or any of its staff, employees, agents or other representatives, or for goods sent to the venue before or remaining after the exhibition, or whilst in transit to or from the exhibitions or during the exhibition.

GOODS INSURANCE:

The Organiser does not have an insurance policy which covers Exhibitor's goods. You are therefore advised to extend your Property Insurance Policy to cover loss of stock and display equipment due to theft or damage.

PUBLIC RISK INSURANCE:

The Organiser does not have an insurance policy which covers public risk on Exhibitor's stands. If you are displaying or demonstrating goods it is recommended you have a PLI policy in place.

IT IS COMPUSORY FOR ALL EXHIBITORS TO HAVE PUBLIC RISK INSURANCE COVER OF \$5 MILLION.

In most cases, this can be achieved by extending your policy through your insurance broker, agent or insurance company. Equine Productions does not provide a group cover to cover liability of attendees on your stand.

PLEASE EMAIL A COPY OF YOUR INSURANCE SCHEDULE TO susan@equineproductions.com.au

OCCUPATIONAL HEALTH AND SAFETY

The policy of EQUITANA Melbourne is that each of its employees shall be provided with a safe and healthy place in which to work. To achieve this policy, management will make every reasonable effort in areas of accident prevention, hazard control and removal, injury protection and health preservation to every practical extent.

In conjunction with this policy, a series of safe working rules and procedures on specific individual safety and health matters have been established and are detailed below. Health and safety at an event are both an individual and shared responsibility of all Exhibitors, and EQUITANA. These basic health and safety rules apply equally to every Exhibitor along with every team member of EQUITANA Melbourne. Each EQUITANA site supervisor has the duty and authority to take appropriate disciplinary action after a violation of any of these rules.

REPORT THAT HAZARD! - If you see a potential hazard or something you think is dangerous, please immediately contact a member of the EQUITANA team so we can resolve the issue.

WORKING ENVIRONMENT & INDUCTION

Our event is the workplace of many other organisations and they will often have their own operating procedures in addition to these basic health and safety rules. Each Exhibitor must be aware of, and follow at all times, the procedures, which apply, to each workplace in which they work.

As per the policy of the Melbourne Showgrounds, all Exhibitors must complete a safety induction prior to arrival to the site. Please find the link below and ensure you and your staff have completed it prior to entering for Bump In/Out.

<https://www.whsmonitor.com.au/cregister/registercontractor.aspx?jc=3C417517-3830-4989-98C1-6902D4EE1096>

BASIC HEALTH AND SAFETY RULES

- Observe all signs.
- Keep Guards and Barricades in Place
- A warning sign, danger tag, safety guard or barricade is put there to ensure your protection from recognized hazards. This rule is necessary to protect everyone. Do not remove or override any existing guarding or barricades. If you see this happen, report it to your supervisor immediately.
- No Smoking in buildings. Smoke in Designated Areas Provided
- No Horseplay - Serious injuries and incidents can and often do result from horseplay or practical jokes. Horseplay sometimes involves equipment at the workplace, which may never have been designed for the uses it has been put to, and serious accidents may result. Section 25, of the Occupational Health and Safety Act 1985; require that all employees of businesses take responsible care for their own health and safety of anyone who may be affected by his or her own acts or omissions.
- Take Fire safety precautions - Exhibitors should ensure that aisle ways and fire escapes are free from obstruction by your own doing.
- Wear appropriate PPE (high vis, closed toe shoes, long sleeves or sunscreen if outside etc)
- Observe and work safely around Plant equipment – Wear your high vis and ensure you are easily visible to plant operators.

OBSERVE EMERGENCY FACILITIES AND PROCEDURES

The individual emergency procedures at the workplace or event precinct should be learnt and followed when an emergency of any kind arises. If you would like a copy of the EQUITANA Melbourne precinct emergency procedure, please contact the event management team.

EXHIBITOR CHECK LIST

Once you have read the EQUITANA Melbourne 2021 Exhibitor Manual, use this handy check list to ensure you are nice and organized and have not forgotten anything!

- I have read the exhibitor manual, feel comfortable with what I have read and feel well prepared for the exhibition.
 - I have taken note of the bump in and bump out times and have arranged for my stock to be there within the correct time.
 - I have familiarised myself with the venue map and I am aware of my pavilion and booth position.
 - I have emailed/contacted my companies data base and advertised that I will be attending EQUITANA Melbourne by publishing my Pavilion and Booth Number.
 - I have gone made sure that my fascia sign (if it is included in my site) has the correct name to be printed.
 - I have completed and submitted an Exhibitor Ticket form to order my discounted tickets for my staff.
 - I have completed and submitted an Additional Exhibitor Pass form if I have more staff than allocated passes.
 - I have ordered all my stand build and furniture requirements (if applicable) with Harry the Hirer.
 - I have completed the Melbourne Showgrounds Technology Services form for all my internet needs.
 - I have had all electrical equipment that I am bringing to the event tagged and tested I have purchased Safety Vests for my staff and I to wear during Bump In and Bump Out.
 - I have completed my online Showgrounds Induction and so have my staff involved in Bump In/Out.
 - I have checked my Public Risk Insurance and ensured that my policy cover is \$5million and forwarded a copy to susan@equineproduction.com.au
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