



CoastOut Stall Holderkit 2011

Dear Festival Supporter,

It's time to secure a presence for your business or organisation at Coffs Harbour's ultimate rainbow event – The CoastOut Fair Day.

In 2011, CoastOut Fair Day will be our spectacular day for everyone. It's a fun, interactive day, with a huge variety of activities and entertainment. It's the day to show your colours, showcase your wares, profile your services, develop marketing databases, meet existing and new customers and expose your business to the vibrant gay and lesbian community, CoastOut's participants and families and friends.

CoastOut 2010's Fair Day attracted over 1100 people through the gates. This year's projection is between 1500 - 2000.

Consider doing something a little different, something interactive. Talk to us about tailoring your presence through additional signage, precinct naming rights, or event sponsorship. Fair Day is near on the largest single gathering of our community on the coast between Newcastle and the QLD border, so make sure that you are part of it. We can help you make sure your message is heard, and your presence is effective. However you look at it – CoastOut's Fair Day is a unique marketing opportunity!

Attached is an application kit including details of rates, conditions and general Festival information. We endeavour to make this day as affordable as possible, whilst acknowledging the considerable costs involved in producing this major event.

We look forward to seeing you at Park Beach Reserve, Coffs Harbour on Sunday 30th October 2011 as we celebrate gay and lesbian arts, culture, music, sport and community.

Please email stalls@coastout.com.au if you have any questions. We look forward to seeing you at CoastOut 2011.

Kind regards

Todd Buttery
Festival Director

Fair Day & Tea Dance Finale - Stall Holder Booking Form

*Sunday 30th October @ Park Beach Reserve Coffs Harbour
10:30am – 10pm Food Stalls
10:30am – 5pm Other Stalls*

Business Name	ABN / ACN
Description of organisation / business services / activity	

Contact person	Mobile	
Daytime phone	Fax	
Email		
Postal Address		
	State	Post code

Do you intend to project sound or music at your stall?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Please describe the activity products, services, prizes, competitions and give-aways you intend for your stall (please refer to terms and conditions)		
Please describe any signage you propose to erect at your stall. Please include picture if available (refer to terms and conditions)		

<input checked="" type="checkbox"/>	Cost (GST Inc.)	Type	Specifications / Included Items
	\$75	Market Stall (No Food or Beverages) Bring your own marquee	3m x 3m space inc. power. No infrastructure provided. Realestate only. 2 Tickets inc.
	\$275	Single Trader Marquee Site	1 x 3m x 3m marquee 1 x trestle table (6ft x 1.8) 2 x chairs 2 Tickets included
	\$395	Double Trader Marquee Site	1 x 3m x 6m marquee 2 x trestle table (6ft x 1.8) 4 x chairs 4 Tickets included
	\$20	Additional Trestle Tables	Quantity =
	\$5	Additional Chairs	Quantity =
	\$15	Additional stall holder ticket	Quantity =
	\$195	Food & Beverage Traders (Please provide measurements and photo)	3m x 3m space inc. power. No infrastructure provided. Realestate only. 3 Tickets inc.

***Book & pay for your site by 7th October 2011**
Non-Profit Organisations less 20% of charges listed above

<p>If you would like to be located near a certain business / business category or community group, please state here. We will do our best to accommodate all requests made well in advance.</p>
<p>If you have requested power to your site, please list each electrical item and its wattage – e.g Espresso Machine 1000w (All Outlets are 10A Outlets, please advise)</p>

Application checklist

- I have filled out all the items on the application form "I have provided a detailed list of products or services.
- Enclosed is a Cheque or Direct Deposit Receipt for the total amount payable, including GST. The cheque is made payable to CoastOut Festival.
- I have enclosed a copy of my public liability insurance.
- If I have been approved to sell food or beverage, I have provided copies of relevant permits and certification.
- I have signed the application form agreeing to the terms and conditions and the rules and regulations.
- I will submit this application by the closing date of 1st October 2010**

Get your creative juices flowing.....

Make the most of your Festival Day presence and attract as many visitors to your stall as possible.

The most successful sites at the Festival offer colour, movement, competitions, interactive activities, friendly staff, give-aways, freebies and more.

Keep the beach clean

Help us care for our environment by being an environmentally responsible stall holder by:

Minimising the packaging and potential litter you bring to Festival

Be aware of trees and plant life around your stall to avoid damage

Taking all rubbish, litter, boxes etc with you at the end of the day

Thinking of having a larger stall?

Contact stalls@coastout.com.au so that we can lock in your preferred size and position.

Tell Your Business Colleagues

Tell them about the exceptional promotional opportunities CoastOut Festival offers. They'll appreciate you looking out for them!

Thanks for helping us spread the word about our big gay Festival day out – CoastOut

Payment

Charges Summary

Stall Fee \$ _____
Additional Trestle Tables / Chairs \$ _____
Additional Ticket Holders \$ _____

Total amount payable (price inc. GST) \$ _____

I, _____ (name) on behalf of _____ (organisation)
Agree to the CoastOut Festival 2011 terms and conditions, and rules & regulations on the attached pages.

- I will pay by cheque (made out to CoastOut Festival). My cheque is enclosed.
- I will pay by direct deposit
CoastOut: ANZ BANK BSB: 012 572 Acct: 1818 83737

We recommend that Food Stalls stay for the night time event to take advantage of trade where people will require food. This would be at no extra cost.

- I would like to stay for the Day / Night
- I would like to stay for the Day only

Payment must accompany your application to confirm your booking.

Forward this form to:

Mail: P.O. Box 1451 Coffs Harbour NSW, 2450
Scan and Email to: stalls@coastout.com.au

Note: A tax invoice and receipt will be forwarded once payment is received.
CoastOut will keep you advised of set up times and further updates closer to the event.

Terms and conditions

- CoastOut will not be held responsible for loss and damages incurred by natural disaster. You will indemnify and save CoastOut harmless from and against all claims, demands, causes of action, damages costs, expenses or losses of every description howsoever arising including weather at common law, in equity or under statute in relation to or connected to the CoastOut Festival (including, but not limited to any loss or damage that might arise out of or connected with fault, negligence and/or cancellation of the event (including cancellation by reason of weather).
- CoastOut Fair Day booking fees are not refundable.
- Although approval of the site has been obtained, some elements of the event are subject to final approvals by a number of authorities, and the final format of the event and its elements cannot be relied upon to be the same or similar as any other Festival or as previously promoted.
- Applications will only be considered if accompanied by payment in full.
- Applicants will only be allocated a site once fees are paid in full and copies of insurance and permits are provided.
- Unauthorised / unpaid traders – including extra traders who appear on another stall holders stall, but have not registered in advance as being part of that stall, will be removed from the Festival premises if necessary.
- All necessary council/health/other permits are to be submitted direct to the relevant authority – the absolute responsibility of submission and compliance belongs to each trader/stallholder.
- The sale or provision of alcoholic beverage is not permitted.
- Items cannot be supplied in glass.
- You agree to honestly and accurately provide information in this application.
- You agree to provide your own Public Liability Insurance.
- You will submit a copy of Public Liability Insurance and all permit application to CoastOut with your application form.
- You understand that if products or services not detailed on this application are sold or provided through trading at the Festival, that CoastOut reserves the right to close trading and request you leave the site.
- CoastOut unreservedly holds the right to withhold approval or acceptance of a stallholder application.
- The CoastOut Festival applies selection criteria for all stall holders and reserves the right to refuse Applicant's permission to participate. Stallholders who breach the terms of agreement may also be refused participation rights in the future.
- CoastOut unreservedly holds the right to amend these terms and conditions at any time.
- Signing your stall application confirms your understanding and agreement to abide by the rules and regulations and these terms and conditions.
- By attending the Event, You consent to being included in any film, photography and/or sound recordings of the Event that may take place and agree for these recordings/images to be used by the Event organiser.

Festival rules and regulations

Applications

- Stalls are allocated by the Festival Event Project Team, based on specific criteria, and requests can be taken into account however are not guaranteed.
- Priority is given to stall holders if they are festival sponsors and then on the date their application was received.
- Successful applicants will be notified of their actual site number and position one week before the event.
- You will be notified by 7th October, 2011 if your application has not been successful.

Public Liability

- Whilst the Festival covers general Carnival attendees, your individual site must be covered by your own Public Liability Insurance. Please attach proof of your Public Liability Insurance to your application. If you have any questions about Public Liability Insurance please don't hesitate to contact us.

Sale of Food & Beverage

- Any stallholder intending to sell food must first be approved by CoastOut Festival.
- The sale or supply of alcohol is strictly prohibited.
- Water and soft drink will be sold by CoastOut, please find alternative drinks to sell.
- All stall holders who have been approved to provide food items for human consumption on the day must hold the relevant permits/authority from the City of Coffs Harbour Health Department.
- City of Coffs Harbour Health Inspectors may audit CoastOut food traders and non-compliance will result in closure of your outlet.

Stall Sizes

- Marquees are available in standard sizes, which measure 3m x 3m. One trestle table and two chairs are supplied with every marquee. Double sites can be allocated.
- Open spaces equal to site areas are also available for mobile displays.
- Larger marquees or display sites can be quoted and organised on request.

Stall design

- Banners, visuals and the use of sound are all encouraged as long as you do not invade the space of fellow exhibitors.
- No stall holder is allowed to promote, advertise or otherwise display any material relating to a good or service which competes with the goods or services of any sponsor of CoastOut without written permission from CoastOut.

Marketing & Promotional Activity

- Distribution of marketing & promotional material is strictly limited to a radius of 1 metre of your paid site.
- Unauthorised marketing or promotional activity may result in removal from Festival grounds.
- Should you be interested in roving promotional opportunities please contact the Festival office for consultation.

Site access (Bump In and Bump Out)

- Vehicle access is via Park Beach Reserve car park and is strictly limited on-site to before and after the Festival. Bump in including all deliveries including food and cool rooms is from

8am to 10am. Bump out except for stalls trading into the night is from 5:00pm or when deemed safe to do so. For night trading stall the bump out time is after 11:00pm.

- Stallholders must obey all instructions by event organisers at all times or may be removed from the site.
- All vehicles on the carnival site must drive at 10km per hour with hazard lights flashing.
- We reserve the right to restrict vehicle access if it is deemed a risk to public safety and OH+S risk.

Parking

- There is parking available in the adjacent car park and surrounding streets.
- The relevant authorities will be strictly monitoring parking regulations throughout the area on the day.

Water and Sullage

- If you require connection to water or sullage, you MUST contact us about these requests prior to 1st October 2011.
- Traders must provide their own containers for carrying between water points and their stalls.
- Direct hose connections are not available.

Waste Management

- Rubbish bins will be provided on the day for general public use
- Stallholder rubbish must be removed at the end of the day. It is your responsibility to keep your area clean and tidy before, during and after the event. Please recycle.
- Traders must assist the CoastOut Festival implement waste wise strategies as required by Coffs Harbour City Council.

Fire Extinguishers

- If you are having any type of electrical equipment on your stall, you must have a fire extinguisher. If you do not have one on your stall then you will be required to hire one for the day – which is a \$100 refundable deposit.

Electricity and electrical safety

- Due to the limited access to electricity at the Park Beach Reserve, we are suggesting use of Generators. We can provide you with a number of contacts that hire eco friendly – low noise generators for hire or sale. Please discuss power requirements with CoastOut.
- All electrical appliances and leads and power boards must carry a safety tag by an authorized electrician. If your items do not carry a tag, you will be denied access to the electrical network on the day, or advised to pay an inspection fee of \$150 in cash on the spot for an electrician to inspect and tag your appliances if they are up to standards. No refund for your stall fees will be made where you have not had your items tagged prior to arrival at the site.
- Lighting required for night trading must be provided by the stall holder. Please discuss power requirements with CoastOut.

Insurance

- All Stallholders must forward us a copy of their Third party Liability insurance no later than 14 days prior to the event. If we do not have this on file you will not be allowed access to the site. Refunds will not be available to stall holders who are not able to provide proof of Third Party Liability insurance