



SEYMOUR ALTERNATIVE FARMING EXPO

16–18 April 2021 | seymourexpo.com.au

Exhibitor Information Guide

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KEY INFORMATION

Event Details

Kings Park, Tallarook Street, Seymour, Victoria, 3630

[Click here for Google Maps](#)

- Friday 16 to Sunday 18 April 2021 – 9:00am to 4:00pm Daily

Strictly no dogs or pets are permitted on the Expo site.

No vehicles will be permitted on site after **8:00am** and during event hours each day of the Expo.

Exhibitors must remove their vehicles (unless it is remaining within your marked site boundaries and part of your overall display) from the venue no later than 8:15am each day of the Expo.

Set up/Pack up Dates and Times

Exhibitors will have access to the event site to set up prior to Expo commencement on the following days and times.

Set up:

- Tuesday 13 April – By request only (No on-site security Tuesday night)
- Wednesday 14 April – 8:00am to 5:00pm
- Thursday 15 April – 8:00am to 5:00pm
- Friday 16 April – 6:00am to 8:30am

Pack up:

- Sunday 18 April - after 4:00pm (an announcement will be made) to 7:00pm
- Monday 19 April – 8:00am to 5:00pm

Expo Key Contacts

Contact	Phone	Email
Exhibitor site information and support	1300 178 881	admin@seymourexpo.com.au
Jamie Gilbert Events Manager/Chief Warden	0419 522 844	jamie.gilbert@mmg.com.au
Caitlin McAuliffe Exhibitor Coordinator Exhibitor site information and support	03 5820 3115	admin@seymourexpo.com.au
Aaron Brown Expo Guide advertising	03 5820 3187	advertise@seymourexpo.com.au
Bourke Hire Marquee and equipment hire	03 5872 1433	info@bourkehire.com.au

Website and Social Media

For up to date or information on general public tickets, visit the Expo website and social media pages. We also encourage exhibitors to 'like' and 'share' our social media pages. Please find all relevant links below:

Website: www.seymourexpo.com.au
Facebook: www.facebook.com/seymourexpo
Instagram: <https://www.instagram.com/seymourexpo.com.au/>



COVIDSafe Requirements for Event Period

Due to the ongoing nature of the COVID-19 Pandemic throughout Australia, The Seymour Alternative Farming Expo has implemented a robust COVIDSafe Plan, which has been approved by the Victorian Government to allow the event to proceed.

The Seymour Alternative Farming Expo will be responsible for the overall event COVIDSafe Plan and patron adherence while on-site. The basic version of this plan features the following requirements for all patrons.

- QR Entry and Exit code scanning for all patrons (and exhibitors) and also when entering internal buildings.
- General hand sanitization stations at all entry gates, food courts, internal buildings, and other strategic locations throughout the event site.
- COVIDSafe Marshals throughout the event site assisting in core messaging.
- Daily patronage limits to allow a controlled and safe event environment. (Patronage limits are in line with a greater available attendance than the 2020 event total attendance)
- Increased event cleaning throughout the 3-day event period.
- Event signage throughout Kings Park highlighting our core COVIDSafe principles.

For a full copy of our event COVIDSafe Plan, please email admin@seymourexpo.com.au

COVIDSafe Requirements for all exhibitors

Based on this plan, ALL EXHIBITORS MUST ADHERE TO THE FOLLOWING GUIDELINES:

- Exhibitors must supply a copy of their business COVIDSafe Plan to admin@seymourexpo.com.au, by no later than Thursday 1 April, 2021.
- Exhibitors who do not have a business COVIDSafe Plan, can download a template from the Victorian Government via the following link [COVIDSafe Plan | Coronavirus Victoria](#)
- Exhibitors need to have a minimum of the following on their site;
 - Hand Sanitiser available for public use at the entry to each site. (please ensure you have enough hand sanitiser for the 3-day event period)
 - Site Capacity Limit signage displayed prominently at the entry to each site, stating the maximum visitors allowed within the site are at any one time. i.e. 6m x 12m site = 72m², maximum capacity for this size site is 36 patrons (1 patron per 2m²)
 - Exhibitors must nominate one staff member to act as a COVIDSafe Marshal, to monitor COVIDSafety on each exhibitor site.
 - Report any patrons who may be showing signs of illness directly the event site office or First Aid room.

Exhibitor COVIDSafe Plan adherence will be monitored by the event COVIDSafe Officer and enforcement delivered by Worksafe Victoria, who are on-site for the event period.

TRAFFIC MANAGEMENT MAP

All vehicles **must drive in a CLOCKWISE** direction when accessing the event site. **NO EXCEPTIONS**
Click here for further details re [Vehicle Access and Movement](#)



RULES AND GUIDELINES

Advertising

Exhibitors are not permitted to hand out any advertising or promotional material in any area that is not the allocated site for the exhibitor this includes signage and a-frame boards.

Animals and Livestock

Strictly no dogs or pets are permitted on the event site; exceptions are provided for service dogs.

Animals that are part of an exhibit or attraction must be contained in a yard or kept in a manner to prevent injury to the public.

Animals must be adequately separated from areas used for storage, preparation, production, and food preparation.

Any animal faeces deposited upon the ground are to be removed regularly to prevent attraction to flies. Faeces must be contained in a fly-proof covered metal or plastic receptacle. Faeces are required to be disposed of at the end of each day.

Animals must be kept in accordance with recognized humane practices acceptable to the RSPCA.

Biological Hazards

Biological hazards include bodily fluids, waste, sharps or first aid coverings. Biological hazards can cause risk to the public if the hazard is ingested, inhaled, absorbed, or penetrated through the skin.

Please report any biological hazards to the Expo Office so that it can be removed appropriately.

Camping

Strictly no overnight camping or after-hours presence of exhibitors or the public is permitted.

Chainsaw and Portable Mill Demonstrations

Exhibitors that plan on live demonstrations of milling or chainsaws must submit a risk management plan prior to set up at the event.

Appropriate barriers must be in place to ensure patrons are always protected.

Operators must be suitably qualified and wear the appropriate personal protective equipment.

As the Expo occurs during a particular hot period of the year please refer to the 'Can I Or Can't I' brochure produced by the CFA in case of a fire danger period or a total fire ban day.

Please be aware of other exhibitors regarding noise levels.

Digging Holes

Please contact the Expo Office before digging a hole. A ground staff member will check for any underground mains prior to approval.

Drugs and Alcohol

No alcohol or illegal drugs may be bought onto or consumed prior to entering the Expo. Working under the influence of alcohol or drugs is strictly prohibited. Any person suspected to be under the influence of alcohol or drugs will be removed from the event. Illegal drug use will be reported to Police.

Electricity

Strictly no generators are to be used on site.

Please ensure power outlets are ordered during the online application process, as your site allocation may be affected if power is added later.

All extension leads must be approved and tagged by a qualified professional to be used legally on site. Extension leads must be tagged with the owner's name.

All electrical equipment must be tested and tagged in accordance with AS3760.

All portable electrical equipment must be protected by RCD (earth-leakage protection) with a 30 milli-amp rating regardless of whether it is double insulated or not.

All extension leads must be supported at least 2.5 meters above ground, and at least 5.5 meters above a roadway.

Concession installation and festoon lighting shall comply with AS3002-1985.

If any exhibitor or caterer is found to have connected to more power outlets than requested in the application form, the cost of the extra power outlets will be charged to the exhibitor and must be paid for in full immediately.

Exhibitor Accreditation

No FREE passes are issued, and no entry is permitted without a valid pass. Number of included exhibitor accreditation was detailed in your application.

Exhibitor accreditation and vehicle passes are to be collected from the exhibitor entry gate during bump-in.

If you require extra exhibitor accreditation you MUST purchase these from the Expo Office at Kings Park. The Expo office is open for business from Wednesday 14 April.

The cost of additional three-day exhibitor accreditation pass is \$10 per person.

Each day of the event you will be required to present your exhibitor accreditation to gain entry and exhibitor accreditation must always be worn when on site.

Fatigue

Please consider the fatigue of staff and ensure planned rest breaks with consideration to the type of work and working environment.

Fire Safety

Do not block or obstruct aisles, roads, or access points.

Do not block or obstruct access to fire exits, fire extinguishers, fire hydrants or hose reels.

Please familiarize yourself with the nearest fire appliances, fire exits and the emergency management plan.

No refueling is to be completed on site during public access hours.

Please ensure your site is compliant with correct and maintained fire extinguishing equipment.

First Aid

All exhibitors should maintain an up to date first aid kit on site.

Event first aid is available on site from Thursday 15 April until Sunday 16 April.

All serious injuries and illnesses should be reported to the Expo Office.

Food Permits

All exhibitors including community groups that make, serve, or sell food and drink must comply with the Food Act 1984 (Vic) by notifying or registering their food stall with [Streatrader](#).

A Streatrader Food Notification is required if a:

- Community group, club or voluntary association raising funds from a temporary marquee, van, or community hall, limits the food it sells to Category 4 low risk foods (basic sausage sizzle – plain sausages with sauce on bread, uncut fruit/vegetable, jams/ honey, pre-packaged confectionary or drinks). A Statement of Trade must also be lodged at no charge, for each event.
- Community based food stall involves high risk foods. Options include annual, six-monthly or a one-off Food Registrations a fee plus an online 'Statement of Trade' at no charge, for each stall or event attended.
- Food business is operating from a van or at a temporary food stall offsite from their registered kitchen. Annual Food Registration will be required at a specified fee plus an online 'Statement of Trade' at no charge for each stall or event attended.

Exhibitors must ensure relevant permits are held and can be viewed if necessary, while on the event site as representatives will ensure compliance with health regulations. If an exhibitor is found to be non-compliant the site will be shut down immediately.

Contact the Health Department for further information and assistance with online Streatrader registration and notification forms.

Food Safety

All caterers must ensure compliance with CFA regulations and maintain the appropriate fire extinguisher/s while on site. As the Expo occurs during a hot period of the year please refer to the 'Can I Or Can't I' brochure produced by the CFA in case of a fire danger period or a total fire ban day

Forklift, Machinery and Plant Equipment

Machinery, equipment, and forklifts must only be operated by trained and licensed operators and all working equipment on display must be supervised and appropriately guarded or barricaded.

The use of mobile phones is not permitted whilst operating machinery or equipment.

Forklifting is available to exhibitors and bookings through Expo Freight Australia are essential.

Forklifts & Freight

All freight and forklift logistics are to be handled by Expo Freight Australia

Freight request - Please submit by 30/03/2021

<https://expofreight.wufoo.com/forms/seymour-expo-2021-freight-request/>

Please use this form to request a quote for Expo Freight Australia to transport your items from your premises to your stand and then returned if required. Expo Freight can offer services for all freight types and at the most competitive rates available.

Onsite handling & loading dock access - Please submit by 02/04/21

<https://expofreight.wufoo.com/forms/seymour-loading-dock-access-onsite-handling/>

Any exhibitors or contractors intending to transport their freight with Expo Freight Australia then this form is not required. If you wish to utilise your own carrier then you **MUST** book in loading dock access and any required onsite services.

Failure to submit these forms by the due date may result in failure to service at requested times.

If you cannot complete these forms for any reason, then please feel free to contact the team on the below details –

Email : info@expofreight.com.au

Phone : +61 490 069 630

Generators

Strictly no generators are to be brought on site.

Hazardous Chemicals, Gases and Dangerous Goods

Storage and use of hazardous chemicals, gases or dangerous goods must be in accordance with statutory requirements, including the Code of Practice for the Safe Use of LP Gas at Public Events in Victoria.

No flammable or combustible liquids shall be stored on site without prior consent from the event organisers. Where consent is given, such storage shall be required to be stored in accordance with the requirements of the Dangerous Goods and Hazardous Substances Regulations. Hazchem and warning signage must be displayed by the chemical user.

Any exhibitor intending on using gas must complete an ESV Gas Safety Checklist.

Cylinders must be restrained and secured in an upright position to prevent from tipping over. Cylinders must be stored in a well-ventilated area, in a vertical position and be inaccessible to the public. Cylinders must be stored away from any potential fire hazards or ignition sources.

Caterers using gas must display compliance plates on the mobile catering vehicle or relocatable kitchen. If compliance plates are not fitted, event organisers reserve the right to remove the caterer from the event.

It is recommended that dry chemical fire extinguishers, type 2A60B(E), be available for use on LPG fires.

Energy Safe Victoria will be on site throughout the event to check exhibitor compliance. If you are using gas, please ensure a current certificate of compliance and the test date are attached to the cylinder.

Event organisers will remove any exhibitor who fails to complete the ESV Gas Safety Checklist, makes a false declaration or knowingly uses an unsafe gas installation.

Height Work

Any potential working at height hazard that may result in injury requires assessment. A risk management plan should be completed to eliminate risks and identify control methods.

Any personnel involved in height work must be appropriately trained in the procedure, including hazard identification and control measures.

High Visibility Clothing

High visibility clothing should be worn by all personnel during the bump in and bump out period of the event.

High visibility clothing should also be worn when working near moving vehicles, operational plant, loading ramps and when height work is carried out.

Hot Surfaces and Liquids

Hot surfaces and liquids must not be accessible to the public.

Personnel working with hot surfaces or liquids should have undergone suitable training and know how to dispose of hot liquids appropriately.

Incident Reporting

If you witness or are involved in an incident resulting in injury, property damage or a near miss please report it to the Expo Office.

Inspection of Contents of Vehicles

Seymour Alternative Farming Expo reserves the right to inspect any vehicle that is entering or leaving the site.

Insurance

All exhibitors are required to have current Public Liability Insurance for the sum of Ten Million Dollars (\$10,000,000.00). A copy of your certificate of currency must be submitted prior to the Expo.

Event organisers reserve the right to refuse access to the event site if a copy of Public Liability Insurance is not provided.

Temporary insurance cover will not be provided by Seymour Alternative Farming Expo or the event insurer.

If not already supplied, a copy of your certificate of currency must be sent to admin@seymourexpo.com.au prior to Friday 26 March 2021.

Licenses

All vehicles operated on the event site require the driver to hold a current Australian Driver's License. This license must be produced on request.

Any person operating a forklift must have a current forklift license and be able to produce this on request.

A license to perform high risk work is required if you work with high-risk equipment or plant.

LPG

Any gas cylinders stored or used on the event site must be restrained and secured in an upright position and be within the test date. Gas cylinders must only be used in accordance with the requirements of the Gas Fitting Act and where required such installation will be made by an approved gas fitter.

Motor Car Traders Act

As per section 25 of the Motor Car Traders Act, a current copy of the Motor Car Traders License for each individual dealer must be on display during the event.

Noise

OHS Regulations contain specific requirements for the control of noise that is above the exposure standard.

Personnel should ensure that hearing protection is worn. When selecting hearing protection, the following considerations should be taken in to account, the nature of the noise, noise levels and the duration of the noise.

Parcel Pick Up Service

A complimentary parcel pick-up service is available at the Expo where items can be delivered to Edwards Street Exhibitor Gate for customer collection.

Visit the Expo Office for collection cards and ensure you contact the site office on 1300 178 881 to arrange collection/delivery of items to the Gate.

Personal Protective Equipment

Personal Protective Equipment (PPE) should be worn where appropriate to minimize the risk of falls, injury or damage to the face, feet, respiratory tract, head, hands, eyes, or ears.

Do not use contaminated or damaged PPE.

Pets

Strictly no dogs or pets are permitted on the event site this includes the setup and pack up period; exceptions are provided for service dogs.

Security and the event organisers have the right to remove any exhibitor who is found to have a dog or pet on the event site.

Public Address System

The public address system is not available for exhibitor announcements.

Security

The organisers shall not be held liable for any loss or damage to the exhibitor's property whilst on the site.

Security is retained to secure and patrol the site from Wednesday 14 April at 7:00pm until Monday 19 April at 7:00am. It is recommended that exhibitor property is not to be stored onsite outside of these times.

Security and emergency services are available on site throughout the event opening hours. Any security breaches are required to be reported to the Expo Office.

The public is requested to vacate the event site by 4:00pm each day of the Expo.

Exhibitors and associated personnel are required to vacate the event site by 6:00pm between Friday 16 to Sunday 18 April 2021

Security and event organisers have the right to remove any person/s who does not comply with the Exhibitor Terms and Conditions and Conditions of Entry to the Expo. These can be found on the Expo website.

Shared Exhibits

Where an exhibitor has an additional firm or company present on their site that are not a part of their usual business or that trade independently a site sharing fee of \$250 (inc GST) must be paid for each firm or company sharing the site.

Failure to disclose site sharing information will result in the exhibitor being charged the full site fee, or the sharing firm or company being removed from the event.

Signage

A-Frame or any other signage is not permitted in any circumstances on roads, entrances, aisles or attached to walls, marquees, and other buildings. All signage must be within the confines of the boundaries of the exhibitor's allocated site.

Any signage found to be placed outside of the boundaries of the site will be removed immediately and disposed of. Any loss or damage of signage will be at the Exhibitors own expense.

Site Boundary

All exhibitors must confine their displays, equipment, and vehicles within the boundaries of their allocated site; this is inclusive of tent pegs and on-site vehicles.

In the interest of public safety, the event organisers reserve the right to remove all items outside of the site boundaries.

Slips, Trips and Falls

It is easy to eliminate slips, trips and falls hazards on the event site.

Please ensure your site is free of potential hazards. This includes loose cords, uneven surfaces, wet areas, rubbish, or poor lighting.

If you notice a hazard during the event, please report it to the Expo Office.

Smoking

Given recent changes to Victoria's Tobacco Act, smoking and the use of tobacco and/or e-cigarette products within 10 metres of a food/drink stalls and vendors as well as the Kids Corner will be banned at the Expo. Also, there is strictly no smoking within any buildings.

Straw

Straw bales can be pre-purchased for \$10 per bale prior to the 31 March 2021.

After 31 March, straw bales are available for purchase at the Expo from the Expo Office for \$12 each.

Temporary Structures

All exhibitors are responsible to make their own arrangements regarding the hire of marquees, tables, chairs etc.

Seymour Expo's preferred supplier is Bourke Hire who can be contacted on 03 5872 1433.

Please ensure that all marquees are weighted or pegged down securely. Tent pegs should be covered and remain within the boundaries of the allocated site.

Vehicle Access and Movement

Vehicle passes must be displayed in a clearly visible place on the windscreen of the vehicle when vehicles are on site or within the exhibitor carpark.

Vehicles are permitted on site if the vehicle is within the boundaries of the site and a necessary part of the site display, is necessary to the exhibit and is not moved during the time the Expo is open to the public

For vehicle entry to the expo site during the event period, all vehicles must enter via the Lesley Street gate.

Any exhibitors that do not require access to the site can proceed directly to the Edward Street exhibitor car park via Manners Street/Edward Street.

Vehicle movement on the expo site MUST travel in a clockwise direction entering via the Lesley Street gate. Drivers must drive slowly while on site and to the exhibitor car park.

Once items have been unloaded at sites, exhibitors need to continue to drive in the clockwise direction to the Edward Street exit gate and proceed to the exhibitor car park.

No vehicle movement is permitted during the event period, this includes when the public gates are closed. Once public gates are closed, an announcement will be made permitting vehicle movement.

Parking on the main oval is strictly prohibited.

Waste Disposal

A free waste collection service is provided for exhibitor convenience.

Please leave your waste at the front of your site at the end of the day for collection. If you require urgent removal, please direct your request to the Expo Office.

Please assist by separating recyclables and general waste.

Water

Above ground taps can be accessed to provide drinking water for animals, or for exhibit display purposes.

The underground water supply is recycled and should not be accessed for any purpose.

Catering vendors are responsible for appropriate hygiene and food safety requirements and must have adequate water on site.

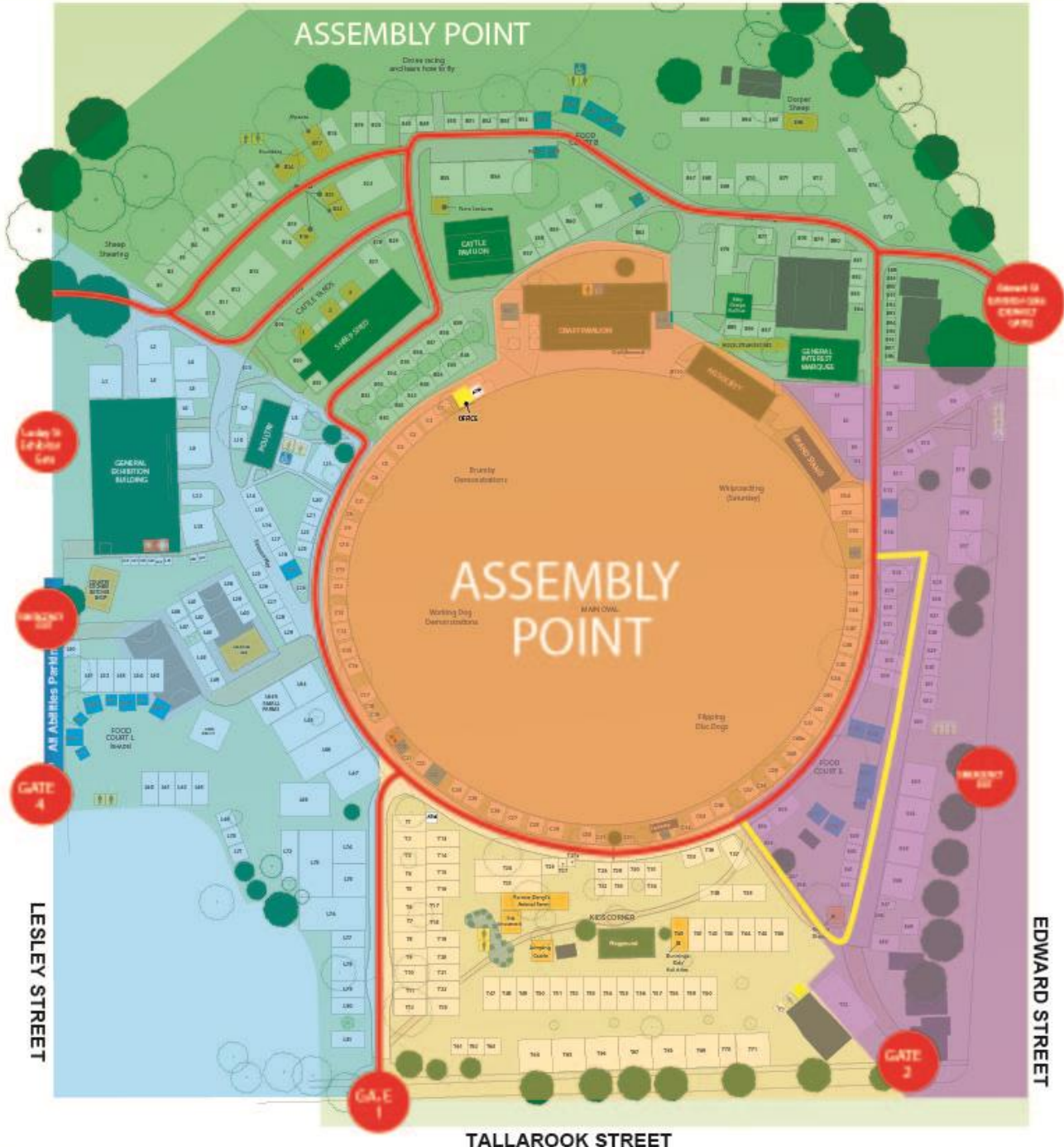
Sufficient drinking water is provided at drinking fountains and is available for purchase from caterers at various locations around the event site.



EVACUATION SITE MAP

Emergency Contact Details

000
 Jamie Gilbert 0419 522 844 (Chief Warden)
 Caitlin McAuliffe 03) 58 20 3115 (Deputy Chief Warden)
 Event Office 1300 178 881



 B Section	 Primary Access
 E Section	 Secondary Access
 C Section	
 L Section	
 T Section	
 Emergency Exit Gate	

Emergency Management procedure

Thank you for being aware of our Emergency Management process.

If you come across an emergency situation

- Quickly assess the situation
- Notify the Chief Warden
- Render assistance to patient if able until First Aid arrive then assist if required
- If you call 000 please provide them with the colour of the area you are in and even the site number if known

Evacuation of the site
 If we are instructed to evacuate the site there are 2 assembly points – one on the main oval and the second on the back oval.
 We will have an Expo Announcer provide on site commentary via our PA system for all patrons if there is a major emergency.
 Please follow instructions.