

# RULES AND REGULATIONS

## GENERAL

### ALCOHOL

While it is obligatory to offer tastings at your stand during the Festival, it is recommended that this be kept under strict control, in your own interest and that of the organisers. The organisers have a blanket liquor license to cover the event. Remember that it is illegal to supply samples or sell liquor to persons under the age of 18 (eighteen) years. Any violations of the above will result in the immediate termination of license facilities. Kindly help us to uphold the good reputation of the SA Cheese Festival.

### BANK DETAILS

Account Name : Agri-Expo  
Account Number : 072313382  
Bank : Standard Bank  
Bank Branch : Helderberg  
Branch Code : 033 012

### BANK FACILITIES

There will be two Absa ATMs at the venue. Exhibitors are, however, reminded to make arrangements regarding **sufficient cash floats** and transit of cash if necessary.

### DISTRIBUTION OF MATERIAL OR LITERATURE

Exhibitors are only allowed to display or hand out literature or material **from within the boundaries of their stand**. This excludes display of banners arranged with the organisers beforehand. Vehicles parked at the venue may not be used to display promotional material. Promotional material to be included in the goodie bags, either paid for or as revenue for a sponsorship, will only be allowed at the sole discretion of the organiser.

### ELECTRICAL ISSUES

Please make sure that you have a representative present during the build up period for the placement of spotlights (if ordered) and plug points, as there will be an additional charge should you wish to move them. Only the official electrical contractor may make final connections to the mains.

The official electrical contractor has the right to ask any exhibitor to disconnect faulty appliances. Any damage caused by faulty equipment will be charged to the exhibitor. **Please fill out appliance list and fax or e-mail by no later than 16 APRIL 2010.**

### Important Notes:

1. Please do not exceed the wattage draw-off from the power points you have ordered. **Transgressors will be penalised.**
2. The use of ripcord for wiring on stands is not permitted.
3. Socket outlet multi-way adapters are not permitted.
4. A qualified person should test appliances prior to electrical connection.

### FIRST AID

A First Aid room, manned by a professional medical team, will be situated next to the organisers' office. Serious emergencies will be taken to hospital, but the organisers will not be liable for any costs incurred. Please report any accidents to the organisers' office immediately.

### FIREARMS

The display and use of firearms is not permitted at the exhibition venue. Upon entering the gates, all firearms must be declared to Security.

### INDEMNITY

The organisers, whilst taking every reasonable precaution, expressly decline any responsibility for loss or damage, which may befall the property of an exhibitor through any cause whatsoever.

### INSURANCE

Exhibitors are advised to contact their insurance companies to negotiate the necessary extra clauses to their existing policies. The organisers are **not** responsible for the insurance of exhibitors' goods.

- **Property damage / Loss and personal Injury.** Each exhibitor enters the venue at his/her own risk and is responsible for the safety of his/her own staff, property, stand and its contents. We therefore strongly recommend that each exhibitor insures himself/herself against the kinds of risks which may occur in connection with the exhibition for the full period of the Festival, including the build up and break down periods. Insurance against all or any loss and/or damage which he/she may suffer or liability which he/she may incur with regard to exhibit and display materials, furniture and equipment, personal effects, etc. is recommended. *Also remember goods in transit.*
- **Public liability.** The organisers require each exhibitor to hold insurance cover for Public Liability Indemnity and may require evidence that this is in place.

### **ORGANISERS' OFFICE**

The organisers' office will be located conveniently near the middle of the Festival grounds (see layout). Please note that the telephone and photocopier in the organisers' office are for the organisers' use only. If exhibitors wish to be contacted during the exhibition, they must use cellular phones. The organisers' office will be open daily during exhibition hours and the organising staff will be there to assist you with any queries or problems you may have.

### **PUBLICITY**

A full PR and advertising campaign is well underway by Marlene Truter Communications on behalf of the organisers. ***We need as much information as possible regarding your business as well as details of new products that you may be launching at the Festival. Kindly forward any material directly to the organisers.***

### **SECURITY**

The official security contractor appointed to the exhibition is the only security company permitted at the Festival venue. (See *Suppliers List*)

The organisers will provide 24-hour security from the beginning of build up until the end of break down. Companies wishing to arrange additional security for their specific stands are asked to contact the Security Contractor for a quote. **At least 48 hours advance notice is required.** Use of the official security contractor is obligatory.

It must be stressed that neither the organisers nor the security operators at the venue can be held responsible for any loss or damage to exhibitors' property. Please be vigilant.

The following points should be carefully noted:

- **During build up:**  
The organiser will provide overall security but not individual stand security. With the large number of people involved during the build up and break down periods, it is difficult to recognise trespassers, therefore, small valuable items should be protected at all times. Insurance cover is essential and also to have someone on your stand at all times!
- **During the exhibition period:**  
Exhibition areas will be kept closed overnight and entrance prohibited to all, including exhibitors, from 18:30 every day until exhibitor access at 09:00 the following morning.
- **During break down:**  
With the opening of exhibition areas for dismantling on break down day, security will be present, but it is essential that you remove all portable and valuable items immediately. Please have someone on your stand until all items are removed.

### **SMOKING**

Exhibitors are reminded that the SA Cheese Festival is a **non-smoking exhibition**. Any enclosed exhibition area, whether of permanent or temporary structure, is strictly non-smoking.

## STORAGE

**Wines / perishables.** Limited cooling facilities will be available for storing of wines and perishables. Stock can be put into storage on Friday 23 April 2010. Please book your space by completing the registration Storage Application Forms # 5 & 6. However, it is advisable that exhibitors have their own refrigerators on their stands. The organisers accept no responsibility for the loss, damage or spoiling of wine or perishables. Exhibitors' own insurance should cover any such loss.

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## EXHIBITORS

### CORPORATE TICKETS

Exhibitors are entitled to purchase corporate tickets @ R70.00 per ticket. This concession is limited to **fifteen (15)** tickets per company. Please make sure that you complete the ticket request on page 2 of every registration form.

### DELIVERIES

Exhibitors should arrange for a representative to be on their stand during the build up period to receive goods and deliveries. As soon as unloading/loading has taken place during the allocated time period, vehicles are to be removed from this area to allow other exhibitors access.

The organisers cannot accept delivery of any goods on behalf of an exhibitor, nor will the organisers accept any responsibility whatsoever for the safety or condition of any items unloaded and/or left on site, in the absence of exhibitors. The organisers cannot accept any responsibility for goods damaged on the exhibition premises.

### **Empty packaging may not be stored on exhibitors' stands.**

Exhibitors will be responsible for costs incurred through damage to any part of the tent or shell scheme stands or exhibits caused by the transportation of their equipment outside and inside the exhibition area. Any such damage must immediately be reported to the organisers' office.

**Deliveries during the event:** Deliveries should be completed half an hour before the start of the event each day. Deliveries cannot take place during the open hours of the Festival. Access will be allowed by way of an exhibitor's badge. Please ensure that you purchase sufficient badges in order to eliminate unnecessary disturbance and frustration at point of entry. **NO STAFF WILL BE AVAILABLE FOR OFF-LOADING!**

### EXHIBITOR BADGES

**Exhibitors and their staff will be required to wear an exhibitor's badge for access to the venue during the Festival.** Each 3 x 3m stand will be issued with **four** exhibitor's badges for the duration of the show. Any extra exhibitor's badges can be ordered at **R150 per badge**. These badges are for the sole use of exhibitors. Please note that this rule will be strictly enforced.

Exhibitors may access their stands from 09:00 daily before the Festival opens, to prepare their stands. The stands must be cleared within half an hour of the Festival closure.

Exhibitors and staff should display exhibitor badges at all times (including build up, festival hours and break down). Security may refuse admission to anyone failing to produce an official exhibitor's badge. **Badges will be available for collection at the organisers' office at Bien Donné as from Thursday 22 April.** See "Stand Registration and Ticket form" for orders.

### EXHIBITORS' BREAKFAST

There will be an Exhibitors' Breakfast on Sunday 25 April from 08:30– 09:45. You are invited to this function where the Best Stand Awards will be announced in five categories. This is the organisers' way of thanking you – please make an effort to attend.

### EXHIBITORS' LOUNGE

A resting place (behind the organisers' office) with free coffee and tea will be available to exhibitors to rest their feet. Do make use of this facility.

### **FIRE EXTINGUISHERS**

Exhibitors are requested to have fire extinguishers available at their stands, where possible. The organisers will also have extinguishers placed in strategic places at the venue.

### **HIRED ITEMS**

Exhibitors are reminded that all items on hire remain their responsibility until equipment is collected or returned to the relevant companies. The organisers will take no responsibility for goods on behalf of the exhibitor, neither for ensuring their safe return.

### **PARKING / TRAFFIC CONTROL**

There will be two parking areas at the venue set aside for exhibitors and this will be utilised on a first-come-first-served basis. Access will be granted with the showing of exhibitor parking disks only. **Two parking discs will be issued per 9m<sup>2</sup> stand.**

The official Security personnel reserves the right to control traffic and to remove illegally parked vehicles, obstructing access areas, or parked in such a way that they impede activities relating to the services provided, or is deemed to be dangerous to the general public. Vehicles that are parked in restricted areas will be removed.

### **PAYMENT**

Payment for exhibition stands and additional services is required **in advance** of the Festival. Please note that all outstanding balances are due by 1 April 2010 and are to be made payable to Agri-Expo. Bank account details are described in the "GENERAL" section.

**Non-refundable deposit.** 60% of the booking fee accompanying each stand registration form will be a non-refundable deposit to secure your stand at the Festival.

**Please note:** Exhibitors will NOT be allowed onto their stands unless the organiser have received full payment in respect of stands, tickets and extra badges. With regards to the payment of services, please ensure that payment is made to the correct company. Suppliers will not fulfil their orders unless full payment has been received.

### **PREPARATION AREA**

A preparation area will be provided for use by exhibitors to assist in their preparation of products for their stands. This is a shared area – please keep it clean and be considerate. The area is marked on the layout.

### **TASTERS**

All exhibitors in the Checkers Cheese Emporium as well as the Cheese Market and The Mall will be required to have free tasters of their products available to festival goers. Cellars sharing a stand with a restaurant in the Gourmet Lane must also have free tastings. **PLEASE NOTE:** No wine sales by the glass will be allowed.

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### **STANDS**

#### **ACTIVITIES**

Exhibitors are reminded that their activities, unless otherwise agreed to by the organisers, must remain within the confines of their stands.

#### **CLEANING**

Disposal of soft waste is the responsibility of the organisers. Bins will be available for paper and general waste. Refuse bags are available on request at the festival office. Cleaning will be done daily during closing time. To eliminate any confusion, only rubbish left in the aisle after closing times, will be removed.

#### **EXCELLENCE AWARDS**

To help maintain the high standard of the exhibition, trophies for excellence will be awarded in different categories to stand holders who take up the challenge of marketing themselves and their products in the best possible manner within their means.

**EXSA LEVY**

Agri-Expo is a member of EXSA (Exhibition and Event Association of Southern Africa). EXSA's main objective is to support the industry by:

- protecting the interests of members, exhibitors and show visitors
- expanding the industry's skills
- promoting the exhibition medium.

Their contact details are tel: 011 805 7272 or website: [www.exsa.co.za](http://www.exsa.co.za).

**MANNING OF STANDS**

During the Festival's official open times all stands must be completely open, exhibits presentable for public viewing and have an adequate number of exhibitor's staff in attendance. Stands must be manned no later than 15 minutes before the opening time each day. Under no circumstances may any stand or part thereof be closed before closing time. Stands must be fully operational and manned until 17:00 on Tuesday 27 April. We kindly request that exhibitors adhere to this request for the benefit of the public.

**SECURITY SCREENS**

The organisers strongly recommend that exhibitors protect their stands with a night security screen. A safety sail, which closes your stand area during closing hours, is available for hire. (*Please see Suppliers List*).

**SUBLETTING**

No subletting of stands is allowed without the permission of the organisers.