

TASMANIA'S PREMIER FIELD DAYS

# AGFEST

PRESENTED BY

RURAL  YOUTH

THURSDAY - SATURDAY  
2 - 4 MAY 2024

QUERCUS PARK  
TASMANIA

## APPLICATION INFORMATION

[WWW.AGFEST.COM.AU](http://WWW.AGFEST.COM.AU) | [FACEBOOK.COM/AGFESTTAS](https://FACEBOOK.COM/AGFESTTAS)





## ONLINE EXHIBITOR CENTRE

Log in to the Online Exhibitor Centre at [agfest.com.au](http://agfest.com.au), using your unique log in and password. Here you will be able to submit your application, as well as the successful exhibitor documents if your application is successful.



## CONTACTS

Website: [www.agfest.com.au](http://www.agfest.com.au)

Phone: 1300 AGFEST (1300 243 378) or (03) 6331 6154

Email Enquiries: [admin@agfest.com.au](mailto:admin@agfest.com.au)



## IMPORTANT DATES

1 September 2023	Applications open.	28 April 2024	Quercus Park opens for set up. All static areas with limited free forklift facilities – car park permits required. 24-hour security commences from 7am and remains in place until Tuesday 7 May 5pm - Power Tags available from site office (if applicable).
15 October 2023	Application close - applications received after this date will automatically be placed on the waiting list for a cancellation and will incur a 10% late fee if a successful exhibitor.		
15 December 2023	Successful exhibitors notified, and invoices sent via email.	1 May 2024	Quercus Tastes and Quercus Coffee Vendors must set up according to set up time advised by coordinator.
16 December 2023	Exclusive exhibitor tickets on sale.		
8 January 2024	Payment of invoice required by today, or cancellation in writing without penalty.	2-4 May 2024	Agfest Field Days commences. Gates open at 8am and close at 4pm. All exhibitors must be open from 8am to 4pm. No vehicle access between 7:45am and 4:30pm daily, with exhibitor access to site from 6am.
9 January 2024	Invoices now overdue, reallocation of sites for non-payment. Cancellation fee now 15%.		
1-29 February 2024	Cancellation Fee now 50%.	4 May 2024	No dismantling of exhibitor sites until 3:30pm. All exhibitors must continue to trade until 4pm.
1 March 2024	Public tickets on sale.	5 May 2024	Gates open at 8:30am for pack up, access to free loading equipment ceases 7 May.
Early April	Exhibiting information mailed to successful exhibitors.	7 May 2024	All exhibits to be removed from site by this date.
Early to mid-April	Exhibitor list and final event layout map available on website.	8 May 2024	Site closed.

**PLEASE NOTE ANY ITEMS, INCLUDING EQUIPMENT, NOT REMOVED FROM QUERCUS PARK BY 7 JUNE 2024 WILL BECOME THE PROPERTY OF AGFEST AND RURAL YOUTH TASMANIA.**

**AGFEST LOCATION:** QUERCUS PARK, 415 OAKS ROAD, CARRICK TAS 7291

**RURAL YOUTH AGFEST OFFICE:** 62 York Street, Launceston TAS 7250

**POSTAL ADDRESS:** PO BOX 322, Launceston TAS 7250



**Agfest in the Paddock 2 - 4 May:** in 2024, our event runs Thursday to Saturday. The Agfest Committee will regularly communicate with all exhibitors the most up-to-date information where necessary.

## WHY EXHIBIT AT AGFEST?

Tasmania's premier agricultural field days provides companies, businesses, and organisations the chance to make strong and viable connections with the public and is a proven successful method of direct marketing. Being part of Agfest will ensure that your products and services are seen by the largest number of potential buyers in the shortest possible time. It is direct and personal, and it connects industry with customers and clients. It is face-to-face business that works to grow businesses and expand your customer and client base.

## WHO CAN EXHIBIT AT AGFEST?

Applications from core agricultural companies are given preference as part of Agfest's commitment to proudly showcase our rural sector. All exhibitors must apply every year and each application received is reviewed by the Agfest Committee. Our committee rotates exhibitors to best achieve patron movement around the site. No guarantees are provided regarding any exhibitor being accepted each year. Exhibitors may list a preferred site location within their application; however, location will not be guaranteed and there is no automatic right to the same site. The Agfest Committee reserves the right to accept or reject any application and the decision shall be final.

### **APPLYING WITHOUT ONLINE INTERNET ACCESS:**

Any exhibitor who does not wish to apply online and requires paper copies will be subject to an administration and postage levy of \$50 payable on application. If you would like to submit your application via paper format, please contact the Agfest office and a paper copy can be posted to you. All communication, information and forms will then be posted to you for your convenience.

**NOTE: WE RECOMMEND NOT TO MAKE ANY BOOKINGS FOR MARQUEES, ACCOMMODATION, TRAVEL ARRANGEMENTS OR ORDERING OF STOCK UNTIL ALLOCATION NOTIFICATIONS HAVE BEEN RECEIVED.**

## WHAT YOU WILL NEED TO APPLY

To complete an online application, you will require internet access, four product photos, business logo, photos of previous field day displays and a PDF copy of your Public Liability Insurance cover. Food vendors will also be asked for a copy of their proposed menu and food business registration.

**Previous Exhibitors:** Previous exhibitors with a unique login, please proceed to Exhibitor Application Area via the Agfest website, do not create a new profile.

**New Exhibitors:** If you have not been an exhibitor previously, please proceed to the Exhibitor Application Area and register a new account/profile. A verification email will be sent once you have registered.

Note: Please keep your login as successful exhibitors will need to access the exhibiting pack online, which will be available once site notifications have been completed.

**PLEASE NOTE: WE ONLY ACCEPT ONE EMAIL ADDRESS PER EXHIBITING NAME. A DIFFERENT EMAIL ADDRESS IS REQUIRED WHEN A DIFFERENT EXHIBITING NAME IS TO BE LISTED.**

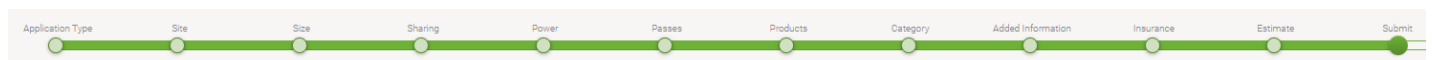
# STEPS OF THE ONLINE APPLICATION

## STEP 1: Login and Update your Exhibitor/Business Details

- Log into the Exhibitor Application Dashboard via the [Agfest Website](https://agfest.com.au), or go directly to [applications.agfest.com.au](https://applications.agfest.com.au) follow steps as a previous or new exhibitor as above.
- Update your Exhibitor Contact information and upload a company logo. It is recommended that the dimensions of your logo be of a **16:9** aspect ratio (e.g., 800 pixels wide x 450 pixels height or 1600 x 900 pixels)

## STEP 2: The Application

**Create A New Application:** Click 'Create New Application' and follow through the pages. Each page automatically saves when you click continue, however if you go back and change one variable you will need to click continue through all the pages to save them. You can also create multiple applications if applying for other site types.



**Application Type:** Regular Site Application or Shared Site Application (*information on page 8*). When site sharing you will be prompted to enter a site share code. This is available from the primary site holder.

**Site Selection:** See 'Choosing the Right Site' on pages 5 to 8 of this document.

**Site Size:** Choose the site size required. In some cases, multiple blocks can be ordered to achieve larger sites if required. Tables in this document and displayed on screen will give you an indication of what can be applied for. Please provide information re configuration, intention of animals on site, location next to exhibitors, preferred location, and industry grouping. Questions specific to the area you are applying for will also be prompted if required including information about if you are using a marquee.

**Site Sharing:** Select 'Yes' if there is another company operating from your site. The sharer must also complete an application, and normal approval process applies. If 'Yes' is selected, you will then be given a site share code at the completion of your application, which must be provided to the exhibitor wishing to share. The sharer will be asked to enter the site share code when they begin their application.

**Power:** Order Power if required (*information on page 8*).

**Products:** Successful applications are chosen on the information provided in this section, it is linked and displayed in our exhibitor listing.

- Company description.
- Key company products and/or services (list up to ten of your key products).
- Product images (upload three JPG images 1920 x 1080 pixels in size of your core products).
- Product brochures (upload up to two brochures or flyers that promote your company, products and/or services).
- What will your site look like? (Upload image of previous displays at field days or other events).
- Quercus Tastes, Quercus Coffee vendors and Community Caterers must include a menu and food registration certificate as attachments in this area.

**Category:** Indicate your preferred category and up to five subcategories.

**Additional Information:**

- Agfest Features: (information on page 10)
- Vehicles on Display: (information on page 9)
- Event Manager: Please indicate if you have engaged someone to control the setup of your site.
- Permission to release your information to media outlets and suppliers for specials and advertising features for the event. If you choose yes and successful, official partners will be sent an exhibitor list which includes your details.
- Consumable Products: Please indicate if you are selling food, having a hospitality area, or giving away consumable products on your site (this includes samples of products).
- Alcohol: Please answer questions when prompted.
- Hazardous Substances: Please answer questions when prompted.
- Freight Companies: Please specify the name of companies you intend to transport goods via, and we will contact them to arrange delivery passes for them.

**Insurance:** Each exhibitor must carry a Public Liability Policy of \$5 million minimum and we recommend you have a fire and theft policy to cover stock and equipment at Agfest. A copy of the policy must be uploaded as a part of the application process. Certificate must also be available on site at Agfest for inspection upon request. You will be prompted to enter your policy provider, policy number and expiry date. If your policy expires between now and the field days, you are required to now provide your current policy and then an updated copy at renewal.

**Estimate:** This page will give you an outline of the costs to exhibit at Agfest. Payment is not required until you have been accepted and all successful exhibitors will receive an invoice on 15 December 2023. You will also have the option to withdraw your application in this section.

**Check & Submit:** Check the Agreement of Exhibitor Contract Terms & Conditions, then Submit and Lock Application. You will also have the option to Save and Exit and return later.

**What Happens Next?** You will receive an email acknowledging the receipt of your application. Your application will be checked by the Agfest administration team. They will be in contact within five to seven working days only if we require any further information. You may return at any time to re-visit your application, however you will be unable to modify it. Applicants will be notified re the status of their application on 15 December 2023. To withdraw or cancel an application please [contact us](#).



# CHOOSING THE RIGHT SITE

## 1. STATIC OUTDOOR SITES

Static outdoor sites are best suited to agricultural, automotive, construction, communication, hardware, horticulture, lifestyle, marine, recreation, equine & livestock, safety, and service providing industries. Please choose a site size that will suit your requirements.

Site Size	Price Each Block	Power 15 amps Available	Power Three Phase Available	Multiple Blocks Allowed
5m (frontage) x 10m (depth)	\$440.00	No	No	No
10m x 10m	\$600.00	Yes	Yes	No
10m (frontage) x 20m (depth)	\$940.00	Yes	Yes	Yes
10m (frontage) x 40m (depth)	\$1,430.00	Yes	Yes	Yes

The Equine & Livestock arena is available to exhibitors who would like to conduct demonstrations to promote their business, club, or breed association to the public and is open for viewing from all sides, providing an outstanding venue to showcase the potential of you and/or your product. Please see page 11 for more information on arena demonstrations.

Power is available but must be ordered separately, exhibitors who are approved for power must supply their own tested and tagged heavy duty 30 metre x 15amp extension lead and power board. Marquee, ground covers, props such as tables, chairs etc. are to be provided/sourced by the exhibitor. If using a marquee, it must be certified with a wind rating of over 80km/h and be securely weighted with approved marquee weights. Please see page 8 for more information about power.

## 2. QUERCUS TASTES

Quercus Tastes food precincts will be located around the site in small groups and will run between two streets. Applications are welcome from food vendors who offer delicious street-style food. Food vendors are not permitted to sell coffee or have barista areas within their site. Coffee Exhibitors must apply for a Quercus Coffee Vendor site. Any exhibitor selling opened alcoholic beverages to be consumed during the event are required to apply for this site type and must comply to clause 13.6 of the Exhibitor Contract Terms and Conditions.

Site Size	Price Each Block	Power 15 amps Available	Power Three Phase Available	Multiple Blocks Allowed
3.0m (frontage) x 4.5m (depth)	\$710.00	Yes	No	Yes
4.5m (frontage) x 4.5m (depth)	\$1,065.00	Yes	No	Yes

Overhead cover, divider boards, washing up stations and flooring are not provided and successful exhibitors must provide their own according to [Guidelines for Mobile Food Businesses](#). If using a marquee, it must be certified with a wind rating of over 80km/h and be securely weighted with approved marquee weights and have side walls. If you

are intending to bring a food van, trailer, or truck, please apply for enough space for the van, trailer or truck to be contained within the site boundary, including the tow bar.

**Exhibitors wishing to sell alcoholic beverages need to apply for Quercus Taste - please refer to page 5, and the Quercus Taste information.**

### 3. QUERCUS COFFEE VENDORS

Coffee vendors are to apply for this site type and will either be placed outside with Community Caterers, in Quercus Tastes precincts or in other locations around the general site. If you are intending to bring a mobile coffee van, please apply for enough space for the van to be contained within the site boundary, including the tow bar. Quercus Coffee exhibitors are permitted to sell homemade sweet pastries, cakes, and biscuits at their sites on approval from Agfest Committee but cannot sell other food types.

Site Size	Price Each Block	Power 15 amps Available	Power Three Phase Available	Multiples Allowed
3.0m (frontage) x 4.5m (depth)	\$710.00	Yes	No	Yes
4.5m (frontage) x 4.5m (depth)	\$1,065.00	Yes	No	Yes

### 4. COMMUNITY CATERERS

Only 'not-for-profit' service organisations, community groups and industry promotion organisations are eligible to apply for community catering sites. In most instances and where possible, the Agfest Committee provides seating and a coffee vendor in an adjacent site.

Site Size	Price Each	Power 15 amps Available	Power Three Phase Available	Multiple Blocks Allowed
10m (frontage) x 20m (depth)	\$540.00	Yes	Yes	No

**Please Note:** Applicants for site types of Quercus Tastes, Community Caterers and Coffee Vendors must include a copy of their proposed menu and food registration certificate as an attachment within the application process.

### 5. CRAFT PAVILIONS

This area is for arts and crafts with preference given to handmade, Tasmanian, high quality and non-commercial products. All sites are three-metre frontage and a three-metre depth in size and will be in two of the five gravel floored permanent sheds at the eastern end of North Street. All props, dividers, floor covers etc are to be provided/sourced by the exhibitor and only general overhead lighting is provided.

Site Size	Price Each	Power 15 amps Available	Power Three Phase Available	Multiple Blocks Allowed
3m (frontage) x 3m (depth)	\$540.00	Yes	No	Yes

Trestle table hire is available through the application process, maximum of two per site and hire cost is \$15 each. Limited power is available upon request at the time of application only and must be ordered separately, exhibitors

who are approved for power must supply their own heavy duty tested and tagged 30 metre x 15amp extension lead and power board.

Craft applicants will also be asked the following additional questions within their application:

- Do you have a retail outlet?
- Do you have a working display?
- Is your product handmade?
- Origin of product?

## 6. BUSINESS AND LIFESTYLE PAVILION

The expo will be in a permanent shed at the eastern end of North Street. Businesses from agricultural services, government departments, educational facilities and lifestyle products who wish to showcase in a trade type set up are recommended to apply for this area.

Site Size	Price Each	Power 15 amps Available	Power Three Phase Available	Multiple Blocks Allowed
6m (frontage) x 3m (depth)	\$2,300.00	Yes	No	Yes

Each of these booths has a six-metre frontage and a three-metre depth which includes flooring, divider boards (side and back) and overhead lighting. All other furniture such as trestles, tables, chairs, props are to be provided/sourced by the exhibitor. Power is available but must be ordered separately, exhibitors who are approved for power must supply their own heavy duty tested and tagged 30 metre x 15amp extension lead and power board.

## 7. SITE SHARING

Exhibitors may be able to share their site with one or more other exhibitors. The primary site holder must complete a regular site application and selected the option to "Site Share" in step four of the process. The site share code will appear at the end of the primary's application, they need to provide this to the other exhibitor/s they wish to share their site with.

Site sharers need to complete a shared site application and enter the site share code when prompted, in step two of process. The site sharer must be approved by the Agfest Committee as per the normal process and a fee of \$280 is applicable per share. All site sharers are considered as an Agfest Exhibitor once an application has been approved.

Power must be ordered by the primary site holder.

## 8. DAIRY TASMANIA

Dairy Tasmania showcases a range of quality dairy food, industry related service providers and industry information. The exhibitors within this feature are chosen by Dairy Tasmania, with final approval by the Agfest Committee. To enable you to apply for this feature, you must first contact Dairy Tas direct, either via E: [admin@dairytas.net.au](mailto:admin@dairytas.net.au) or P: 03 6432 2233 to obtain your unique site share code. You will need this code in order to complete a Shared Site Application online at [agfest.com.au](http://agfest.com.au).

A fee of \$280 is applicable for all successful site share applications. Any applications received after 15 October 2023 are subject to a 10 percent late fee, if successful. Invoices for approved site sharers are emailed once allocations have been completed in December. Dairy Tasmania will also invoice approved site sharers directly for power and the space within their site.



*All applicants please note being a past exhibitor at Agfest does not exempt you from providing product information. Approved applications received prior to 1 April will receive a listing on our website, in the Official Guide and access to purchase exclusive exhibitor entry tickets and all other exhibitor benefits and information.*

## FEES EXPLAINED

### POWER

There are a limited number of 15amp and three phase (32amp) outlets available. Three phase outlets are not available on all application types. All power switchboards are located within 30 metres of each site. It is the exhibitor's responsibility to provide a single-length, tested and tagged, 30-metre heavy-duty 15-amp rated (conductor size of 1.2mm<sup>2</sup>) lead to be used from the power outlet to the inside of the exhibitor's tent. One tested and tagged power board (per 15amp outlet) can be connected to the lead in the site. Double adaptors or "piggy backing" of power boards is not permitted. All leads and electrical equipment are required to be tested and tagged in accordance with AS 3760. A tagging and testing company will be on site prior to and on the first patron day of Agfest. **Power if required, is ordered separately as site fees quoted do not include power.**

Power outlets	Price Each	Multiples Allowed
15 Amp	\$245.00	Yes
Three Phase	\$390.00	No

Power identification tags will be issued to exhibitors who have selected and paid for power. These will be available for collection during allocated set up days from the Site Office at Quercus Park. Tags must be attached to the lead prior to connecting to the switchboard. Failure to do so will result in power cords being removed and the Agfest Committee will not be liable for any damage to your stock and/or equipment as a result. Exhibitors who connect to the Quercus Park power grid and do not have authorisation to do so by displaying the appropriate tag will be issued with an onsite infringement notice and be automatically invoiced for the full cost of the connection, plus an additional fee of \$25.

Exhibitors and their contractors need to be aware of **clauses within section 12 of the Agfest Exhibitor Contract Terms & Conditions – 'Power & Underground Asset Protection'**. Please check with the Committee before digging or driving posts into the ground. Any persons damaging power cables will be liable for the cost of repairs.

The Quercus Park power grid is connected to public supply and therefore can be affected by outside influences. All exhibitors must supply their own surge protection equipment and regularly save any computer data that may be affected by loss of power.

## GENERATORS ARE NOT PERMITTED

### PARCEL PICKUP FEE

The Agfest Committee are delighted to reintroduce the Parcel Pickup service, however there will be a few key differences to this in 2024. Bulky items can be transported from exhibitor sites and delivered to specific parcel collection points near carpark entrances for customers to collect with ease. Items must not exceed 80kgs and must fit securely on the pickup vehicle. Parcel Pickup will be operated by the Tasmanian Ploughing Association for the duration of the event. In the "Additional Information" section of the application process, please indicate 'YES' if you would like to participate in this service. A once off \$300 fee is payable if your application is successful.

### LATE FEES

If your application is received after the closing date of 15 October 2023 and is successful, you will be charged a late fee of 10 percent on the site fee portion.

### POSTAGE AND HANDLING FEE

A postage and handling fee of \$10 will be charged to your invoice to cover the costs of posting exhibitor car park permits. Exhibitors located in the greater Launceston area wishing to collect the exhibiting pack, please send us an email before 1 March and we will let you know when the pack is ready for collection from the Rural Youth Office, 62 York Street Launceston and it must be collected before 31 March.

### WATER DELIVERY FEE

Exhibitors who require water deliveries to their site during the event will be charged a once off \$25 fee. A [water order form](#) needs to be completed and emailed to Agfest Administration (admin@agfest.com.au) prior to the event.

### POLICY FOR REFUNDS AND CANCELLATION FEES

As per section four of the Exhibitors Contract Terms and Conditions, all cancellations must be received in writing. Acceptance of cancellation will be sent via email, advising that the request has been received. On receipt of a written notification that the exhibitor does not wish to take up their allocated site within 14 calendar days from invoice date, no cancellation fee will apply. If cancellation is accepted from the 15th day, but prior to 45 days from invoice date, a cancellation fee equivalent to 15% of the site fee will be charged. From 46 days to 75 days, a cancellation fee equivalent to 50% of the site fee will be charged. No refund will be applicable after 1 March 2024. This fee schedule also applies if the event is cancelled due to a catastrophic weather event, imminent threat affecting Quercus Park, public health emergency or lawful direction of government.

### CLEANUP FEE

In accordance with the clauses listed under section 19 of the Agfest Exhibitors Contract Terms and Conditions and information in the Exhibitor Handbook, a fee will be charged for any groundcover, litter or equipment left on site and for the repair of damaged underground cables. Please make sure you leave your site as you find it.

### PASSES

All Agfest attendees will be required to purchase tickets online before presenting to the entry gates. This includes **all exhibitors and their staff**. If you or your staff arrive at the event without a pre-purchased ticket, you will be asked by one of our friendly volunteers to move away from the entry gate and purchase your online ticket via a personal mobile device (subject to availability).

Successful exhibitors will be given a dedicated link to purchase the **exclusive exhibitor passes** via our ticket portal from **16 December 2023**. When purchasing entry tickets, they will be registered in the exhibiting name, and it is up to the exhibitor to distribute the passes to staff. All tickets can be presented at the gate digitally. *Please choose carefully as passes are non-refundable.* Please refer to section 20 in the Exhibitor Contract Terms and Conditions for additional information.

**One-Day Exhibitor Pass** - cost is \$15 each.

**Three-Day Exhibitor Pass** – cost is \$45 each.

**Exhibitor Car Park Permits** - are free and are limited to two per site/block ordered and one only per site sharer. These are **not** event day entry passes, please see above for more information. The Exhibitor Car Park Permit allows access for set up and pack up and to the exhibitor reserved park during the field days. These passes will be sent out with safety information in late March to allow time for distribution to staff. **Exhibitors may not bring vehicles onto the event space at any time without the appropriate pass.**

Exhibitors are only permitted to park within the designated exhibitor parking zones and any of the three major car parks. Parking in a 'No Parking' zone is strictly prohibited and may result in the vehicle being removed / towed / clamped at the discretion of the Agfest Committee.

Exhibitors are not permitted to park vehicles on their site unless it is deemed part of their display and have prior approval from the Exhibitor Manager. Approved Display Vehicle Permits are for sign-written, branded company vehicles or vehicles used to showcase the application of the product or service only. Approved display vehicles must

remain stationary between the hours of 7:45am and 4:30pm. Failure to comply may result in the removal of the vehicle.

Exhibitor Car Park Permits are also required during setup and pack down. During these times, we ask that only two vehicles (even if you have multiple sites) be on your site at any one time and must be parked within your boundary. This is to reduce traffic congestion and help with trucks entering and exiting the site. Additional permits for pack down can be obtained (free of charge) from the Site Office after 4:00pm on the Saturday of Agfest.

To reduce congestion, trucks are not permitted to enter the site on Saturday afternoon for pack down. Access will only be given to passenger vehicles. The site will be closed at 6:30pm. The site reopens at 8:30am on Sunday for pack down.

**On event days, the site is closed to all vehicle movement between 7:45am – 4:30pm.**

*Note: Any Exhibitor Car Park permits ordered after your application has been processed will be subject to a \$5 handling fee.*

## MEDIA AND PROMOTION

Our media and marketing team not only organise the promotion during the event with live social media feeds but are also responsible for liaising with all media outlets for all print, television, and radio advertising about new and exciting products.

### DO YOU HAVE A NEW AND EXCITING PRODUCT?

We are asked by our media partners to let them know if there are any exhibitors with new products, stories of innovation or interesting characters. We invite successful exhibitors to send in stories and we will pass them to our trusted media friends. There is no cost to you if the story is picked up.

General product promotion however would be at your own cost through the normal channels as per the Information Booklet available to successful exhibitors on our website. Media houses are being provided with contact lists for all exhibitors who have given permission to be contacted, but we encourage you to be proactive in your own promotion efforts. Please promote your Agfest presence across social media, prepare promotional videos, share images of your products, and invite your family, friends, and extended network to attend. If you have some new or interesting product, please let us know by emailing [admin@agfest.com.au](mailto:admin@agfest.com.au) as the media is always looking for stories with a different angle.

*Have you followed us on Facebook and Instagram "Agfest Field Days, Tasmania", #Agfest? If not, please jump online now to ensure you keep up to date with the latest Agfest and Rural Youth news.*

## AGFEST FEATURES

### CENTRAL ARENA:

Free advertising for your business! The Central Arena is available to exhibitors to demonstrate their products and services in front of a crowd. Audiences in the past have been very interested in exhibitors showing large and small machinery, animals, safety demonstrations and celebrity appearances. If you would like to book a spot in Central Arena, please indicate your interest in step nine of the application process "Additional Information", Agfest Features.

### EQUINE & LIVESTOCK DEMONSTRATION ARENA:

The fenced purpose-built 60m x 20m dressage arena is situated in the North-East corner of the site. The arena is provided to equine and livestock exhibitors to conduct demonstrations to promote their business, club or breed association to the public and is open to view from all sides, providing an outstanding venue to showcase the potential of you and / or your product. Yarding is provided to exhibitors and demonstrators who wish to have horses and livestock on site during the day. Please note that horses and livestock can stay on site overnight in open yards provided at the exhibitors / demonstrator's risk. However, prior approval must be sought from the Agfest Committee. There is a public address system available for use during your demonstration. If you wish to utilise the arena, please indicate your interest in step nine of the application process "Additional Information", Agfest Features.

### PETER BROCK MEMORIAL FOUR-WHEEL DRIVE TRACK

The four-wheel drive track is available for any exhibitor to use, including new car dealers, businesses, truck companies etc. There is a public address system available for use during your demonstration. You can provide a written spiel or a representative from your company can speak during the demonstration. Whilst we have very experienced drivers available, we encourage you to provide your own driver as they know the abilities of their product as well as being able to use their demonstration time to take potential customers for a test drive (four-wheel drive style). If you wish to utilise the four-wheel drive track, please indicate your interest in step nine of the application process "Additional Information", Agfest Features.

### LEARNING TRAIL

The Agfest Learning Trail is for all school aged attendees where they have a passport of activities to complete at a range of exhibiting sites. We encourage all exhibitors at Agfest 2024 to become involved in the return of this beneficial program. If you would like to participate in the Learning Trail and have an activity within your site that focuses on agriculture or is just fun for kids, then please indicate your expression of interest in step nine of the application process "Additional Information", Agfest Features.

**On the day or late entries will not be accepted. Exhibitor demonstration sessions will be confirmed in writing and as per clause 16.2, missed sessions will incur a fee of \$100 each.**

## ESSENTIAL INFORMATION

**FOOD SALES AND CATERING:** Only approved Community Caterers, Quercus Tastes, Quercus Coffee, and exhibitors in the Dairy Tasmania site are permitted to sell food and refreshments on site (*refer Clauses listed under section 13 of the Contract Terms & Conditions*).

**HOSPITALITY AREA:** Exhibitors providing hospitality areas for their customers must adhere to the *Food Act 2003*. We recommend that you utilise one of the Agfest official caterers if possible. The Agfest Committee must be notified (on the application form) that you intend to have a hospitality area and the Meander Valley Council must approve it (*form available online to successful exhibitors*).

**ANIMALS ON SITE:** Health regulations require that livestock be kept at specified distances from food outlets. Please indicate in step three (Site Size) of the application process, 'Do you intend having animals on your site?' if you intend to have livestock in your display. **NO ANIMALS OR PETS EXCEPT ASSISTANCE DOGS AND APPROVED ANIMALS ARE ALLOWED ON SITE** (*refer Section 15 of the Agfest Exhibitors Contract Terms & Conditions & Biosecurity plan available on request*).

**SAFETY STANDARDS:** The Agfest Committee is constantly reviewing safety standards for the field days. **A Quercus Park Site Safety Induction must be completed by all exhibitors and staff prior to arrival onsite. This induction will**



**be available online via the exhibitor portal.** All exhibitors and their contractors will be required to adhere to all safety procedures (*refer to Clause 10 of the Agfest Exhibitors Contract Terms & Conditions*).

**DISABILITY ACCESS:** The Agfest Committee is committed to making Agfest an accessible environment for all (as per its Disability Access Plan) and will be reviewing all sites according to the Australian Standards 1428. The Committee strongly encourages all exhibitors to adhere to these standards in the development of their individual site (*more information will be available online to successful exhibitors*).

**PRINTED MATTER:** Exhibitors or any members of the public are prohibited from handing out printed matter at the gates, in the car parks or on the general site. All forms of promotion are to remain within the confines of your allocated site. Failure to comply with this may result in closure of your site (*refer Section 6 of the Agfest Exhibitors Contract Terms & Conditions*).

**RAFFLES AND GAMES OF CHANCE:** *Refer Clause 6.9 of the Agfest Exhibitors Contract Terms & Conditions.*

**HOURS OF OPERATION:** 8am – 4pm on the first Thursday, Friday and Saturday in May. Exhibitors must trade from 8am until 4pm each day. Exhibitors are NOT to commence packing down before 4:00pm on any day of operation and vehicle access opens at 4:30pm. If you have any special attractions on your site, the hours of operation for that attraction must be clearly signed (*refer section 8 of the Agfest Exhibitors Contract Terms & Conditions, penalty fees apply*).

**NIGHT SECURITY & CAMPING ON SITE:** Camping or sleeping on site including in car parks is not permitted. The site will be secured at the end of each day. A security firm will be on duty from 7am on the Saturday prior to Agfest until 5pm on the Tuesday after Agfest (*refer to 'Exhibitors Information Handbook' which will be available online to successful exhibitors*).

**SMOKE & VAPE FREE PUBLIC EVENT:** Smoking and vaping are not permitted on the grounds of Quercus Park.

**PLASTIC BAG LEGISLATION:** In accordance with the Legislation introduced in Tasmania in 2013, retailers are not permitted to provide non-biodegradable lightweight plastic shopping bags. Please refer enquiries to [enquiries@plasticbags.tas.gov.au](mailto:enquiries@plasticbags.tas.gov.au)

**PLEASE!! - NO INFLATED OR DEFLATED BALLOONS ON SITE**  
(See Clause 6.13 of the Contract Terms & Conditions)

## FREQUENTLY ASKED QUESTIONS

**WHEN IS THE EVENT?** The 2024 event will be open to the public on the Thursday 2 May to Saturday 4 May 2024.

**WHO RUNS AGFEST?** Agfest has been proudly organised by Rural Youth Tasmania since 1983. Rural Youth Tasmania is a non-profit organisation whose members are aged between 15 and 30 years of age. The Agfest Committee is made up of volunteer positions, filled with approximately 40 Rural Youth members and is supported by a small team of staff.

**WHERE IS THE EVENT HELD?** The event is held at Quercus Park, 415 Oaks Road, Carrick, Tasmania. Quercus Park is owned by Rural Youth Tasmania and can be hired for other events throughout the year such as weddings, product launches, machinery and equipment training, and equestrian events just to name a few. More information can be found at [ruralyouth.com.au](http://ruralyouth.com.au) or email: [quercuspark@ruralyouth.com.au](mailto:quercuspark@ruralyouth.com.au).

**HOW MANY PATRONS ATTEND?** In 2023, Agfest showcased over 560 exhibitors and attracted over 50,000 attendees.

**WHY EXHIBIT AT AGFEST?** Agfest offers an exciting opportunity for businesses to showcase their quality products and services, build rapport with consumers and gain brand exposure.

**HOW DO I BECOME AN EXHIBITOR?** Exhibitor applications open on the website on Friday 1 September 2023 and close on Sunday 15 October 2023. Applicants are then notified on Friday 15 December 2023 regarding the status of their application. Exhibitors are carefully chosen from the information provided within the application and allocated a site by the Agfest Committee. Go to: [agfest.com.au/exhibitor-login](https://agfest.com.au/exhibitor-login).

**BEEN AN EXHIBITOR BEFORE - HOW DO I APPLY AGAIN?** All exhibitors must apply every year and each application received is reviewed by the Agfest Committee. Exhibitors who have exhibited in the past three years will be sent their unique login to access the online system on 1 September 2023 via email. If you have been a previous exhibitor and have not received a login or wish to update your contact details, please contact our administration team to arrange a login after this date.

**CAN I APPLY AFTER APPLICATIONS CLOSE?** Exhibitors can still apply after the closing date of 15 October 2023. However, the application will be subject to a 10 percent late fee (payable if the application is successful). Applications received after 15 October 2023 will be placed on the waiting list pending a cancellation.

**I'VE FORGOTTEN MY LOGIN DETAILS:** If you have forgotten your password, please use the reset password link or contact the administration team via email or phone.

**CAN I APPLY FOR ONLY ONE SITE TYPE?** If your product is suitable for multiple locations, we recommend you submit multiple applications, so you are considered for all areas.

**WHAT HAPPENS AFTER I SUBMIT MY APPLICATION?** Once you have successfully submitted your application, you will receive an email acknowledging the receipt of your submission. Your application will then be checked by the Agfest Administration Team, and they will be in contact within five working days only if we require any further information. You may return at any time to re-visit your application, however you will be unable to modify it. Applicants will then be notified re the status of their application on 15 December 2023. To withdraw an application please [contact us](#).

**DOES EVERYONE GET A SITE?** Unfortunately, no they do not. We receive on average 1,000 exhibitor applications every year. Applications from core agricultural companies are given preference. Exhibitors who are not successful in the first instance will be placed on a waiting list for the area they applied for and will be contacted if a suitable site becomes available. The Agfest Committee reserves the right to accept or reject any application and the decision shall be final.

**YOU'RE SUCCESSFUL BUT NOT HAPPY WITH YOUR SITE?** Our Agfest Committee do their best to locate exhibitors as per the requests they receive, but sometimes this is not possible considering the number of exhibitors that need to be allocated. Our Agfest Committee rotates exhibitors to best achieve patron movement

around the site. Long-term exhibitors are not guaranteed a site each year. If you have concerns about where you have been allocated, please contact us as soon as possible. Changes will be considered on an individual basis and based on availability.

**WHERE CAN I FIND A LIST OF EXHIBITORS?** A list of exhibitors for the event will be available on our website from 1 April 2024.

**WHERE CAN I FIND ACCOMMODATION?** Suggestions for accommodation are listed on our website. You will find them here: [agfest.com.au/accommodation-links](https://agfest.com.au/accommodation-links). Exhibitors should only book their accommodation once they have received a successful exhibitor notification.

**CAN WE CAMP ONSITE?** Camping onsite or in the car parks is not permitted. Please visit this link for some accommodation suggestions: [agfest.com.au/accommodation-links](https://agfest.com.au/accommodation-links).

**I NEED TO BOOK THE BOAT:** We have limited protected space with the Spirit of Tasmania for exhibitors. The special booking code is available to successful exhibitors only. We recommend not to book anything until you have received your successful exhibitor notification.

**HOW DO I GET TO / FROM AGFEST?** Follow the link for driving instructions: [agfest.com.au/driving-instructions](https://agfest.com.au/driving-instructions). We recommend exhibitors hire a car to travel to and from the event as taxi services are costly. We recommend not to book anything until you have received your successful exhibitor notification.

**HOW CAN I BECOME A SPONSOR?** Being a sponsor is a great way to showcase and create awareness of your business and brand and give back to the rural community. There are sponsorship options to suit every budget. To discuss the opportunities and benefits of becoming an Agfest Sponsor please contact [sponsorship@ruralityouth.com.au](mailto:sponsorship@ruralityouth.com.au).

