

# Partnerships PROSPECTUS

International Dairy Week 2025
Saturday 18 - Thursday 23 January
Tatura Park, VIC



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# A MESSAGE FROM THE TEAM

Dear Valued Partners,

Thank you for taking the time to review our Partnerships Prospectus. **Celebrating it's 35th year**, International Dairy Week will be held on Saturday 18 - Thursday 23 January 2025 at Tatura Park, in the heart of Tatura - The Epitome of dairy excellence.

International Dairy Week (IDW) is the largest annual dairy conference and sale in the Southern Hemisphere and is nationally and internationally recognised as being amongst the top five cattle shows in the world. It is indisputably the most prestigious event in the Australian dairy industry, showcasing the best quality dairy cattle to over 4,500 visitors from every state in Australia and over 20 countries internationally. The iconic event showcases the best from Australia's dairy breeds including Holstein, Jersey, Illawarra, Brown Swiss, Ayrshire and Guernsey.

We will provide opportunities to showcase the latest developments in dairy farming practice, breeding, genetics, machinery, equipment, technology and services, environmental issues, seminars, livestock marketing, property tours and promotion of dairy food products. An important base from which to network, IDW aims to be the place to be for all operating within the dairy industry. From producers to consumers - All are welcome to attend IDW.

We are extremely proud to promote the Australian dairy industry to the world and maintain a long term charter to foster innovation and development in this industry.

IDW will continue to seek alignment with businesses and companies who have a similar mission and outlook.

Please don't hesitate to contact us to discuss your partnership enquiries, and allow us to tailor a package suitable to your specific business needs.

In the interim, stay up to date by following us on social media. We look forward to working with you on what will be another excellent event in the Australian dairy industry!

Chat soon,

Declan Patten

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#### **OUR PURPOSE**

International Dairy Week aims to be the premier dairy event in Australia mirroring the World Dairy Expo in the United States of America but doing so in such a way that retains the wonderful uniqueness of the Australian event.

Our objectives are:

- To become the premier event on the Australian dairy calendar.
- To promote the Australian dairy industry as a whole to the national and international arena, particularly within the Asia/Pacific region.
- To continually provide new and innovative ideas for dairy farmers to enhance the quality of their enterprises.
- To acknowledge and reward excellence within the Australian dairy industry.
- To provide a range of events and activities within the week to provide the platform for the showcasing Introduction of the Australian dairy industry.

#### **HISTORY**



International Dairy Week established as a Holstein Show & Sale Ayrshire & Guernseys breeds introduced

New infrastructure build completed at Tatura Park, for International Dairy Week

Near record entries of 1,100

#### WHAT THE WEEK LOOKS LIKE



7 National Breed Shows and a Youth Show where over 1,100 head of cattle are competing for recognition by Australian and International Judges and the chance to be Australia's Grand Champion



A field day event to service the needs of the commercial dairy farmers and businesses



Cattle Sales and the chance to secure elite dairy progeny



Workshops and Seminars providing the latest information on a wide range of dairy related topics



**Property Tours** 



The Tatura Food Truck Festival



170 + breeders on site showcasing the best of their stud animals











#### **SPONSORSHIP OPPORTUNITIES**

#### NAMING RIGHTS | \$25,000 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns
- IDW merchandise

#### Advertising

- IDW website banner
- Show Schedule (Full page)
- FB & IG Social media posts (3)
- Signage displayed on show ring fence
- 30-60 sec 'Big screen & IDW Live video (4 p/day)
- "Around The Barn" podcast feature

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

- Exhibitor site Indoor
- Access to exhibitors
- Opportunity to privately host a breed judge (At sponsors cost)
- Opportunity to host seminar onsite
- Weekly entry passes (20)
- Additional benefits by individual request and negotiation













#### DIAMOND PARTNER | \$15,000 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns
- IDW merchandise

#### Advertising

- IDW website banner
- Show Schedule (Full page)
- FB & IG Social media posts (2)
- Signage displayed on show ring fence
- 30-60 sec 'Big screen & IDW Live video (3 p/day)

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

- Exhibitor site Indoor
- Opportunity to host seminar onsite
- Weekly entry passes (10)
- Additional benefits by individual request and negotiation

#### GOLD PARTNER | \$8,000 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

#### **Advertising**

- Show Schedule (Half page)
- FB & IG Social media posts (1)
- 30-60 sec 'Big screen & IDW Live video (2 p/day)

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

- Exhibitor site Indoor
- Weekly entry passes (8)
- Additional benefits by individual request and negotiation











#### SILVER PARTNER | \$4,000 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

#### Advertising •

- Show Schedule (Quarter page)
- FB & IG Social media posts (1)
- 30-60 sec 'Big screen & IDW Live video (1 p/day)

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

- Weekly entry passes (6)
- Additional benefits by individual request and negotiation

#### Bronze Partner | \$2,000 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

## Advertising

■ FB & IG - Social media posts (1)

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

- Weekly entry passes (4)
- Additional benefits by individual request and negotiation











#### NATIONAL YOUTH SHOW | \$4,250 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

#### Advertising •

- Show Schedule (Quarter page)
- FB & IG Social media posts (1)
- 30-60 sec 'Big screen & IDW Live video (1 p/day)

#### Competition:

- Full naming rights
- Presentation of class awards

#### Add ons:

- Exhibitor site Indoor
- Weekly entry passes (6)
- Additional benefits by individual request and negotiation

#### YOUTH ACTIVITIES | \$1,250 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

#### Advertising • • • •

FB & IG - Social media posts (1)

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

Additional benefits by individual request and negotiation











#### **AWARD OPPORTUNITIES**

#### INTERBREED | \$2,250 + GST

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

#### Advertising

- Show schedule (Quarter Page)
- FB & IG Social media posts (1)

### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

Additional benefits by individual request and negotiation

#### Options:

- Interbreed Junior Champion
- Interbreed Intermediate Champion
- Interbreed Senior Champion
- Interbreed Supreme Champion

#### PREMIER & JUNIOR AWARDS | \$250 + GST

#### Logo placement

- IDW website
- Inside show schedule

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

Additional benefits by individual request and negotiation

#### Options:

- Premier Breeder (7 available)
- Premier Exhibitor (7 available)
- Junior Premier Exhibitor (7 available)
- Junior Premier Breeder (7 available)
- Exhibitor Encouragement (7 available)











#### BEST DISPLAYS | \$700 + GST

At the conclusion of IDW two awards are presented for the Best Cattle Exhibitor Display. There are two categories – 5 head and under and 6+ head. IDW provide judges who look at the visual presentation of the exhibitor's display area and team, signage, cleanliness, show team etc. Your sponsorship of this award will enable you to naming rights for the Award, the ability to present the winning prizes to the two Exhibitors and to provide product to the winning Exhibitors.

#### Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

#### Competition:

- Class naming rights
- Presentation of class awards

#### Add ons:

Additional benefits by individual request and negotiation

#### TRADE EXHIBITOR OPPORTUNITIES

A number of options are available for outdoor trade exhibitors, note – All indoor trade exhibitors are inclusive of a sponsorship package.

Outdoor (3m x 3m – Main pathway or Shaded Wilson Hall Area)	\$500 + GST
Outdoor (6m x 6m – Main pathway or Shaded Wilson Hall Area)	\$600 + GST
Outdoor (12m x 12m – Oval or Wilson Hall Area)	\$950 + GST
Outdoor (18m x 24m – Oval)	\$1,350 + GST
Outdoor (24m x 24m – Oval)	\$1,600 + GST

#### **Applications close:**

5pm, Friday 1 November 2024.

To apply for a trade exhibitor site, please click here.















#### ADVERTISING OPPORTUNITIES

#### **IDWL**IVE

IDWlive is a live showring broadcast of the Dairy Cattle Shows and recorded Seminars using professional video cameras to catch the action and detail of each event. This footage is then supplied live to a 4.5 x 2.4 metre LED screen in the showring and a lso to the world via livestreaming on the IDW, Cowsmopolitan, and Holstein Australia websites. During the 2023 week, 19,835 people logged on to watch the livestreaming from Australia (82% of connections) and 22 countries. Thus - the audience reach of IDW is significantly growing.

Advertisements will be played daily Sunday to Thursday up to 16 times over the week. Grab a chance to market your brand to the growing Australian and global audience who logon to see show action.

5 second (Still) | \$200 + GST 30 seconds (Video) | \$350 + GST 60 seconds (Video) | \$500 + GST 90 seconds (Video) | \$750 + GST

#### Specifications:

Video: 16 x 9, 1080 x 1920 MOV, MP4 Still: 16 x 9, 1080 x 1920 JPG, PNG

#### Artwork due date:

5pm, Friday 22 November 2024.

#### **IDW OFFICIAL SHOW SCHEDULE**

This opportunity is for an advertisement within the official show schedule which is provided to all cattle exhibitors, purchased by spectators and is available for viewing online. Approx 700 copies are distributed.

Full Page | \$600 + GST Half Page | \$350 + GST

#### Specifications:

Full Page: 210mm x 297mm plus Minimum 5mm Bleed Half Page: 210mm x 155mm plus Minimum 5mm Bleed

#### Artwork due date:

5pm, Friday 22 November 2024.

#### CATTLE SHED NAMING RIGHTS

This opportunity includes naming rights for a shed which houses one of the main attractions at IDW – the cattle. Each shed houses approximately 50 to 70 head from up to 20 Exhibitors. There are 5 sheds currently without naming sponsors. This opportunity provides you with a chance to have your company recognized on all maps and for you to hang signage inside and where applicable outside the shed during IDW. IDW will arrange for the signage to be hung and removed.

Signage | \$600 + GST (5 Available)

#### Due date:

Signs need to be with IDW by no later than 1 January 2025.











#### ADDITIONAL INFORMATION

#### Accommodation

Exhibitors are required to arrange their own accommodation and are encouraged to do so as early as possible. Contact the Greater Shepparton Visitor Information Centre on: Telephone - (03) 5831 4400 Email - info@discovershepparton.com.au.

#### **Alcohol**

Exhibitors are not permitted to sell alcohol to visitors/clients or patrons. Alcoholic beverages can be purchased from the Ballantyne Centre. Consumption of free alcoholic beverages by staff and associates within your allocated exhibit site area must be completely screened off from the public and not advertised.

#### Arrival of exhibits

Setup of exhibitor sites will be available from Sunday at which time security will be onsite. Entry prior to these hours is available by arrangement with the office only.

#### Audit

Exhibitor sites will be subject to inspection/audit by the International Dairy Week Safety Officer and may be subject to inspection by Work Safe Victoria and Energy Safe Victoria inspectors at any time prior to and during the event.

#### Class Allocation

Inclusive in the sponsorship packages is the naming of at least one class in one or more of the breed shows. The sponsor shall be allocated a class(es) dependant on the level of sponsorship selected. The sponsor is asked to have a representative available on that day of judging to present the show ribbons. The required day and estimated time of judging shall be provided to the spon sor on the day of or within 48 hours prior to the event.

#### Damage to sites

Exhibitors will be responsible for any damage to the site or ground along with heavy damage to the surface.

#### Dangerous Goods Storage

When quantities of dangerous substances are stored on site it is necessary that a Composite Warning Sign be displayed. Exhibitors should contact the Country Fire Authority to seek the correct signage if they believe they come under the regulations.

#### Display Equipment-Hire

The hire of flooring, walls and equipment is NOT included in the site fee packages. Bourke Hire is responsible for sourcing and supplying all equipment for site holders and sponsors, including marquees, flooring, walls, carpet, tables, chairs, coolers, fridges, etc. Sponsors and site holders MUST contact Bourke Hire directly to book their equipment requirements. The display areas shall be constructed by Bourke Hire. Power to the site will be provided however you must supply or hire any required leads through Bourke Hire. Wireless internet is also available for free during IDW inside the main arena.

All enquiries phone BOURKE HIRE: PHONE (03) 5872 1433 | EMAIL info@bourkehire.com.au

#### Electricity

Requests for power must be made in the application process. Exhibitors must supply own tagged extension leads.

#### **Gas Safety**

The storage and handling of LP Gas, including the use of BBQs in marquees, need to comply with the new code of practice for the safe use of LPG gas at public events in Victoria. All appliances (including BBQs) need to display an approved badge as being certified. Gas cylinders (including balloon gas) must be securely attached to a solid object to prevent the cylinders being knocked over.

#### **Electricity**

Certain sites can be serviced by three phase or 240 volt power. Exhibitors must provide their own extension leads and safety switches. These must be approved and tagged by a qualified person in order to be used legally on site. Exhibitors are reminded











that power outlets are not to be used for kettles and urns as this can cause disruptions to the electricity supplies.

#### **Entry Passes**

As part of your package you will receive an entitlement to complimentary weekly passes to IDW. Passes will be given to you prior to IDW commencing.

#### **Exhibitor Trading Times**

Sites inside of the Blackmore & Leslie pavilion must be set up, manned and operational from the start of show week – 8.00am on Monday through to the end of show week – approximately 5.00pm on Thursday. Sites outside of the Blackmore & Leslie pavilion must be set up, manned and operational from 9.00am on Tuesday of show week through to the end – approximately 3.30pm on Thursday. Displays will not be dismantled until show action concludes on the Thursday. If you are unable to commit to this then you will forfeit the right to a display site.

#### **Exhibitor Parking**

In the interest of public safety, risk management and Occupational Health and Safety requirements, vehicle access to the site will be kept to an absolute minimum. Exhibitors will not be permitted to park their vehicles inside Tatura Park and around the oval site. Free parking is available on the streets surrounding Tatura Park. If the exhibitor wishes to use a vehicle as part of the site display (ie corporate display vehicle with promotional signage) this must be indicated on the Site Application Form. The vehicle must always remain stationary on the exhibitor's site.

#### **Equipment Hygiene**

Exhibitors are requested to ensure all machinery and equipment is cleaned before entering the site displays site to avoid the transference of foreign and noxious weeds.

#### Fire Danger

As the outside site displays are conducted during the fire danger season exhibitors are not allowed to conduct any demonstrations or activities which present a fire risk.

#### First Aid

St. John's Ambulance will be present on site and will be available to administer first aid if required.

#### **Food & Beverages**

Food and refreshments are available in two locations – Wilson Hall and the Ballantyne Centre and at a number of vendor vans on site. Lunch and Evening Meals are available in the Ballantyne Centre on the Wednesday and Thursday of the Outside site displays whilst sandwiches, rolls, drinks etc may be purchased through Wilson Hall. No lines of credit are available. Any catering required during the Outside site displays must be organised with the Tatura Football & Netball Club, contact Gaye Eaton on 0407 864 93 2. Exhibitors are not permitted to sell food to visitors and clients during the Outside site displays. Exhibitors wishing to give food away on a complimentary or sample basis must notify the IDW Committee and operate within the requirements of Health Control.

#### Frontend loaders, Telehandlers & Forklifts

Any private frontend loaders, telehandlers and forklifts used in Tatura Park must be operated by a qualified license holder.

#### **Funding**

IDW is self-funded through the support of sponsors that attend the week-long event and present their latest innovations and services to the Australian dairy industry. Without the trade sponsors being unbelievably supportive since its inception, (around 80% being in continual support each year), this event would not be possible. Sponsors come from breeding, genetics, animal health, livestock marketing and machinery industries.

Corporate sponsorship is an important and vital part of the event and helps the IDW committee cover the ever-increasing costs of staging such a large event. Funding is invested back into the event to replace, improve and modernise infrastructure and to continue to improve the event each year











#### **Imagery & Photography**

Exhibitors and competitors may be photographed during the event. Photographs may be used in promotional material, media or websites to promote International Dairy Week.

#### Information

Information and assistance is provided at the Office.

#### Internet

Free WIFI access will be available within the Blackmore & Leslie Complex.

#### Marquees

All outdoor exhibitors need to book all marquees direct with the supplier, all marquees must fit within site boundaries and must not intrude into adjacent sites. Exhibitors are responsible for safety issues such as the coverage of pegs or damage to sites. All exhibitors must liaise directly with marquee suppliers in terms of marquee placement within their site, and must meet with the supplier on site. International Dairy Week will not be held responsible for the placement of marquees.

#### Media Coverage

In the months leading up to IDW each year the media coverage of the event is extensive to generate interest across rural Australia and beyond. While there is a lot of self-generating interest in the event, IDW invests considerable time, effort and money to promote the event and guarantee saturation exposure.

Marketing through radio, social media, electronic, print media and direct marketing through the 'Official Program' guarantee a significant dairy audience every year. Specifically, IDW is promoted heavily in the following print publications over the months October - February:

- Dairy News Australia
- The Australian Dairyfarmer
- Cowsmopolitan Inc
- The Holstein & Jersey Journals
- The Weekly Times
- The Stock & Land
- Country News & Dairy Direct

International Dairy Week has a Facebook following of 11,000 likes & 21,000 followers.

#### **Noise Control**

The IDW Committee reserves the right to monitor and control noise at site exhibits and the operation of machinery which causes undue noise or inconvenience to other exhibitors and/or patrons.

#### Occupational Health & Safety

The site allocated to you is an extension of your workplace and occupational health and safety legislation applies. All exhibitors must have their own public liability insurance with an indemnity amount of no less than \$5 million. A copy of your insurance policy will be required prior to IDW commencing.

#### **Payment**

Payment is required by the due date or the display area location or advertising or both may be forfeited. Payment is accepted by Credit Card or EFT. International sponsors/ site holders will also be subject to payment of appropriate bank debit charges if using foreign bank facilities to transfer monies.

#### **Printed Materials**

Permission will not be granted for exhibitors to hand out material at the gates, in the car parks or on the grounds. Exhibitors may only do so from their sites. Nature of printed material needs to be non offensive and suitable to all age brackets.

#### **Public Address System**

This service is only available for emergency paging.











#### **Public Liability Insurance**

Our public liability risk advisers require International Dairy Week to ensure that each exhibitor has public liability insurance in addition to the existing IDW public liability cover. As a part of the application process for IDW 2025, each exhibitor must provide a Valid Certificate of Currency for an amount not less than \$10 million.

#### **Removal of Exhibits**

Exhibitors are reminded sites must be operational the final day of the event. Vehicles will not be permitted onto the site until after 3.00 pm on this day or unless a decision by the IDW Committee allows earlier access.

#### Security

Overnight site security will be in place from 9.30 pm Thursday to 5.30 am Friday. The site will be closed to exhibitors and the public during these times. It is not recommended that you leave items of value such as display televisions or computer screens on site. Outside of these times, security of individual sites is the full responsibility of the Exhibitor.

#### Site Allocation \*

IDW has a 'first right of refusal' policy to sponsors/ site holders who were involved in the event the previous year. Allocation of display areas within the judging arena shall not be allocated until confirmation as been received from the previous years' sponsors. Previous years sponsors/ site holders have until 30th of August to confirm spot from the year before. Display area locations are dependent on the level selected, however they can vary depending on the number of sponsors/ site holders for that years' event. IDW organisers have the right to change display area locations, in accordance with the level of agreement, if required before the event. All site locations and fitout must fit with CFA guidelines and sites must retain clear access to any fire fighting equipment or exits.

#### **Site Boundaries**

Signage, banners, sandwich boards, displays, equipment and permitted vehicles must be confined within the boundaries of the allocated site. This also includes tent pegs. Equipment which is raised into the air must also comply with this ruling, ie au gers. In the interest of public safety and to maintain the aesthetic standard of the event, the IDW Committee reserves the right to remove or relocate all goods located outside the site boundaries.

#### **Waste Collection**

Rubbish bins are provided at strategic locations around the site and are emptied daily. Recycle cages will be placed around the site for the placement of cardboard or paper packing materials. Exhibitors must remove all waste from their sites at the conclusion of the outside site displays event.











#### **TERMS & CONDITIONS**

- 1. All sponsorship/ trade site applications must be made on the prescribed form, stating the level of sponsorship/ site size, and signed by the applicant to comply with all the conditions listed in this document.
- 2. Payment of site/ sponsorship must be submitted with the allocated timeframe, no nominated display area will be confirmed until the payment has been received.
- 3. Prices quoted are exclusive of GST.
- 4. IDW organisers reserve the right to change display area locations, in accordance with the level of sponsorship, if required before the event.
- 5. Bourke Hire must be contacted directly to place equipment hire requirements.
- 6. Sponsors/ Site Holders must notify IDW organisers if setup outside of the allocated days is required.
- 7. Sponsors must hold their own public liability insurance and provide IDW with a copy of this upon request.
- 8. No smoking is permitted in any buildings, or cattle pavilions at the complex.
- 9. No signs or banners may be erected without consent of the IDW organisers or their designated officer.
- 10. Emergency exits must be kept clear and access to fire hose reels and extinguishes must be maintained.
- 11. Sponsors/ Site Holders are responsible for security of goods on their site. Whilst a security guard will be patrolling IDW, valuables are the responsibility of sponsors/ site holders.
- 12. There will be no refund of sponsorship fees unless otherwise agreed to by the IDW Committee
- 13. The IDW Committee reserves the right to regulate the use of machinery on static display sites which produces excessive noise causing annoyance to other exhibitors and the public.
- 14. Except with the written consent previously obtained of the IDW Committee, the Exhibitor shall not assign or sub-let or part with the possession of the whole or any part of their allocated space or purports to do so.
- 15. IDW has the right to refuse an application if the exhibitor's business does not fit the requirements of the IDW Dairy Outside site displays.
- 16. Exhibitors hereby accept all responsibility for and shall hold the IDW Committee indemnified against any damage or injury to any person, persons or property which may be occasioned by or arise out of the use of any machinery, implement or apparatus of any nature whatsoever used in connection with the stand and/or demonstration.
- 17. Exhibitors hereby undertake to faithfully conform with the requirements of any Act of Parliament which may govern the erection of structures, displays and/or demonstrations and/or sales of machinery and other products, and also to conform with any regulations, by-laws or ordinances made under such Acts of Parliament or by any Government, Semi-Government or local Government Authority duly authorised to make regulations, by-laws ordinances in connection herewith.
- 18. The IDW Committee shall not be liable for any loss or damage to the Exhibitors property whilst on the said area.
- 19. If the IDW Committee should find it necessary or expedient to cancel or postpone the IDW Outside site displays this contract shall cease to operate upon notice to that effect, signed by the Event Manager, served on the Exhibitor by handing it to him personally or by posting to him in a prepaid envelope or wrapper at his address here-mentioned or at the option of the IDW Committee by handing or offering it to any person who appears or is thought by the Event Coordinator to be an employee, agent or partner of the Exhibitor. The IDW Committee shall not be liable to the exhibitor for any compensation whether on the ground or loss of profits or otherwise on respect of such cancellation or postponement and the Exhibitor shall not be entitled to any refund or payment of any money paid by the Exhibitor in relation to this application.
- 20. New equipment only may be displayed for sale. Second-hand equipment will not be permitted for sale.
- 21. Livestock are not permitted.
- 22. Flag poles over three (3) metres in height are not permitted to be erected within two (2) metres of any point directly below overhead power lines.
- 23. Exhibitors are responsible for the condition of the site allocated by this contract, at the commencement of the IDW Dairy Outside site displays and upon the completion of such Outside site displays, Exhibitors shall clean such area to the satisfaction of the IDW Committee. Sites left unclean risk a fee being charged for cleaning and future acceptance of site applications.
- 24. The IDW Committee reserves the right to cancel this contract and to retain any money paid in relation thereto if there is in the opinion of the IDW Committee an infringement of any of the foregoing conditions and/or if the Exhibitor does not occupy the space at the commencement of and during the full period of the International Dairy Week Dairy Outside site displays.
- 25. The IDW Committee reserves the right if it considers it necessary expedient or desirable to do so to cancel or to suspend the operation of this Contract by notice served on the Exhibitor as provided in Clause 10 in the event of any occurrence or happening which in the opinion of the IDW Committee justifies it in so doing. Moreover, the committee shall not be liable to pay the Exhibitor for any compensation whether on the ground of loss or profits or otherwise or any refund or payment of any money paid by the Exhibitor in relation to this Contract in respect of such cancellation or suspension.















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