

The background of the entire page is a photograph of three hanging copper flower pots. Each pot is filled with pink chrysanthemums and hangs from white cords. The pots are arranged in a triangular pattern. The background is blurred, showing people and greenery, suggesting an outdoor event or wedding venue.

# PURE BRIDE

## EXHIBITOR MANUAL

2019

## WELCOME!

Hooray! Firstly, thank you for signing up to be part of the Pure Bride Annual Showcase for 2019. We are so looking forward to what is going to be an amazing year.

This exhibitions manual tells you everything you need to know in planning your space, your obligations to us in terms of what you need to organise, as well as gives you a run down of everything to expect on the day. We'll be updating this as we get closer to the event, with more details.

We hope this Manual tells you everything you need to know, but also please read our Terms and Conditions and get in touch if you have any questions at all.

Our job is to go out of our way to make sure you can create an amazing space, and so please let us know if you have any special requirements. We are here to help, and make the day as seamless and enjoyable as possible.

Can't wait to see you there,

Anna Cretan  
Managing Director

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## IMPORTANT REMINDERS

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### CANCELLATION

If an Applicant cancels their registration the deposit will be forfeited. If the notice of cancellation is received on or after 31<sup>st</sup> August 2019, the full purchase price is payable. In the event of exceptional circumstances, Pure Bride management reserves the decision to waive this fee. Please note there is also a penalty for no-shows, so please make sure you organise a representative to attend.

### SELLING

Selling of products (exchange of cash on premises) within your space is not allowed, however you may take down customer details in order to follow up with them after the event. The only exception is our food trucks and bar/coffee vendors.

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## SETTING UP

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We invite exhibitors to start setting up on the day before the Showcase, from 10:00am. If you just have a Basic Stand space, feel free to arrive early Sunday morning instead.

Please wear comfortable and high-visibility (easy to see) clothing, and closed shoes.

Pure Bride will provide several trolleys for short-term use in loading and unloading, located at each of the loading areas of the venue, but feel free to bring your own.

### ACCESS FOR EXHIBITORS

Vehicle access for exhibitors is from the rear of the venue, through the rear loading dock. Once you have unloaded your materials from your vehicle(s) please move your vehicle(s) from the rear of the venue and park in the main car park.

### DELIVERIES AND TRANSPORT

There is no forklift on site at the venue, so any deliveries requiring a forklift or pallet jack will need to be organised through an external, licenced company.

Please notify us if you will be hiring a courier to drop off or pick up your materials after the event has finished, so we can make sure we plan this safely.

### MATERIALS

Our beautiful timber stands will have plenty of hooks. No nail, screw or other device may be driven into any surface of the venue. Please be wary that no

items can be physically hung from the ceiling as it is too high. But feel free to get creative!

## STORAGE

As we are going for more of a bare space look this year, please keep boxes/packing materials to a minimum or stowed away behind the Bar area. We'll be releasing a detailed site plan as we get closer to the event.

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## THE DAY

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### VENDOR BRIEFING

At 11:30am we'll gather by the stage for a short Vendor Briefing, to go over the events of the day and some housekeeping matters. Doors will open at 12pm!

### PARKING

There is free parking for everyone provided at the venue. Visitors may need to pay the small parking fee once these free spots have been filled.

### FOOD & DRINKS

We will have food vans selling treats and coffee, and will provide you with plenty of sustenance throughout the day. You will receive a lunch box and two free drink vouchers as part of your Vendor Pack, and can use these throughout the venue.

Please note that all children under the age of sixteen (16) must be under the direct supervision of a responsible adult at all times when in the Licensed Area (Pure Bride Bar).

### LIVE MUSIC

Live music will be played throughout the day at a level that is still comfortable for you to be able to talk to patrons.

### CAMERAS

If you wish to take photos or videos of your own booth space, you're welcome to do so. However, a

dedicated Pure Bride photographer will be roaming the event, and will be taking official photos.

## FASHION SHOW

If your company is involved with the fashion show you will be required to be backstage 20 minutes before the show starts. Each clothing company will need at least one staff backstage to assist our models and Stage Manager.

## SMOKING

Smoking is not permitted in the venue. If you wish to smoke please exit at the rear of the venue on the loading dock entrance and stand ten metres away from the venue.

## PACKING DOWN

Pack down starts as soon as doors close at 5pm. If you have time, please join us in the Pure Bride Bar for a final farewell drink to celebrate a busy day! Please co-ordinate with Pure Bride if you should need to move larger items out on Monday morning.

Pure Bride volunteers will be available to help you coordinate your pack up.

Please note that any items that have been left on the venue premises for longer than 48 hours will be disposed of, so please make sure you take everything with you when packing down.

## CELEBRATORY DRINKS

Join us for a quick drink at 5pm to celebrate the day, and chat with your industry colleagues who you didn't get a chance to meet during the day. Bar is on us!

## CLEANING UP

Please note that cleaning staff have been hired for the general areas of the venue. You are responsible for cleaning up your own area within and around your area/space. We really appreciate everyone pitching in to leave the area in the same state as you found it.

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## PLANNING YOUR SPACE

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Your space is yours to do what you please! Browse through our galleries from previous years to get some inspiration. We will again be running a Best Space competition, open to all exhibitors. First prize will be a free spot in the following year's event and will be announced at the end of the day.

### STYLED SPACE- NEW

The styled space are an unmanned area, purely for display only. Please send a list of contributors/collaborators to Pure Bride two weeks in advance to [info@pure-bride.com.au](mailto:info@pure-bride.com.au), so we can make sure that we capture all of those involved in our signage/materials.

### COMPETITIONS

Small competitions offering opportunities/giveaways is a big hit with our attendees, and is a great way to interact with people. Perhaps you could announce the winner via your Instagram page at the end of the day.

If you'd like to donate something for an official Pure Bride competition on the day please get in touch with us at [info@pure-bride.com.au](mailto:info@pure-bride.com.au).

### CATERING REGULATIONS

Any handing out of food may only be carried out by licensed, registered and insured caterers. Food safety certification must be on display during the event and a copy of your certificate must be given to Pure Bride by the 1st of October, 2019.

### ELECTRICAL EQUIPMENT

Demonstrations and sound equipment are fine to use, and you are welcome to bring along your own AV equipment. Please give consideration to other exhibitors and patrons surrounding you. All electrical equipment in the venue must be tagged and tested by an electrician before it is plugged into any power supply. Should an electrical appliance be found not to be tagged and tested, Pure Bride and the Goods

Shed reserves the right to disconnect the appliance. Audio equipment sound must be turned off during the fashion show (approx. 10-15 minutes).

### GAS USAGE: & LICENCED ACTIVITIES

LP Gas is permitted for food van use only. This must be discussed with Pure Bride management prior to event. Any person carrying out a prescribed activity that requires a specific licence is required to submit copies of that licence to Pure Bride.

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## OTHER CONSIDERATIONS

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### INSURANCE

Exhibitors are not covered or insured by Pure Bride under any circumstance. They are responsible to ensure they are covered by their own insurance. All exhibitors on site must have their own public liability insurance. Certificates of currency must be produced upon request.

### SECURITY

The Goods Shed and Pure Bride do not take any responsibility for lost or damaged goods which may occur. Contracted security guards will manage any security at the event and are there to assist you with any security concerns. Please do not leave any valuable items unattended.

We will run over important housekeeping items at our Vendor Briefing on the morning of the event, as well as keep you informed in the lead up so you know what to expect.