

CAT LOVERS FESTIVAL™

**Sat 26 & Sun 27
October 2024**

Melbourne Showgrounds

***Exhibitor
Information
Manual
(Part A)***

***Melbourne
2024***

catloversfestival.com.au



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Section A

Forms To Complete

Compulsory Forms

FORM 1 – On-site Requirements Form

DUE: Thursday 12 September 2024

(Compulsory form)



FORM 2 - Cat Registration & Animal Management Plan

DUE: Thursday 12 September 2024

(Compulsory if bringing a cat)



FORM 3 – Exhibit Systems Online Exhibitor Kit Form

DUE: Thursday 19 September 2024

(Compulsory form)

To complete this form you will require your **unique login and password**.

These details will be sent to you by Exhibit Systems. If you have not received these details in the next 72 hours, please contact:

Exhibit Systems Exhibitor Services Team: 02 9982 5111



FORM 4 – Melbourne Showgrounds Venue Induction

Due: Tuesday 8 October 2024

(Compulsory form)



Optional Forms

FORM 5 – Freight & Materials Handling including Forklift booking

(Optional form if you need assistance with freight or a forklift)

DUE: Monday 14 October 2024



Section B

Important Event Information for all Exhibitors

Organiser Contact Details

BEFORE THE FESTIVAL

Pet Project International Pty Ltd (PPI)

Level 9, 505 Little Collins Street, Melbourne

Phone: 1300 889 655

www.catloversfestival.com.au/sydney

TEAM CONTACTS:

Rebecca Tyrrell

Festival Co-ordinator

Phone: 0427 702 979

Email: rebecca.t@petprojects.com.au

Marelize Agius

Operations Manager

Phone: 0408 353 036

Email: marelize.a@petprojects.com.au

Please note – you can continue to contact us in the PPI office until **4pm Tuesday 22 October 2024**. After this time please contact us via the mobile number listed above.

AT THE FESTIVAL

Our team can be contacted via the Information Desk which is located in the Boulevard Pavillion.

Venue

The Festival will be held in the Boulevard and Victoria Pavillions at Melbourne Showgrounds, Epsom Road, Ascot Vale.

[CLICK HERE](#) to view a map of the precinct.

Festival Dates & Times for Public

Saturday 26 October 9:30am – 5pm

Sunday 27 October 9:30am – 5pm

Floor Plan

[CLICK HERE](#)

(Then click on the Melbourne Floor Plan icon)



Section B

Important Event Information for all Exhibitors

Recommended Suppliers

ACCOMMODATION

Quest Flemington Central

1 Ascot Vale Road
Flemington VIC 3031
Phone: 03 8595 8880
Web: [CLICK HERE](#)

The Sebel Moonee Ponds

41 Homer Street
Moonee Ponds VIC 3039
Phone: 03 8593 9678
Web: [CLICK HERE](#)

Plum Serviced Apartments North Melbourne

168 Arden Street
North Melbourne VIC 3000
Phone: 03 8352 9500
Web: [CLICK HERE](#)

CAT FRIENDLY ACCOMMODATION

The Sebel Residences Melbourne Docklands

18 Aquitania Way
Docklands VIC 3008
Phone: 03 9641 7500
Web: [CLICK HERE](#)

W Melbourne

408 Flinders Lane
Melbourne VIC 3000
Phone: 03 9113 8800
Web: [CLICK HERE](#)

Best Western Melbourne City

16 Spencer Street
Melbourne VIC 3000
Phone: 03 9621 3333
Web: [CLICK HERE](#)

We also recommend searching on Airbnb to find cat friendly accommodation in the area.



Section B

Important Event Information for all Exhibitors

Recommended Suppliers

AUDIO VISUAL & COMPUTER HIRE

Boulevard Pavilion

Microhire

Contact: Sally Cook

Phone: 0435 398 899

Email: sally.cook@microhire.com.au

Web: <https://www.microhire.com.au/>

Order form: [CLICK HERE](#)

Victoria Pavilion

Encore

Contact: Chad Garcia

Email: chad.garcia@encore-anzpac.com

Web: [CLICK HERE](#)

DATA CAPTURE AND TOUCH SCREEN HIRE

LUP Events

Contact: Exhibitor Services

Email: exhibitor.sales@lup.events

Web: [CLICK HERE](#)

FOOD & BEVERAGE SAMPLING PERMITS

Melbourne Showgrounds

Contact: Yanny Wang

Email: Yanny.Wang@melbourneroyal.com.au

WEB: [CLICK HERE](#)

FREIGHT FORWARDING & MATERIALS HANDLING

GEL Events

Contact: Mira Lupow

Phone: 0409 969 142

Email: mira@gevents.com.au

Order form: [CLICK HERE](#)

RIGGING

Cliftons Productions

Contact: Scott Morris

Phone: 02 9700 1233

Email: scott.morris@cliftonsproductions.com.au

SAFETY OFFICER

MCM WorkSafe

Contact: Tim McMahon

Phone: 0408 560 102

Email: tim@mcmworksafe.com.au

STAND CATERING

Melbourne Showgrounds

Contact: Yanny Wang

Email: Yanny.Wang@melbourneroyal.com.au

WEB: [CLICK HERE](#)

TESTING & TAGGING

Contact details will be provided in **Part B** of the Exhibitor Information Manual.

VENUE SERVICES

Melbourne Showgrounds

Contact: Yanny Wang

Email: Yanny.Wang@melbourneroyal.com.au

WEB: [CLICK HERE](#)



Section B

Important Event Information for all Exhibitors

Stand Requirements

FURNITURE HIRE & SHELL SCHEME DISPLAY STANDS

Exhibit Systems

Contact: Exhibit Systems Client Services

Phone: 02 9982 5511

Email: showforms@exhibitsystems.com.au

Web: exhibitsystems.com.au

LIGHTING, POWER, ELECTRICAL HIRE

Exhibit Systems

Contact: Exhibit Systems Client Services

Phone: 02 9982 5511

Email: showforms@exhibitsystems.com.au

Web: exhibitsystems.com.au

CUSTOM STAND DESIGN

Exhibit Systems

Contact: Adam Cosgrove

Phone: 02 9982 5511

Phone: 0457 387 187

Email: adamc@exhibitsystems.com.au

Need some inspiration planning your stand?

Exhibitor Gallery

We have curated a gallery with examples of Best-In-Festival stands of all sizes.

[CLICK HERE](#) to view the Flickr gallery.

Exhibitor Resources

[CLICK HERE](#) to view a list of suppliers that can help you on your stand planning journey! Included is a wide range of categories from display items, furniture, and signage to custom stand builders.



Section B

Important Event Information for all Exhibitors

Stand Inclusions

To confirm whether you have booked a Shell Scheme or Space only stand, please refer to your Exhibitor Application contract or contact your Festival Co-ordinator.

SHELL SCHEME STANDS

Exhibit Systems are the official shell scheme stand builder for the Cat Lovers Festival.

[CLICK HERE](#) for a visual representation of a shell scheme stand.

SHELL SCHEME STAND INCLUSIONS:

- Carpet tiles laid on your stand area (Standard Grey) *Boulevard Pavilion Only – Victoria Pavilion has carpet venue flooring*
- Back & Side walls (as applicable to your stand location).
- Wall height: 2.4m
- Fascia signage with your company name and stand number on every aisle facing (optional)
- 1 power point plus standard lighting per stand

Fascia

Please ensure you complete the compulsory [Exhibit Systems Online Exhibitor Kit form by Thursday 19 September 2024 \(Refer to Form 3 – Section A\)](#) to confirm your Fascia requirements.

You **MUST** confirm whether you require Fascia for your stand and if applicable, will need to confirm the exact wording required on the Fascia (your company name).

Please note a standard 35 character limit applies. Please contact Exhibit Systems via showforms@exhibitsystems.com.au to confirm fascia requirements over 30 characters.

Deadline for Exhibit Systems Online Exhibitor Kit: Thursday 19 September

- For custom printed artwork additional payment is required
- Wording for fascia (if not received by this date, the name on your exhibitor contract will be used)
- Confirmation of all order and payment

SPACE ONLY STANDS:

Space Only Stand Exhibitors must arrange their own custom built stand. No walls, lighting, power, carpet or signage is supplied by the Organiser, just marked out floor space.

All Space Only stands must submit their stand plans to the Organiser **no later than Thursday 19 September 2024** for venue and organiser approval. Please email these to your Festival Co-ordinator.

Furniture Hire

Furniture hire is not included in the stand package and will need to be ordered separately if required.

[CLICK HERE](#) to view a range of furniture available for hire via Exhibit Systems.

If you would like to obtain a quote or place an order for Furniture hire please contact:

Contact: Exhibit Systems Client Services Department
Phone: 02 9982 5511
Email: showforms@exhibitsystems.com.au
Web: www.exhibitsystems.com.au

Crowd Management on Your Stand

When planning your stand please consider the potential for your stand activation to draw a crowd.

Exhibitors are responsible for ensuring sufficient space is provided within the stand for the comfort and safety of persons watching demonstrations and queuing for sampling/other promotional activities. Please consider the use of bollards or staff to ensure proper queuing etiquette is observed and that aisles aren't blocked in line with venue requirements.

Section B

Important Event Information for all Exhibitors

Bump-In & Bump-Out Times and Rules

NO CHILDREN UNDER THE AGE OF 15 OR CATS ARE PERMITTED ON-SITE DURING BUMP-IN AND BUMP-OUT.

Exhibitors and contractors NOT wearing high visibility safety vests and closed toe shoe will NOT be permitted in the building.

All exhibitors and their staff will be required to supply their OWN high visibility vests.

Note: High-vis vests are not available for purchase onsite. They are available for purchase outside of the venue at Home Timer & Hardware in Ascot Vale or Bunnings Maribyrnong.

BUMP-IN

Thursday 24 October 2pm – 6:30pm

Space Only Exhibitors & Contractors only

Friday 25 October 7am – 6:30pm

Exhibitor Bump-In (Shell Scheme Exhibitors & Space Only)

Loading Dock information will be provided closer to the event in **Part B** of the Exhibitor Information Manual.

[CLICK HERE](#) for the GEL logistics form.

Please Note: All stands must be completed by no later than 6:30pm Friday 27 October.

BUMP-OUT

Sunday 27 October 5pm – 8pm

5pm – Exhibitor packdown commences 6:15pm (approx.) – Loading Dock roller doors open (provided all children under 15 and cats have exited the venue)

The Festival closes at 5pm on Sunday 27 October.

Once the venue is clear of visitors there is a 1 hour period where exhibitors are only allowed to remove stock and pack down stands. An announcement will be made when this stage is complete and the venue is clear of cats and children under 15. Exhibitors are then required to wear high visibility safety vests and closed toe shoes for the remainder of Bump-Out to conform with forklift movement regulations and vehicle access. **NO EXCEPTIONS.**

The Bump-Out on Sunday 27 October is strictly until 8pm and no exhibitors will be permitted in the venue after this time. Any deliveries that need to be collected on Monday 28 October must be left in your stand space area for pick up between 7am and 12pm.

Monday 28 October 7am – 12pm

Stand dismantle/pull down (contractors & couriers only)

Any collections for Monday MUST BE PACKED & CLEARLY LABELLED for pick up.

Any items not packed and labelled for pick up may be removed by cleaners. We recommend exhibitors have a representative onsite for any Monday pickups.

The Cat Lovers Festival and the Melbourne Showgrounds take no responsibility for goods left on-site or for missed pick-ups and recommend no stock or products of value are left in the building Sunday night.

Exhibitors requiring power to their stand after 5pm on Sunday 27 October must notify Exhibit Systems before Bump-In.



Section B

Important Event Information for all Exhibitors

On-Site Deliveries

On-Site Delivery information will be provided closer to the event in **Part B** of the Exhibitor Information Manual.

No deliveries/goods arriving via courier will be accepted prior to 7am on Friday 25 October and trucks/cars will be sent away if they arrive at the venue earlier (excluding Custom Stands booked to Bump-In Thursday 24 October)

Exhibitors are required to have a person on-site to accept deliveries – the Venue & Pet Projects International (PPI) cannot and will not sign for any deliveries.

Freight/Materials Handling

GEL Events has been appointed the official freight forwarder and logistics provider for the Melbourne Cat Lovers Festival. If you require assistance with your freight and handling **please complete Form 5 in Section A (Freight & Materials Handling).**

If you are using GEL Events your goods will automatically be delivered to your exhibition booth.

GEL Events offers the following services:

- All local, interstate, international transport services including delivery to each exhibitor's stand at the venue.
- Storage of early consignments, packing materials during the exhibition and storage after the exhibition.
- For international exhibitors, a comprehensive international freight forwarding service tailored to each particular exhibitor's requirements.

Trolley & Pallet Jack Hire

GEL Events will be operating a free pallet jack and trolley service during Bump-In and Bump-Out to assist exhibitors.

To loan equipment, Exhibitors will be required to visit the GEL Events counter and sign out the equipment, providing the following details;

- Stand name
- Stand number
- Contact name
- Contact number

Upon return of the equipment, GEL Events will sign the equipment back in.



Section B

Important Event Information for all Exhibitors

Forklift Bookings

Pet Projects International (PPI) has booked a forklift service for exhibitors to use Free of Charge during the Friday 25 October Bump-In (EXCLUDES the Thursday Bump-In or Sunday night and Monday Bump-Out).

In order to take advantage of the FREE service on the Friday, Exhibitors MUST pre-book the use of the Forklift with GEL Events. Please note, it does not cover bulk (4+ pallets) forklift loads.

Note: This service is available subject to demand.

[CLICK HERE](#) for the forklift form.

BULK FORKLIFTS DURING BUMP-IN & BUMP-OUT

The forklift rates are as follows:

\$70 + GST = 1 lift

\$65 + GST per lift for 2-4 lifts

\$60 + GST per lift for 5-7 lifts

POA per lift for 8 + lifts

Please note: 1 lift is defined as from Truck to Stand.

If you are using your own transport company, GEL cannot sign for delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider and/or ensure you have a representative onsite at the time of delivery.

Contact: Mira Lupow

Phone: 0409 969 142

Email: mira@gelevents.com.au

Venue Loading Dock

Loading Dock information will be provided closer to the event in **Part B** of the Exhibitor Information Manual.



Section B

Important Event Information for all Exhibitors

Storage Options and Policies

There is limited on-site storage space for Exhibitors to leave materials and stock.

Storage will be located throughout the Boulevard Pavillion for general Exhibitor access throughout the event.

It is recommended that exhibitors consider their storage needs (packing crates and freight forwarding materials) for the duration of the Festival. Exhibitors must not leave boxes and packing materials on their stand (in public view) during the Festival.

Storage Requirements

All Exhibitors are permitted to store up to 2 pallets of stock in the general storage area free of charge. Please note general storage is accessible by Exhibitors throughout the duration of the Festival. Please ensure you consider the security of any stock left in these areas, we take no responsibility for any stock left in these storage areas. To seek a quote for storage on your stand please contact our stand builders Exhibit Systems (refer to Section B-Recommended Suppliers – Page 7)

Exhibitors with Less than 2 Pallets of Storage

Please complete **Form 1 in Section A (Onsite Requirements Form)** to confirm your storage requirements.

On Bump-In days, the GEL Events info desk will be located near the loading dock entrance. The GEL Events team can provide direction regarding which storage area will be the most suitable for your stand and if required can assist you with the transfer of your stock into the Storage area via Forklift (free of charge) Please refer to Page 10 – Freight/Materials Handling for further details. Alternatively stock may be hand carried or transported via Trolley or Pallet Jack. Refer to page 10 – Trolley & Pallet Jack Hire for further details.

Exhibitors with More than 2 Pallets of Storage

Any Exhibitors requiring storage for materials and/or stock over 2 pallets, must ensure that they have arranged adequate storage areas on their stand, or alternatively exhibitors can book additional offsite storage directly with GEL Events.

Exhibitors or their stand builders requiring off-site storage during the Festival must pre-book these services in advance with GEL Events and charges will apply.

GEL Events

[CLICK HERE](#) to request a quote.

Stock Replenishment

Exhibitors are permitted to replenish stock daily. It is recommended that stock replenishments occur outside of event hours as the use of trolley's is strictly prohibited during the hours of 9:30am – 5pm each day.



Section B

Important Event Information for all Exhibitors Bringing a Cat

Cat Registration and Animal Management Plan (AMP) – Cats On-Site

All Exhibitors bringing a cat on-site, must complete the compulsory Cat registration form which includes acknowledging that you have read, understood and will abide by the Animal Management Plan and Cat Handler Responsibilities and Obligations.

CLICK HERE to register your Cat and view the Animal Management Plan.

Please consider whether the Festival is an appropriate environment for your cat(s) as strict guidelines do apply to ensure animal welfare.

If you have any doubts whatsoever on whether your cat can handle a busy and noisy environment please leave your cat at home for their sake.

Please note:

- NO cats are allowed on-site during Bump-In or Bump-Out (including Sunday after 6pm).
- As a requirement of the venue, all cats must be transported in and out of the venue in a suitable cat carrier/crate.
- All carriers/crates must be labelled with exhibitors details including stand number.
- All cats must have a bed or rug on the stand for the cat(s) to sit/lie on.
- Fresh water must be available for the animal at all times.
- All cats must have a litter tray available throughout the duration of the event
- All cats must be on a leash or harness at all times.

Exhibitors are responsible for any cats on their stands including but not limited to the health, safety and wellbeing of the cat(s) and any interaction with visitors.

Please make sure you have sufficient clean drinking water, kitty litter and that your cats are being looked after and regularly monitored.

All cats attending the Festival MUST be registered to gain access to the venue throughout the Festival Saturday 26 & Sunday 27 October 2024.

Please note: NO CATS are permitted on site for Bump-In / Bump-Out. Any cats not registered ahead of arriving at the Festival will need to register prior to entry.

Cat Health

All cats attending the Festival MUST be in good health. **Please ensure you have read and understood the terms and conditions of the Animal Management Plan ahead of attending the event. (Refer to Form 2 in Section A)**

Qualified Vets will be onsite, for the duration of the event, conducting spot checks to ensure all cats are in good health and owners are complying with the Animal Management Plan.

Please ensure each cat attending the event is registered. **Refer to Cat Registration** (above) for further details.

Arrival/Departure with Cats

Information regarding the arrival and departure of Cats during the Melbourne festival will be provided closer to the event in **Part B** of the Exhibitor Information Manual.



Section C

On-Site Directory of Information (A-Z)

ATM & Banking Facilities

Due to the Melbourne Showgrounds being a cashless venue, no ATMs will be available onsite. However, ATMs are available a short walk away (approx. 5minutes) along Epsom road at Showgrounds Village Shopping Centre.

Exhibitors are to prearrange EFTPOS and Credit Card facilities with their own bank for any product sales. Please consider your wifi requirements and refer to "Internet/Wifi Access" information below.

Café and Exhibitor Accounts

Café Opening Times: 9:30am to 5pm on Festival Days. There are a number of cafés on-site at the Festival.

- The Royal Café is located near the Victoria Pavilion
- Food trucks will be located in the outdoor area

Please note: The Royal Café **will not** be open during Bump-In on Friday 25 October. For Food and Beverage on Friday, please visit Showgrounds Village Shopping Centre located along Epsom Road. If you would like to set up a cafe Exhibitor account this must be done prior to the Festival.

To pre-arrange your catering needs, please contact Melbourne Showgrounds Venue Services.

Contact: Yanny Wang

Email: Yanny.Wang@melbourneroyal.com.au

To find additional information about Exhibitor Stand Catering [CLICK HERE](#) and select 'Forms'.

Cleaning (Stand)

Stand cleaning is included in the cost of participation with a vacuum and rubbish removal on the nights prior to Festival days. Rubbish bins are not provided but available for hire from Exponet.

Please ensure all rubbish you want removed is placed neatly in the aisles during Bump-In and does not block access or cause an obstruction.

If stands are locked or not accessible overnight, they are unable to be cleaned. Please advise a Cat Lovers Festival representative if you do not wish for cleaners to access your stand for security purposes.

Exhibitor Passes

All staff working on your stand must be pre-registered for an Exhibitor Pass to gain access to the Festival throughout Festival days Saturday 26 – Sunday 27 October.

Exhibitor passes are not required to be worn for Bump-In/Bump-Out however we strongly encourage any team members on site for Bump-In to collect their passes ahead of the Festival commencement.

To confirm the number of Exhibitor Passes you require for your staff please complete Form 1 – Section A (Onsite Requirements Form) by no later than Thursday 12 September 2024.

You will then be contacted closer to the Festival, by our official ticketing partner LUP events with a link inviting you to register each staff members details.

Exhibitor passes and lanyards can be collected from one of the Ticket Booths located outside the Exhibition, Grand or Boulevard Pavillions or during Bump-In only from the Info Desk located inside the Boulevard Pavillion.

Exhibitor passes are only for your staff working on the stand – not for family and friends.

Internet/WiFi Access

There is access to "user pay" wifi at the venue, or an Internet cable can be hard-wired to your stand, the cost for this is on a case by case application. For any queries regarding Internet/wifi for your stand, please contact Melbourne Showgrounds Venue Services:

Contact: Yanny Wang

Email: Yanny.Wang@melbourneroyal.com.au

To find additional information about Internet Services [CLICK HERE](#) and select 'Forms'.



Section C

On-Site Directory of Information (A-Z)

Car Parking

Car Parking Information will be provided closer to the event in **Part B** of the Exhibitor Information Manual.

Public Transport

Melbourne Showgrounds is conveniently serviced by bus, train, tram and taxi services.

Transport by train: Melbourne Showgrounds train station is on the Melbourne Showground's doorstep. A special Dog & Cat Lovers Service will depart from Flinders Street station every 20minutes, with the first train arriving at 9:20am and the last train departing at 5:30pm. The service will stop at Southern Cross, North Melbourne, before running express to Melbourne Showgrounds. Departing from the Showgrounds, the service will run express to North Melbourne, then stop at Southern Cross and Flinders Street.

Please note: the Melbourne Showgrounds Train Station will only operate on Festival days.

For further information visit ptv.vic.gov.au.

Transport by tram: Melbourne Showgrounds conveniently has a tram stop located just outside the Showgrounds Village Shopping Centre, a short 5minute walk with entry into the Festival via Gate 1 on Festival days. Additional tram services will run during festival times. Route 57 tram stops at stop 32 (Showgrounds Village Shopping Centre on Epsom Road) or stop 34 (Melbourne Showgrounds on Union Rd). Please note; Stop 33 is no longer in use. For further information visit ptv.vic.gov.au

Transport by bus: Melbourne Buses operate bus services from a number of locations including Moonee Ponds, Williamstown and Footscray.

Bus No. 472 (Williamstown to Moonee Ponds) stops along Langs Road.

Bus No. 404 (Footscray to Moonee Ponds) stops on the corner of Epsom and Ascot Vale Roads.

For information regarding timetables visit ptv.vic.gov.au

Transport by plane: Melbourne Airport is approximately 20km from Melbourne Showgrounds and is easily reached by various modes of transport including car, taxi or bus.

More information at www.melbourneairport.com.au

Safety Vests

High visibility Safety Vests **MUST** be worn during Bump-In and Bump-Out by all contractor staff and all exhibitor staff.

Exhibitors are required to bring their own Safety Vests.

High-vis vests are not available for purchase onsite. They are available for purchase outside of the venue at Home Timer & Hardware in Ascot Vale or Bunnings Maribyrnong.

Security

Security will be in place for the duration of the Festival, including Bump-In and Bump-Out times. All directions given by security personnel must be adhered to immediately.



Section D

Venue & Safety Regulations

Adhesive, Tapes & Damage

VENUE:

Adhesives, glues, unapproved tapes, nails, screws, staples and other fixing materials are strictly prohibited and must not be used on any part of the venue (internal or external), the venue's fixtures and fittings or the venue's equipment.

[CLICK HERE](#) for the list of approved tape that is permitted for use on the floor only.

All tape must be removed from the surface area of the floor prior to the expiration of the hire period. Any damage including tape residue, paint or stains left on the floors or any venue damage whatsoever, will be charged to the Exhibitor.

SHELL SCHEME WALLS:

When attaching anything to walls, exhibitors are asked to only use velcro tape, bluetac, double sided adhesive tape or wall-mounted shelving and slat walls with hooks.

Please do not use pins, staples, screws, nails, bolts, glue or paint as these cause permanent damage to the panels. Charges will apply for all damage caused.

Aisles & Entry / Exits

All walkways and emergency exits must be kept clear of any boxes, product or furniture at all times including during Bump-In and Bump-Out. Exhibitors must not place any material whatsoever in the aisles and must be contained within your stand at all times (including cats). Back of House areas must also be kept clear of rubbish and ensure hose reels and extinguishers are accessible at all times. No placement of signs on any surface or in any area outside of your stand (without approval from organisers). Exhibitors and Sponsors are not permitted in the Entry or Exit areas. All promotional staff must remain in their designated areas for promotional activities.

Balloons

No balloons are permitted within the building. Removal costs will be charged to relevant exhibitors for any balloons found in the building at the conclusion of the Festival.

Display Vehicles

If you are going to display a vehicle you **MUST** seek approval from the Cat Lovers Festival and the Venue. Please contact your Festival Co-Ordinator **ASAP** to discuss your requirements.

Please be aware you **MUST** abide by the following guidelines if you are going to display a vehicle.

- Powder ABE fire extinguisher must be mounted in the display area.
- Petrol caps must be close fitting and locked where possible.
- Ignition keys are not to be left in the vehicle at anytime once moved in position
- Vehicle must have a drip tray for engine oil leaks.

The use of tyre shine or similar based products are prohibited within the venue. Failure to comply may result in damage fees.

A vehicle display permit is required.

Fire Emergency Procedures

In an emergency notify the venue and security immediately. Fire alarm buttons are signposted and located throughout the venue.

Please review your nearest evacuation point to your stand and review the evacuations procedure. [CLICK HERE](#)

Fire Hazard Materials

All flammable substances must be rendered non-flammable (as per AUS/NZ 1530.3:1999)

Use of readily flammable materials including the following are strictly prohibited (unless treated with fire retardation):

- Crepe Paper
- Corrugated Cardboard
- Plastic Sheets
- Polystyrene
- Hessian
- Straw and hay, loose or in bales
- Leaves, coconut fibre and sticks
- Fuels of any type

Section D

Venue & Safety Regulations

First Aid – Humans

In the event of an injury/emergency please contact the nearest Security guard, Information Desk in the Boulevard Pavillion, Cat Lovers Festival staff member or Venue representative immediately. There will be qualified first aid personnel on-site for the Festival days only, however we recommend Exhibitors have a small First Aid kit at their stand to deal with minor ailments, paper cuts and headaches. No exhibitor should offer first aid or any medicines (including pain killers) to any member of the public. Please leave that to the professionals on-site.

First Aid – Cats

If there is an injury/emergency with a cat please contact the nearest security guard, the Information Desk, a Cat Lovers Festival staff member or Venue representative immediately. There will be welfare officers and vets at the Festival to assist if an incident occurs.

Food And Beverage Sampling

The Melbourne Showgrounds is the sole provider of food and beverage on site, no other supplier or caterer will be allowed to supply or cater food and beverage unless approved by the Melbourne Showgrounds.

All exhibitors wishing to sample or sell food or beverage products (for human consumption) on their stand must complete the application form, gain approval, and pay the appropriate fees prior to arriving onsite.

Anyone without prior approval will be unable to provide food or beverage (for human consumption) on-site.

To apply to sample food and beverage please contact the Melbourne Showgrounds Venue Service:

Contact: Yanny Wang

Email: Yanny.Wang@melbourneroyal.com.au

To find additional information about Food & Beverage Sampling [CLICK HERE](#) and select 'Forms'.

Fundraising Policy

The Organiser will support relevant fundraising activities at the Festival however cannot take any responsibility for these activities and these can only take place within your stand. Exhibitors are responsible for all necessary permits and following of statutory guidelines as legally required.

Noise Levels

In the interest of other Exhibitors, cats wellbeing and the overall Festival it is imperative that noise levels are well managed. Pet Projects International and the Cat Lovers Festival reserves the right to determine reasonable and acceptable noise levels. In situations where Exhibitors are creating unreasonable noise, they will be directed by Cat Lovers Festival staff to lower volumes.

Promotional Staff

Promotional and Exhibitor staff are permitted **ONLY** within the boundaries of your stand and are **NOT** permitted to walk or distribute any materials around the Festival or near the entrance.

Smoking

Smoking is strictly prohibited.

All internal and external areas of the venue are non-smoking. Electrical cigarettes (e-cig or e-cigarettes), personal vaporizers, electronic nicotine delivery systems or other battery powered vaporizers are not permitted to be consumed anywhere in the venue.



Section D

Venue & Safety Regulations

Testing & Tagging

All portable electrical equipment, appliances and leads used in the Festival and on the venue site **MUST** be tested and fitted with a current tag (within 3 months of the Festival). Any electrical equipment found not tagged (or out of date) will need to be tested prior to use on site. This is the Law.

A Test and Tag service will be on site Friday afternoon and Saturday morning to provide **FREE** Testing and Tagging for all exhibitors.

It is **MANDATORY** for all Exhibitors to check their electrical equipment to ensure you are compliant. Testing and tagging must be completed by Saturday morning opening – if they haven't signed you off it is your responsibility to contact the information desk and make them aware.

For safety reasons, double adaptors are not to be used in the venue – please use power boards fitted with overload safety cut out. The venue management reserves the right to remove from the site any electrical equipment it deems to be non-compliant or unsafe.

Test and Tag contact details will be provided to Exhibitors closer to the event. If you require assistance, please advise your Festival co-ordinator.

Unauthorised Activities

Exhibitors are asked to advise security or the Organiser at the Information Desk immediately of any person displaying aggressive or anti-social behaviour or a non-exhibitor found soliciting for business during the Festival. Should unauthorised persons be found soliciting for business they will be removed from the Festival. The Cat Lovers Festival will not tolerate sellers taking up Exhibitors' valuable time or non-exhibitors approaching visitors.



Section E

Data Capture & Lead Generation

ROI, Data Capture & Lead Generation

All Exhibitors should walk away from the Cat Lovers Festival having captured qualified data from hundreds of visitors for post-show follow up!

To help you get the most out of the event, LUP Events can provide professional ROI Data capture services to all exhibitors.

LUP Lead Generation Platform

LUP Events are specialists in maximising exhibitor ROI.

A free consultation for all exhibitors looking to get the most out of their participation is available. The consultation will talk through how you can track your event objectives and measure your return on investment.

To set up your consultation or explore data capture options contact LUP Exhibitor Sales department:
exhibitor.sales@lup.events

Imagine...

- No more paper or data entry
- An easy way for visitors to give you their information
- Quicker high volume lead generation
- Targeted leads that have pre-qualified with you
- Accurate and complete data capture

How It Works

1. Every Cat Lovers Festival ticket has a unique QR code
2. Participating exhibitors display a LUP iPhone device
3. When visitors are identified as a legitimate lead or show interest in your product, invite them to scan their ticket QR barcode on your scanner to capture their contact details
4. A database of qualified leads is automatically created and you leave the show with hundreds of leads for effective post-show follow up (and no data entry!)



LUP Lead Generation Scanners are not only easy to use...they're also incredibly cost effective.

Packages for Data Capture Touchscreens

SILVER PACKAGE

\$300

- Scanner Hardware (iPhone device)
- Onsite Assistance from the LUP team
- Tabletop Stand
- Live Access to Data & Insights
- Downloadable Insights pdf and excel format
- Details Including Name, Email, Phone, Postcode
- Key information from registering
- Listing in the Event Digital Showbag

GOLD PACKAGE

\$350

Offers all the benefits of the Silver Package **PLUS** 1 Multiple Choice Question, that allows you to garner more knowledge.

PLATINUM PACKAGE

\$400

Offers all the benefits in the Silver Package **PLUS** up to 5 Questions that can include Multiple Choice, Data Picker or Text entry.

