

PERTH GARDEN & OUTDOOR LIVING FESTIVAL

PRESENTED BY *Kleenheat*

EXHIBITOR & MARKETING APPLICATION

THURSDAY 27TH – SUNDAY 30TH OCTOBER 2022



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PERTH GARDEN & OUTDOOR LIVING FESTIVAL

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ABOUT

Perth Garden & Outdoor Living Festival (PGOLF) is Western Australia's largest and most prestigious garden and outdoor living event that for the past six years has continued to grow in both business participation and visitor numbers. Offering WA's largest plant market, best landscape displays, and widest range of home, outdoor living, and garden products, PGOLF attracts an audience ranging from those seeking plants to household products to inspiration for their garden and outdoor renovations.

In 2021, PGOLF moved to the picturesque location of Langley Park, right in the heart of the city. Despite lockdown forcing a week's delay, over 41,000 visitors attended what was the largest in the events 50 years.

TOTAL ATTENDEES

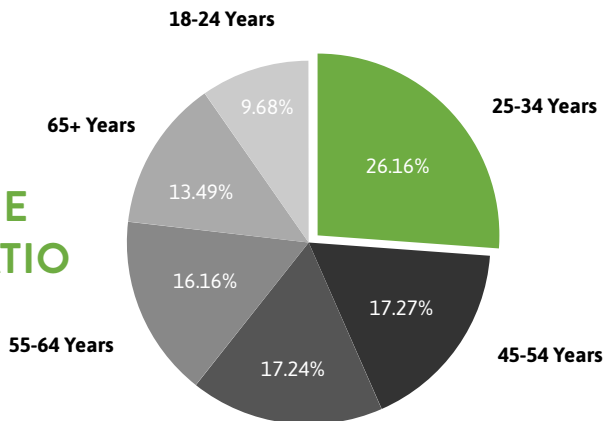
2017 30,000

2018 34,000

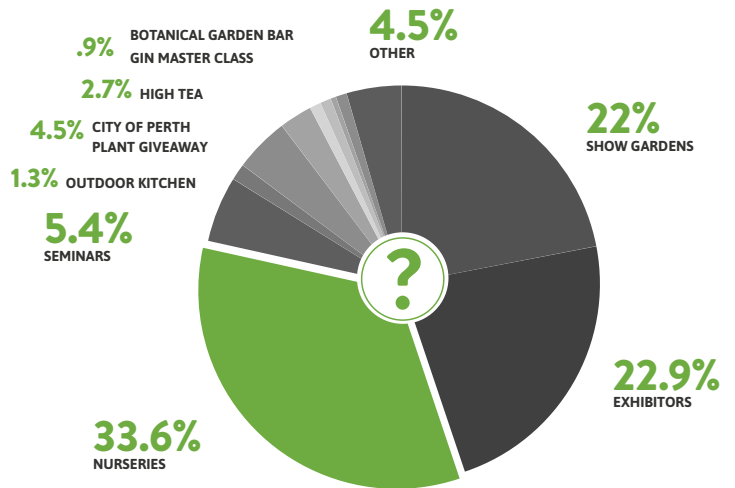
2019 36,000

2021 41,000

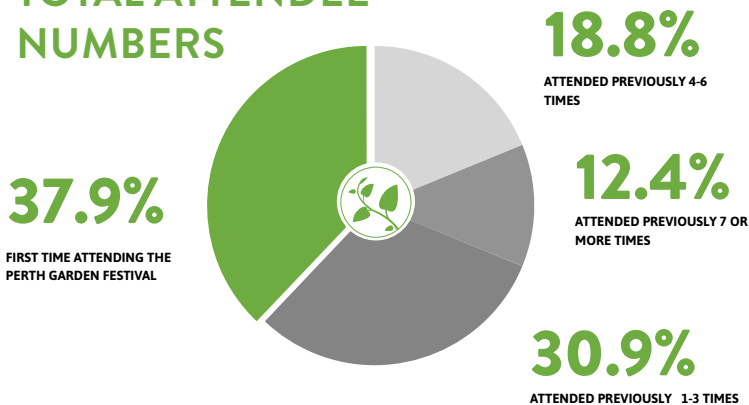
AGE RATIO



MAIN REASON FOR ATTENDING



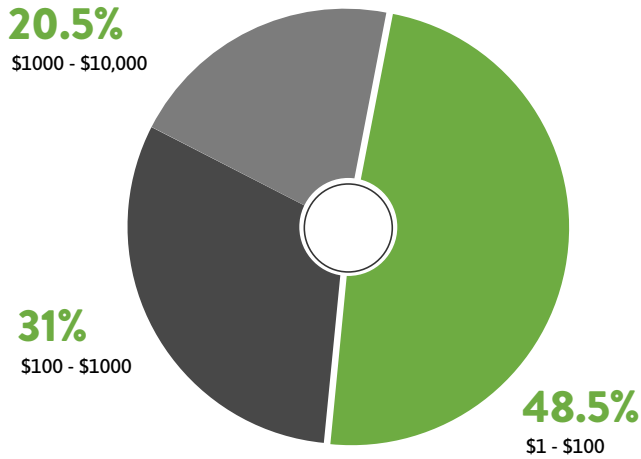
TOTAL ATTENDEE NUMBERS



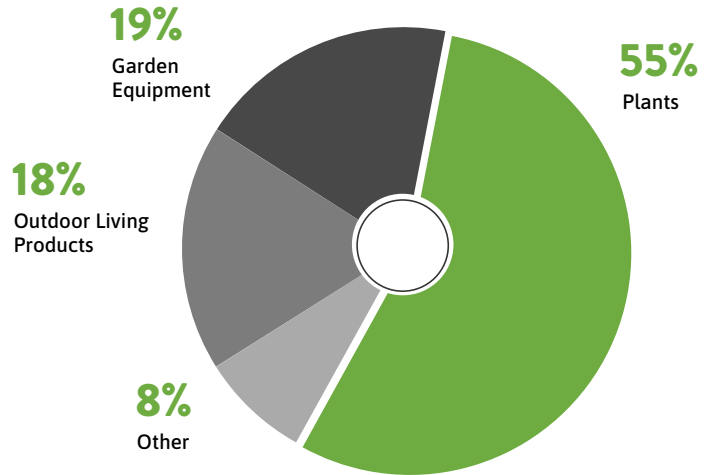
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HOW MUCH DID YOU SPEND AT THIS YEARS FESTIVAL?



WHAT PRODUCTS DID YOU PURCHASE THE MOST OF?



TOTAL MARKETING VALUE

\$1,368,438

TELEVISION

CHANNEL 7

65 Paid Commercials
20 Bonus Commercials

TVC VALUE

\$142,061

We had a target audience rating point of 25.1

RADIO

NOVA 93.7

58 Paid Commercials
56 Bonus Commercials
(not including Live Reads)

RADIO VALUE

\$80,925.

We also received a bonus Value of \$25,850 through Live announcer liners, Onsite activation, Casanovas, and Social Posts.

ONLINE ADVERTISING

PERTHNOW & THE WEST AUSTRALIAN



IMPRESSIONS

5,343,529,687



CLICKS

1,941



DIGITAL VALUE

\$64,122.35

SOCIAL MEDIA - INSTAGRAM

INSTAGRAM OVERVIEW



ACCOUNTS REACHED

15,390



IMPRESSIONS

212,087



PEOPLE ENGAGED

3,886

SOCIAL MEDIA - FACEBOOK

FACEBOOK OVERVIEW



ACCOUNTS REACHED

1,223,130



IMPRESSIONS

1,603,687



PEOPLE ENGAGED

98,204

EVENT WEBSITE

WEBSITE VISITORS



EMAIL

29,672



GOOGLE SEARCH

73,620



FACEBOOK

19,012

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EXHIBITING

With more people spending money on their homes and gardens than ever before, Perth Garden & Outdoor Living Festival offers businesses the perfect opportunity to retail, build brand awareness and network with complimentary businesses.

All exhibitor site bookings include power and water (if required) for the full four days, as well as:

- Site location options (depending on availability)
- Website listing
- Magazine listing as well as 20% discount off advertising rates

EXHIBITOR SITE RATES

DIMENSIONS	SITE AND SERVICE FEE (EXCLUDES GST)	CORNER SITE (EXCLUDES GST)
STANDARD		
3x3m	\$2,925 <input type="radio"/>	\$3,656 <input type="radio"/>
6x3m	\$4,222 <input type="radio"/>	\$4,644 <input type="radio"/>
6x6m	\$6,334 <input type="radio"/>	\$6,967 <input type="radio"/>
10x6m	\$7,507 <input type="radio"/>	\$8,257 <input type="radio"/>
10x10m	\$8,563 <input type="radio"/>	N/A <input type="radio"/>
NOT FOR PROFIT/CHARITIES (NON RETAIL)		
3x3m Only	\$500 <input type="radio"/>	N/A <input type="radio"/>
TOTAL SITE COST		

*NGIWA Members receive a 20% discount.

MARQUEE HIRE

This an outdoor event and shelter is essential. You are welcome to supply your own 3x3m marquee (or gazebo), however no larger than 9sqm (3x3). Any that exceeds 3x3m is considered a building structure and must be hired through our approved and licensed supplier. If you are unable to hire your own 3x3m marquee or wish to hire one larger, please fill out booking information below. They are structurally sound and will be ready in time for you to set up. Please note, that structural beams or poles cannot be removed by anyone other than the licenced supplier for safety reasons.

MARQUEE SIZE	RATE (EXCLUDES GST)
3x3m <input type="radio"/>	\$396
6x3m <input type="radio"/>	\$792
6x6m <input type="radio"/>	\$1224
9x9m <input type="radio"/>	\$2520
9x12m	\$3780

EQUIPMENT HIRE:

You are welcome to supply your own equipment but if you wish to hire the following, please complete.

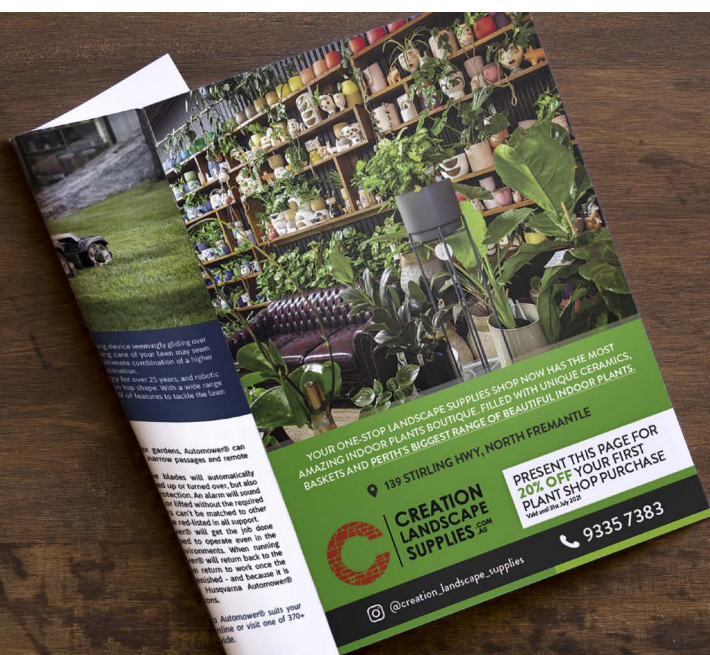
ITEM	COST PER ITEM	QUANTITY
White plastic chair	\$3.50+GST	
1800mm (6ft) table	\$14.00+GST	
2400mm (8ft) table	\$16.50+GST	

MAGAZINE ADVERTISING RATES

(20% discount with exhibitor booking)

PLEASE SELECT FROM THE AVAILABLE AD SIZES BELOW:

DOUBLE PAGE SPREAD	FULL PAGE BACK PAGE	
<p>DOUBLE PAGE \$4,000 + GST</p> <p>INSIDE FRONT DOUBLE PAGE SPREAD \$9,000 + GST</p>	<p>FULL PAGE \$2,400 + GST</p> <p>BACK PAGE \$6,000 + GST</p>	<p>PAGES 7 - 15 (RIGHT HAND SIDE) \$3,500 + GST</p>
HALF PAGE	QUARTER PAGE	EIGHTH PAGE
<p>HALF PAGE \$1,600 + GST</p>	<p>QUARTER PAGE \$1000 + GST</p>	<p>1/8 PAGE \$600 + GST</p>



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DIGITAL PACKAGE

Refer to our Digital Marketing statistics on page 3

2 x Facebook Post (1 in Peak Time + 1 Non Peak)

1 x EDM inclusion

1 x perthgardenfestival.com banner placement




TOTAL COST \$3500 + GST

Perth Garden Festival
May 6 at 5:00 PM · 🌱

When it comes to home repairs and maintenance, one trade doesn't fit all.

That's why RAC Home Repair & Maintenance offers a range of fully licensed and experienced trade specialists across 20 trades and services such as garden maintenance, plumbing, locksmith and many more.

To celebrate their participation this year, they will be offering a \$40 gift voucher, which will be included in the festival showbags... [See More](#)



Get \$40 off your next home repair service with RAC.

When it comes to home repairs and maintenance, one trade doesn't fit all. That's why RAC Home Repair & Maintenance offers a range of fully licensed and experienced trade specialists across 20 trades and services. To celebrate their participation this year, you will receive a \$40 gift card that will be included in the festival show bags. This gift card gives you \$40 off your next booking and RAC members also save 10% off labor. [Book now!](#)

**Terms & Conditions apply please refer to the physical gift voucher for more details on how to redeem.



PERTH GARDEN
& OUTDOOR LIVING FESTIVAL

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BILLING NAME: _____ **ABN:** _____

EXHIBITOR NAME: _____ **POSITION:** _____
(As will be advertised)

CONTACT PERSON: _____ **TELEPHONE:** _____

ADDRESS: _____ **MOBILE:** _____

EMAIL: _____

WEBSITE: _____

BUSINESS TYPE: _____ **WHAT ARE YOU RETAILING?** _____

MAGAZINE COST:

SITE COST:

MARQUEE COST:

EQUIPMENT COST:

DIGITAL PACKAGE COST:

TOTAL COST

PAYMENT DETAILS

SURCHARGE APPLIES

NAME ON CARD:

CREDIT CARD NUMBER:

EXPIRY:

Please email your completed
Exhibitor Booking Form to:
brian@csports.com.au

PAYMENT OPTIONS

(deposit required within seven days)

- ☐ Please charge my credit card
using information below
- ☐ I wish to pay electronically
and agree to adhere to
deadlines

CHECK LIST

(deposit required within seven days)

- ☐ I have read, understood and
agree to Terms and Conditions
(below)
- ☐ Have or will provide Public
Liability Insurance by 30th
September 2022
- ☐ I agree to make full payment
within ten working days

**BY SIGNING THIS BOOKING FORM YOU AGREE TO THE ATTACHED
TERMS & CONDITIONS**

FULL NAME:

SIGNATURE:

DATE:

PERTH GARDEN & OUTDOOR LIVING FESTIVAL 27TH - 30TH OCTOBER 2022 EXHIBITOR SITE SALES - TERMS & CONDITIONS

This sales contract ("this contract") is between Perth Garden & Outdoor Living Festival Pty Ltd, ACN 30 600 630 274 ("PGOLF" or "Event Organiser") and the party identified as the Exhibitor in the Exhibitor Booking Form ("Exhibitor") and is subject to the following terms and conditions. The attached Exhibitor Booking Form is incorporated by reference herein and both form part of this sales contract.

1. PAYMENT

The Exhibitor agrees to pay total cost within ten working days of submitting application.

2. CANCELLATION

(a) Without limiting PGOLF's right to claim payment under the contract or any loss and damage arising as a result of the cancellation thereof, if the Exhibitor for any reason cancels this contract more than twelve (12) weeks before the event, the Exhibitor agrees that it must pay PGOLF, 50% of the Total Fee plus GST as a cancellation fee. If the Site Fee is Complimentary for the exhibitor and the exhibitor then decided to cancel, the exhibitor will be liable for cancellation fees in line with the gazette rate for the site. For example, if a Complimentary 3x3m site has been provided, cancellation will result in a cancellation fee of 50% of the Total Fee for a paid 3x3m site.

(b) If the Exhibitor for any reason, cancels this contract less than twelve (12) weeks before the event the Exhibitor must pay to PGOLF the Total Fee plus GST as a cancellation fee. If the site fee has been waived for the exhibitor and the exhibitor then decided to cancel, the exhibitor will be liable for cancellation fees in line with the gazette rate for the site. For example, if a Complimentary 3x3m site has been provided, cancellation will result in a cancellation fee of 100% of the Total Fee for a paid 3x3m site.

(c) Any amount which has at the time of the cancellation been paid by the Exhibitor in respect of the Total Fee due, will be forfeited to PGOLF and will be deducted from the amount which is due as the cancellation fee.

(d) Notice of cancellation by the Exhibitor shall not take effect until it is received in writing by PGOLF. If the notice is not received on a working day then the notice will only take effect on the next working day after it is received. This clause (d) is inserted solely for the benefit of PGOLF.

3. ALTERATION TO THE ADVERTISED PACKAGE

Every reasonable effort will be made to adhere to the advertised event, but the event may be altered or parts omitted or dates changed for any cause that PGOLF shall in its sole discretion consider to be reasonable. PGOLF is entitled without incurring any liability, to change the site and location of the facilities being purchased.

4. CANCELLATION OF DAYS OF THE EVENT

Without limiting any other provision hereof, PGOLF has no liability to make any refund to the client whatsoever if for any reason outside the control of PGOLF, a day of the event be partly or wholly cancelled for any reason including bad weather. PGOLF recommends that the Exhibitor consider obtaining appropriate insurance coverage through its own Broker. Should a facility or venue for the event, for any reason be destroyed or made unusable PGOLF is not obliged to make any refund.

5. DISCLAIMER AND INDEMNITY

The Exhibitor hereby waives and releases PGOLF from and indemnifies and holds PGOLF harmless against, any and all costs, damages, and expenses, which are incurred by the Exhibitor, its agents, employees and/ or guests and which arise in connection with this contract or the attendance at the event except to the extent that such costs, damages and expenses are caused or contributed by the negligent acts or omissions of PGOLF.

6. INSURANCE & DAMAGES

(a) Event Organisers shall NOT be responsible for insuring any of the goods of the exhibitor.

(b) The Exhibitor shall have or effect a Public Liability Insurance Policy which covers liability to the public for an amount of not less than \$10,000,000 in respect of personal injury to or death arising by accident to any person whomsoever and in respect of any injury loss or damage whatsoever arising by accident to property, real or personal, including property belonging to the Town of Victoria Park (venue owners), the Nursery and Garden Industry Western Australia and Event Organisers. Such insurance shall note the name of Events Organisers (Perth Garden & Outdoor Living Festival), the Nursery and Garden Industry Western Australia and the Town of Victoria Park as interested parties. This cover is to include the full period of the Event including setting-up and dismantling times and is to remain current until the buildings and grounds have been fully vacated by the Exhibitor. A Certificate of Currency that it is valid in WA, anywhere in

Australia or worldwide there on must be submitted to Event Organiser's no later than 26th March 2020.

(c) Stolen, lost or damaged goods. While 24 hour security is provided on site, prior and throughout the event dates, PGOLF holds no responsibility for any products or personal items lost, stolen or damaged at all times before, during and after the event. This includes items passed on for parcel pickup, which is an 'all care, no responsibility' service.

(d) The Exhibitor is responsible for all personal injury or damage to property arising in connection with the Exhibitor's display area howsoever caused directly or indirectly by the Exhibitor or any contractor, sub-contractor, servant, agent, licensee or invitee of their or any act of omission of any such person or by any exhibit, machinery or other article or thing in the possession of or use of their or any servant or any agent, or their or (if erected by the Exhibitor or contractor of their workmen or agents) by the site-construction contractor.

(e) Responsibility for Personal Injury and Damage to Property (Employers Liability): Events Organiser shall be under no liability for personal injury to the Exhibitor or their servants or agents, invitees or licensees howsoever caused, nor for the loss of or damage to exhibits or other property of the Exhibitor, their servants, agents, invitees, or licensees howsoever caused. The Exhibitor is accordingly advised to take out all necessary insurances.

7. MISCELLANEOUS

(a) This agreement constitutes the sole and exclusive agreement between the parties. The Exhibitor acknowledges that no other warranties, representations written or verbal, have been made that are not reflected herein.

(b) This agreement is governed by and construed in accordance with the laws of Western Australia, and the Exhibitor agrees to submit to the exclusive jurisdiction of the Courts in that State. The Exhibitor hereby irrevocably waives any objection to the venue of any legal process selected by PGOLF.

(c) The Exhibitor agrees to pay all fees incurred by PGOLF in recovering any sum due under the Contract, (or resolving any dispute with the Exhibitor), on a full indemnity basis

(d) The Exhibitor agrees that any claim or dispute under or arising out of this contract shall be dealt with as a general procedure case as contemplated by the Magistrates Court (Civil Proceedings) Act 2004 WA ("the Act") and that if PGOLF is a successful party in the case, then the Exhibitor agrees to pay all of the costs incurred by PGOLF regardless of the value of the claim or the relief claimed, and as contemplated by s25(7) of the Act, the Exhibitor agrees to pay PGOLF's costs on either an indemnity basis or under the applicable costs determination whichever is the greater.

(e) The person who signs for the Exhibitor represents that he or she has authority to make this contract on behalf of the Exhibitor. If it is found that by reason of the persons lack of authority, the Exhibitor is not liable under this contract, then such person shall be deemed to have made this contract with PGOLF on his/her own behalf.

(f) The Exhibitor has no right to exclusivity at the event of any product due to the nature of the event being a trade show.

8. EVENT CONDUCT & REGULATIONS

(a) The Exhibitor will comply in all respects with all requirements of all Government, Local Authority and Statutory Bodies during the term of the Event; specifically complying with and applying for;

I. Stallholders permit

II. Certificate of Structural Adequacy and Electrical Compliance Certification (authorized by a certified electrician), with the Town of Victoria Park

(b) The Exhibitor will comply in all respects with the directions or requirements of the Organiser or the Town of Victoria Park (venue owners) forthwith upon request and will generally comply with all reasonable directions or requirements of any representative of Event Organisers and conduct their exhibition in a proper and business like manner.

(c) The Exhibitor shall comply with the provisions of all Statutes and the Regulations thereof in so far as they apply. All certifications required to be obtained for a particular unit on display, structure or electrical equipment must be readily available for presentation during the Event.

(d) All plant, machinery and exhibits must comply with statutory requirements as to safety and particularly in the case of storage of petrol, explosives and other flammable materials.

(e) Exhibitors must fit all temporary electrical installations with an RCD (Residual Current Device earth leakage circuit breaker) at the point of connection to any electrical installation.

(f) The organiser reserves the right at any time to alter the size, shape or position of the site plan at their absolute discretion.

(g) All sites shall be in position, completed and occupied by the time stipulated by Event Organisers on the morning of the opening date.

(h) The exhibitor is at all times during the Event:

I. Required to keep their site open to view and properly staffed. No exhibit shall be removed during the period of the Event.

II. Responsible for the maintenance and cleaning of their site and display space.

III. Required to conduct any business only from their display space and to keep aisles adjoining their display free from obstruction or overhang.

IV. Prohibited from holding or allowing to be held a sale by auction, lottery, raffle, guessing competition, game of chance or sideshow without prior consent of Event Organisers.

V. Prohibited from sub-licensing, sharing, donating or parting with possession of their display space without prior written consent of Event Organisers.

(i) The contractual price (unless otherwise stated by Event Organisers) does not include the following: connections for electricity, water, gas, waste etc.; Town of Victoria Park license fees, advertising catalogue; loading and handling equipment and staff; statutory charges which may become payable on this agreement; telephone; dressing of site; insurances; cleaning of site. In the instance that a site is not repatriated or cleaned adequately at the conclusion of the event, the Exhibitor will be liable for a cleaning fee of \$500 + GST.

(j) No person shall enter the event site during move-in or move-out unless they are wearing enclosed footwear, a safety vest and similar compliant clothing.

(k) All vehicles (including golf carts, forklifts etc) at any time during the Event:

I. Must carry current conditional registration.

II. Visibly display Event vehicle passes.

III. Are under the direction of the Organiser and must be strictly adhered to.

IV. Must off-load immediately and exit via the designated gate.

V. Will not be permitted to enter the Event Site during opening hours or while visitors are in attendance.

(l) All assembled products such as ride on lawnmowers, lawnmowers etc. must be secured (locked and chained) so they cannot be ridden in the area.

(m) The management and conduct of the Event shall be under the control of the Organiser and their decision shall be final and binding on an Exhibitor.

(n) Complimentary tickets may not be used as an incentive for commercial gain by any Exhibitor or third party with the express written consent of Event Organisers.

(o) Exhibitors are responsible for the daily cleaning of their site and must adhere to the following:

I. No items can be placed in front of an emergency gate.

II. Exhibitors shall observe and abide by the Rules and Regulations for fire protection as stipulated by DFES and as directed by officers of the WA Fire Service.

III. The opening/exit of marquees or similar temporary structures does not exceed a distance of 20 meters from the furthest public access point of the site or else an additional clear exit will be required at the opposite end or side of such site

IV. All marquees used at the event must be of a high standard and have an Engineering Certificate if over 3m x 3m. All matters relating to space, layout and all other details in relation to exhibits are the responsibility of the Organiser.

V. No excavation of grounds is permissible. Any damage to foliage, turf, electrical cabling or water supplies must be reported to Event Organisers immediately. Any costs incurred for repatriation and/or repair will be paid for by the Exhibitor.

VI. Required to lay black plastic or weed matting under any loose materials e.g. soil, mulch, wood chip, stone etc.

VII. Exhibitors must ensure no shrub, tree, undergrowth or foliage is damaged during the erection of displays or by vehicle movement. No material may be attached to trees.

VIII. At the conclusion of the event materials used on site such as sand, bark, mulch landscaping, shall be removed from the site or a cleaning fee shall be charged.

IX. No nightly removal and morning return shall be allowed except, where in the opinion of the Organiser; there is a necessity for movement due to afterhours access by cleaners etc.

(p) No person(s) shall be permitted to reside overnight within the precincts of the Event.

(q) No livestock may be brought on to McCallum Park without appropriate certification and the permission of the Organiser.

(r) The Organiser shall cause the Exhibitor's exhibit and site and all goods and chattels the property of the Exhibitor to be removed as soon as reasonably possible from the site allotted and the environs of the premises where the Event is to be conducted at the termination of the same or if required to vacate the site by the Organiser.

(s) Any damage caused by the Exhibitor to the site or elsewhere shall be made good by and at the expense of the Exhibitor.

(t) The appointed caterers have exclusive catering rights. No exhibitor will be permitted to sell, serve or advertise food products or drinks without the express permission of Event Organisers.

(u) Non-commercial/not-for-profit organisations that purchase a site at a reduced rate must show proof of this status. These discounted non-commercial/not-for-profit sites may not be used for retail purposes or for commercial gain and Event Organisers have the ability to shut down a site if retailing takes place.

(v) By signing this booking form The Exhibitor accepts these terms and conditions.