



# Exhibitors Information Brochure

## *Blending of the Minds*



14 & 15 October 2010 at Alan Scott Park,  
Morphettville Racecourse, South Australia

A two-day industry event focusing on the production, processing and  
marketing of Australian olives and olive oil

*The first five Australian Olive Expos have been a huge success with 1,600 olive industry participants attending (approximately 60 per cent of the industry). Over 100 industry-related exhibitors showcased the latest in production, processing and marketing techniques for the industry. The 6th Australian Olive Expo is expected to be even better.*

The Expo is a focused event specifically designed to meet the needs of olive producers in Australia. Only companies that have a genuine relationship to the industry are invited to exhibit. This year the Expo moves to an exciting new venue at Glenelg in South Australia.

Surveys conducted after previous Expos suggest that 84% of attendees successfully conduct business at the Expo. So this is not only a good networking opportunity, but also a smart business move.

The theme for this year's Expo is *Blending of the Minds* to reflect not only the constructive discussion between exhibitors and delegates but is also demonstrated in the exciting line up of local and international speakers for the seminar program. The topics to be presented will ensure all those that have an interest in the olive industry will make sure that the Expo is a "must attend" event.

Exhibitors will find the 2010 Expo the place to do business. All exhibitors will be provided with an attractive display booth (some opening to a large machinery display area). The layout is designed so that products and services can

be showcased in a professional and dynamic manner. In 2010 the Expo will provide a full catering service. All meals and tea breaks will be hosted in the Expo display area. The seminar room is located upstairs, above the Exhibitor display area.

The Australian Olive Association will host the 14<sup>th</sup> National Extra Virgin Olive Oil Awards dinner and presentation on the Friday night. This will provide the perfect opportunity to get feedback and socialise with industry participants.

Adelaide promises to be a terrific venue. While there you may want to visit some local wineries and olive groves or play a round of golf. Activities have been organised for the Wednesday prior to the Expo so those travelling from interstate can enjoy some of the state's great attractions.



*We look forward  
to seeing you in  
South Australia at  
the Expo*

For bookings or further information please contact John Forrest on 02 4353 9714

[www.australianoliveexpo.com](http://www.australianoliveexpo.com)

## Contact us .....

If you have any questions, contact the office on

02 4353 9714 or John Forrest

Ph: 02 4353 9714 / Mob: 0427 940 138

Email: sales@australianoliveexpo.com

Website: www.australianoliveexpo.com

## Bookings .....

To register, visit [www.australianoliveexpo.com](http://www.australianoliveexpo.com) and click on 'Book online' under the 'Exhibitor information' tab at the top of the page.

Full payment must be received by Wednesday, 15 September, 2010. Exhibitors will not be included in the official program or be allowed to occupy a site until such payment has been made. Site allocation cannot be guaranteed unless payment in full is received.

The online booking system will automatically send to your email address a tax invoice for GST purposes. If you have difficulty booking online, please call (02) 4353 9714 for direct assistance.

Payments are non-refundable except in the event of exceptional circumstances, which will be at the discretion of the Expo. Credit card payment facilities are available when booking (payments made by credit card incur a 3% surcharge).

Cheques should be made payable to:

Australian Olive Expo Pty Ltd

PO Box 248

Wyong, NSW 2259

## Deliveries .....

Please address required deliveries to:

Your Company - Your Site Number

Australian Olive Expo

Panasonic Pavilion Ground Floor

Allan Scott Park

Morphett Road, Morphettville 5043

## Freight .....

Freight to and from the venue is the responsibility of individual exhibitors. Storage of early consignments will only be through arrangement with SAJC (South Australian Jockey Club), contact Lauren Vaughan on 08 8295 0170.

## Hours of operation .....

Bump In: Wednesday 13th October 1pm to 6pm

Expo days: Hours of operation 8:30 am to 5 pm.

## Accommodation .....

Accommodation in Glenelg is plentiful and a range of options is available. Some options include:

- Stamford Grand (Dinner Venue) Ph 08 8375 0665 please quote the special code AU1910.
- Best Western Motor Inn Ph 08 8294 5822
- Adelaide Shores Ph 08 8355 7360
- Comfort Inn Haven Marina Ph 08 8350 5199
- Oaks Plaza Pier Ph 08 8350 6688

## Catering .....

The Expo will be fully catered on the Thursday and Friday. Exhibitors will receive delivered to their sites a working lunch on both days. Tea and coffee will be available. Water will be available for exhibitors.

## Cleaning and rubbish removal .....

There will be industrial skips and wheelie bins on site. It is the exhibitors' responsibility to remove large crates and other packing material from the venue. The site will be cleaned on the Thursday night. On move-out night, exhibitors are required to leave the site as they found it. If additional costs are incurred in cleaning the site, these costs will be passed on to the exhibitor.

## Electrical (power and lighting) .....

Each site is provided with a single-phase power outlet (240 volt). Indoor sites will also be provided with a track lighting system. If total power demand becomes excessive, exhibitors may be asked to turn off any hot water urns and other appliances.

Three-phase power can be supplied upon request at a cost of \$330 per site and can be ordered on the online booking form.

## Equipment hire .....

Adelaide Expo Hire have been contracted as the supplier of the Expo shell scheme and can also lease and install a wide range of other equipment such as water coolers, TV/video equipment, pot plants, brochure holders and extra furniture. For further details, call AEH on 08 8350 2300 or visit [www.aeh.com.au](http://www.aeh.com.au). Adelaide Expo Hire will contact the Exhibitors directly before the Expo with a separate Exhibitor Kit.

## ***Expo program – The Olive Press Magazine – October Issue.....***

The official Expo program (October Issue of *The Olive Press*) is distributed to the Australian olive industry prior to the Expo and further copies are available at the door. The program includes all the seminar sessions, company profiles, product-related editorials and advertisements. Exhibitors are entitled to a free 50-word company profile listing in the official program. Please email your profile to sales@australianoliveexpo.com by Wednesday, 1 September, 2010.

Exhibitors are invited to supply editorial for possible inclusion in the Expo program (room permitting). The submission should include product information and a high-resolution digital photo. Space is limited and preference is given to editorial supplied by sponsors and advertisers in the program.

Editorials should also be forwarded to sales@australianoliveexpo.com by Wednesday, 1 September, 2010.

Sponsorship opportunities are also available. For more details, contact the Expo organisers.

## ***Expo promotion .....***

The 2010 Australian Olive Expo will be promoted through media coverage, electronic advertising, advertising in trade publications including *The Olive Press* magazine, through newsletters and more. The first stage has commenced in July with a special Expo preview in *The Olive Press* magazine.

All Olive industry participants will receive a copy of the official Expo program by mail prior to the Expo.

## ***Fax line .....***

The site contact fax number is 08 8294 1509. To assist with prompt delivery, please ensure that any fax sent to you displays your company name and site number.

## ***In grove demonstrations .....***

Exhibitors that wish to demonstrate machinery are asked to contact the organisers. There will be some limited opportunities to demonstrate machinery at the Pre-Expo Winery and Grove tour at Coriole Vineyards on the Wednesday. Large machinery suppliers will have access to a small demo area alongside the Panasonic Pavilion.



## ***Insurance.....***

All exhibitors must organise their own public liability and general insurance (see Terms and Conditions). The movement and display of all the exhibits or other goods shall be at the risk of the exhibitor. Exhibitors must have public risk insurance (minimum \$10 million) in respect of their individual stands, displays and exhibits and assure each participating member of the Australian Olive Expo against all loss, damages, costs, claims and expenses, whatsoever arising out of their participation at the Expo.

## ***Moving in .....***

Bump in hours: Wednesday 13th October from 1pm to 6 pm.

There will be low capacity forklifts and operators on site (no charge) during the move-in times. The lifting capacity of the forklifts is two tonnes and a driver is provided. There is no craneage available at the venue.

## ***Moving out .....***

Move out hours: Unrestricted move out on Friday the 15th from 5.30pm. There will be limited access to the site on Saturday 16th.

## ***National Olive Oil Dinner & Awards night .....***

On the Friday night following the Expo, the Australian Olive Association will host the 14th National Olive Oil Awards dinner and presentation. The venue is the Stamford Grand located right on the beach at Glenelg. The dinner is a great opportunity to meet and socialise with the industry. Bookings and full details on the dinner are available at [www.australianoliveexpo.com](http://www.australianoliveexpo.com).

## ***Storage .....***

Exhibitors should arrange off-site storage for any shipping containers, machinery crates and packing material that they are likely to require again during move-out.

## ***Transport .....***

Adelaide international and domestic terminals are located a short 10 minute drive from Glenelg. Adelaide Trams depart and arrive at the Racecourse station about 100 metres from the Panasonic Pavilion.

## ***Venue and parking .....***

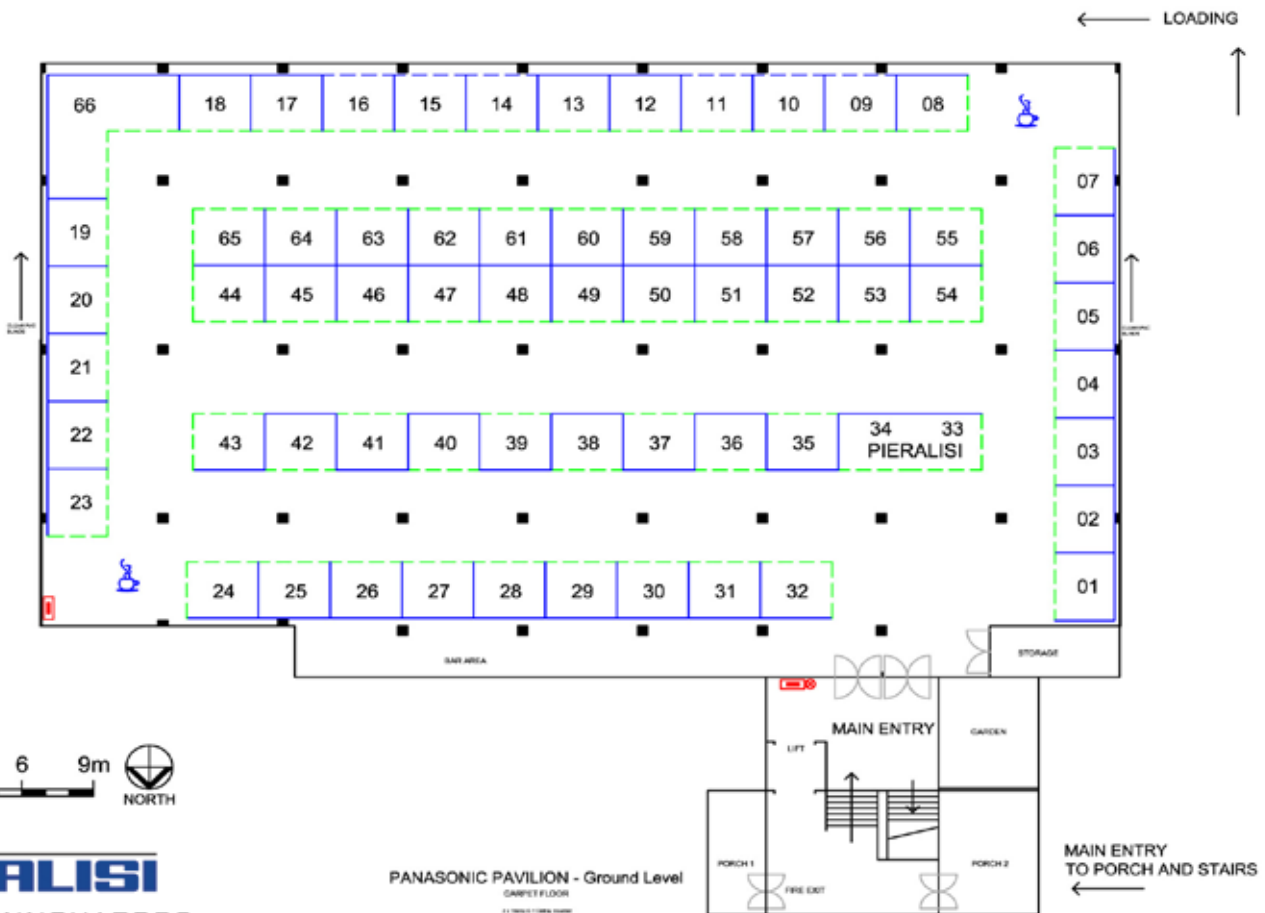
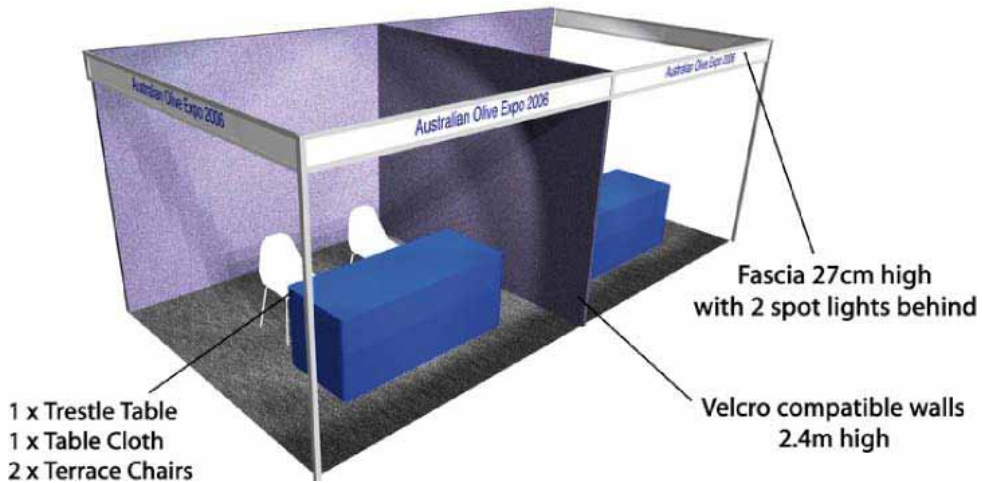
The Expo will be held at the Panasonic Pavilion, Allan Scott Park, Morphett Rd, Morphettville, located 3km north of Glenelg City Centre on the Adelaide Road. There is ample parking at the site.

## Site Details.....

Price is for both days of the Expo

| SITES           | BOOTH NUMBERS | SIZE (metres) | SITE COSTS (incl. GST) | FITTINGS & FACILITIES PROVIDED   |
|-----------------|---------------|---------------|------------------------|--|
| Standard Indoor | 1-69          | 3x2.5m        | \$1,960                | Felt covered wall panels and fascia; company sign; track lights; power outlet; table; table cloth; two chairs. |

STANDARD INDOOR BOOTH SETUP 3 X 2.5 M



If you require further details do not hesitate to call the organisers. We look forward to seeing you in South Australia in October.

For bookings or further information please contact John Forrest on 02 4353 9714 or email [sales@australianoliveexpo.com](mailto:sales@australianoliveexpo.com)

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