



Wagin Woolorama

Trade Fair Prospectus

Wagin Showgrounds | 8th & 9th March 2024

www.woolorama.com.au

Welcome to Wagin Woolorama

For 50 years, the Wagin Woolorama has been WA's largest regional family friendly show, located 2.5 hours south-east of Perth. The Woolorama attracts more than 20,000 visitors each year, offering a variety of attractions and commercial exhibitors including craftwork, needlework, agriculture, animal husbandry, poultry, equestrian, wood work, metal work, food and beverage, patchwork, fashion, textile, jewellery, designing, home and building, educational sector and more.



Why Exhibit?



Awards

Exhibitors will automatically be entered into general presentation categories (Best Overall Exhibitor, Best Major Exhibitor etc.). The judging of Exhibitor awards takes places on Friday morning from 9am.

For items never shown before at Woolorama, there is a New Release competition with a monetary prize.

Deadlines

Early Bird Discount Bookings 1st December 2023*

All Bookings

Advertising 15th January 2024

Liquor License 1st December 2023


New Release 1st March 2024

Exhibits and Equipment Set Up..... 5pm, 7th March 2024

*All applications recieved by the 1st December 2023 will receive the early bird discount (advertised rate)

Applications received after this date will incur a \$55 late fee.

2023 Woolorama

 **24,590** people attended the Wagin Woolorama in 2023.
(rolling average last 5 years has been 21,796)



386 Trade
Fair
Exhibitors



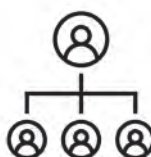
1292
Competition
Entrants



3320
Competition
Entries



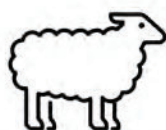
54 Judges



27 Show
Stewards



139 Sponsors/Donors



983 Animals
Entered



425 Volunteers



130 WA
Agricultural
College
Students

Contact Information

Wagin Agricultural Society
PO BOX 241
WAGIN WA 6315
08 9861 1611

Trade Fair & Sponsorship
Lisa Precious
0499 906 072
08 9861 1611
tradefair@woolorama.com.au

General Show Enquires
Sue Dowson
08 9861 1611
0477 508 989
secretary@woolorama.com.au

Advertising

Official Show Schedule and Woolorama Program

Limited opportunity exists to advertise in the two official Woolorama publications, giving exhibitors the chance to access key target markets and attain a competitive edge on your marketing campaign.

1. Show Schedule

Colour cover, black and white internal pages containing information and entry forms to the 40+ competitive sections at the Woolorama. Around 1,200 copies are distributed via our mailing list of past and potential entrants, and more are available on shop counters around the district. Contact Wendy Gould at Farm Weekly on 0418 947 521 for bookings.

2. Official Program

The official guide for the Woolorama – over 90 colour pages – it contains everything to know about having a great Woolorama experience. Over 20,000 copies are distributed throughout the region via Farm Weekly, and are complimentary upon entry to the Woolorama. Contact Wendy Gould at Farm Weekly on 0418 947 521 for bookings.



Public Address System

The public address system broadcasts down the main trafficways on the Showgrounds during Woolorama. Live to air and professionally recorded advertising is available for \$105, with a guarantee of at least 5 airplays on each day. For a professional recording of your advertisement, forward your 75 word announcement to the Trade Fair Secretary by 19th February 2024. Apply via site application form.

Website/ Social Media

Our website is maintained as a one-stop-shop for every-one attending or interested in Woolorama. Significant web searching takes place by people looking for exhibitor details in the lead up. For \$25 your listing can be upgraded to include your logo, email address and a live link to your website. This provides a direct and convenient avenue to connect your customers to your business. Apply via site application form.

There is also the opportunity to have your business advertised on our social media. Please contact us at info@woolorama.com.au

Sponsorship

The Woolorama is grateful for, and dedicated to the maintaining of quality activities with our sponsors and partners. A diverse range of customised arrangements are developed with each of our partners to ensure a win-win outcome for both organisations. Becoming a sponsor or partner of the Wagin Agricultural Society and the Woolorama is a premium platform to utilise target audiences and promotional opportunities to build on your marketing edge, contribute to the meaningful industry and community outcomes of a not-for-profit organisation, or simply make a tax deductible donation. Contact the Sponsorship Co-ordinator to further discuss options for your business: sponsorship@woolorama.com.au.

Site Fees

All site fees are for provision of floor/ground space only. You are required to provide all materials to erect your display, including extension cords, tables and display boards. A 5% loading fee applies to corner/double-sided sites. Site fees can be viewed on the website under Trade Fair.

All fees include 10% GST. Payment in full must accompany your website application. Applications are not valid until full payment is received.

All site bookings will need to be paid by credit card as EFT/bank transfer is no longer available.

Remember to include the length of trailer tow hitches and/or marquee guide ropes when booking a site, as exhibitors must not spread outside their designated site boundary.

Confirmation of site numbers, once paid, can be viewed by logging back into your account or on to our website www.woolorama.com.au under Trade Fair Directory.

What's Included

GROUND SPACE ONLY

You must supply all your own materials – partitioning, furniture, marquees/shade for outside sites etc.

POWER

Only sites that have ordered power will have it supplied to the corner of the site. Please bring adequate cables to distribute power on your site.

EXHIBITOR VEHICLES

Please be considerate of our need to maintain traffic flow and accessibility during set-up and pack-down, and park accordingly. Parking your vehicle in the designated Exhibitor parking area ensures the best visibility of your site, and good overall aesthetics of the showgrounds.

Don't forget your Exhibitor passes.

EXHIBITOR AND VEHICLE PASSES

With each site there is a designated number of people and vehicles passes. Please contact the Trade Fair Secretary with any questions.

All 2024 Trade Fair Applications are to be lodged online at
www.woolorama.com.au/trade-fair

Outdoor Sites



- 🏠 200+ sites
- ✂ 3x3 to 50x20 (m)
- 🕒 Fri: 9am - 6pm, Sat: 9am- 5pm

Home & Lifestyle Pavilion



- 🏠 80+ sites
- ✂ 3x3, 4x3 (m)
- 🕒 Fri: 9am - 6pm, Sat: 9am - 5pm

Market Stalls



- 🏠 40+ sites
- ✂ 3x3 (m)
- 🕒 Fri: 9am - 6pm, Sat: 9am - 5pm

Wool Pavilion



- 🏠 20+ sites
- ✂ 3x3 to 7x4.5 (m)
- 🕒 Fri: 9am - 6pm, Sat: 9am - 5pm

Gourmet Tents



- 10+ sites
- 3x3 (m)
- Fri: 9am - 6pm, Sat: 9am - 5pm

Grand Education Pavilion



- 5+ sites
- 3x3 (m)
- Fri: 9am - 6pm, Sat: 9am - 5pm

For Education Pavilion Site bookings please contact Nick Barrett at Barrett Exhibition Group on 08 9244 2431 or nick@barrettexhibitiongroup.com.au

Sideshow Alley & Food Courts



- 20+ sites
- 3x3 to 20x20 (m)
- Fri: 9am - 9pm, Sat: 9am - 5pm

Additional Products/Services

- Liquor Licence
- Site Sharing
- 2-day additional personnel pass
- Power 10 amp
- Power 15 amp
- Power 32 amp
- Telehandler hire
- Water supply
- Straw bales
- Sheep delivery
- Exhibitor camping (per vehicle/night)

1. Cancellation

- (a) Cancellations prior to the 30th December will receive a full refund.
- (b) Cancellation received after the 30th December and before the 31st January will receive a refund of minus \$100 for services rendered.
- (c) Refunds on cancellations after the 31st January are not guaranteed.

2. Insurance & Damages

- (a) While 24 hours security is in place from Thursday 7th March until Sunday morning 10th March, the Wagin Agricultural Society will NOT BE held liable for any loss or damage to Exhibitor's property whilst on the showgrounds.
- (b) Exhibitors must hold their own Public Liability Insurance as cover against claims made by any person on their site.
- (c) While 24 hour security is in place from Thursday 7th March until Sunday morning 10th March, the Wagin Agricultural Society will NOT BE held liable for any loss or damage to Exhibitor's property whilst on the showgrounds.
- (d) Exhibitors must hold their own Public Liability Insurance as cover against claims made by any person on their site.
- (e) Exhibitors shall be responsible for any damages to sites, water pipes, reticulation, electricity cables, holes in asphalt etc. it is your responsibility to inform your marquee providers.
 - (i) Coloured lines are used to mark danger (including power, telephone, water pipes and cables that run underground).
 - (ii) only grass and gravel sites can be pegged; marquees on bitumen and paved sites must be weighed down. It is your responsibility to inform your marquee providers.
- (f) The Exhibitor is responsible for all damage to property or personal injury that arises in connection with their display area howsoever caused indirectly or directly by the Exhibitor or any related party or any act of omission of any such person or by any exhibit, machinery or any agent (e.g. marquee erector) of theirs.
- (g) The Exhibitor is prohibited from allowing patrons to trial product on show grounds.

3. Disclaimer & Indemnity

- (a) To ensure we maintain the highest possible standard and range of exhibits, the Wagin Agricultural Society reserves the right to accept or reject any application.
- (b) Each trade fair site application is subject to scrutiny by the Committee prior to acceptance, and all entrants agree that their entries shall be considered by the Committee, which shall be entitled without being obliged to give reasons, to grant, to refuse, or to apply conditions to any entry.
- (c) No refunds will be made to Exhibitors not presenting passes at the gate. No Pass = No Entry. Please check that passes are provided to relevant personnel, prior to arrival.
- (d) Failure by Exhibitors to appear at the Woolorama will be considered a breach of contract, and no refund of monies will be made.
- (e) If the Committee should find it necessary or expedient to cancel or postpone the Woolorama, contracts shall cease to operate upon notice to that effect, and the Committee shall not be liable for any compensation or refund to exhibitors.
- (f) The Wagin Agricultural Society is not responsible for any damage to electrical equipment, caused by fluctuating power or overloads. It is recommended that all cords and electrical items be tagged and tested in date to ensure safety.

4. Event Conduct & Regulations

- (a) Site fee includes ground/floor space only and exhibitor and vehicle passes.
- (b) Exhibitors sharing a site must notify the Trade Fair Secretary to ensure all exhibitors are included in the program.
- (c) All display material must be on-site by 9pm on Thursday 7th March, 2024 and CANNOT be removed until 5pm on Saturday 9th March 2024 unless by prior arrangement. **Woolorama Officials will be monitoring Exhibitors leaving early, offending Exhibitors may have future applications denied.**
- (d) All sites must be cleared by Monday 5pm unless otherwise arranged with the Trade Fair Secretary.
- (e) Trade Fair hours are: Friday 8th March 9am-6pm (except Sideshow Alley, Food Areas which close at 9pm) and Saturday 9th March 9am - 5pm and all Exhibitors must be open for business during these times.
- (f) No Exhibitor camping is permitted on the showgrounds prior to Wednesday 6th March. Bookings to be made via the Site Application Form or through the Trade Fair Secretary.
- (g) Exhibitors are to ensure that all merchandise and marquee pegs remain within their site boundary. Marquee designs are all different and exhibitors need to request information regarding pegs on structures.
- (h) **No roofs are allowed on marquees on indoor sites (Home & Lifestyle Pavilion).**
 - (i) Applications to erect permanent fixtures must be made to the Committee in writing.
 - (j) All vehicles must be parked in allocated parking areas by 8am Friday, and no movement of vehicles is permitted on showgrounds during show hours (including the trial of smaller vehicles).
- (k) Electric power will be available to commercial sites for a fee. No power will be supplied unless applied for on the Site Application form. the Committee is under no obligation to supply power and no extension cords etc. are available. No generators allowed.
- (l) Urns, air-conditioning and electric cooking equipment are discouraged due to power overloading problems.
- (m) No fire of any form is permitted on the Wagin Showgrounds.
- (n) No public address systems are to be used, apart from the official broadcasting system provided. No raffle tickets are to be sold anywhere on the Wagin Showgrounds during the Woolorama without prior consent from the Committee. Exhibitors are not allowed to hand out material, or erect posters anywhere other than their own site.
- (o) Biosecurity at our agricultural show is your responsibility. All Exhibitors to be aware of any contamination risks within their displays. Please dispose of rubbish in the correct manner. Exhibitors found to be ignoring these warnings will be asked to leave the event.
- (p) All plots must be left in a reasonable condition prior to departure, and all exhibitors are expected to co-operate in an effort to keep the display area in a clean condition.
- (q) If you are exhibiting livestock in any outdoor area, water and shade must be available at all times.
- (r) To enable a high standard of site security, Exhibitors are not permitted to sleep on their individual sites. All accommodation caravans MUST be parked in the Exhibitor Camping area.
- (s) All buildings will be locked by the Committee at 9pm on Thursday and at the end of trade fair trading on Friday. Buildings will be opened by 7.30am on Friday and Saturday. A strong police presence is maintained during show hours. 24-hour security is employed to patrol the Wagin showgrounds from Thursday 6pm until Sunday 8am. Please ensure you secure your site appropriately before leaving on the Thursday and Friday nights. Direct any enquires to the Woolorama Office.

5. Food Vendors & Liquor Licensing

- (a) Exhibitors wishing to provide or sell alcohol in any form must apply for an on-site liquor licence as per government regulations. Applying for a licence does not grant automatic licensing. Applications are required by 1st December 2023. Contact the Trade Fair Secretary for details or visit our website.
- (b) All food and drink vendors are required to provide a list of all products and/or menus and the prices at which they are being sold. Vendors must meet Local Government Health Regulations and must be able to produce on demand a Certificate of Currency for their Public Liability Insurance. All food vendors are required to complete the New National Food Safety Standard - Food Safety Management Tool. The certificate must be uploaded with the Trade Fair Application before approval of site will be processed. Register at hospitalityhygiene.com. In order to participate in Wagin Woolorama 2024 sugary drinks (e.g. soft drink, energy drinks) cannot be displayed or promoted (e.g. not lined up on a trestle table, counter top or visible from a display fridge).

6. Vehicles and Parking on Grounds

- (a) All exhibitor vehicles must be parked in the designated parking area by 8am on Friday morning. Only vehicles with Display Vehicle stickers can remain parked on your site. No movement of Exhibitor's vehicles on grounds is permitted during show operational hours.
- (b) An allocation of vehicle passes are included in site fees, enabling Exhibitors close access to their site for loading and unloading their exhibit, and parking in the designated Exhibitor parking area within the showgrounds. Passes must be displayed on dashboard the windscreen to gain entry to the Wagin Showgrounds on the Thursday, Friday and Saturday of Woolorama. Strictly No Pass = No Entry.
- (c) Stream Line Parking - Inside the trade fair entry gate there will be an information tent located to the side next to oval, where if you are unsure of where you need to go or have any questions you can pull off to the side and get some more information.

Privacy Statement

The information provided by the Exhibitor in the Site Application Form is collected and used by the Wagin Agricultural Society Inc. to organise and conduct the 2024 Wagin Woolorama. We may publish details such as your name, address and exhibit details in any Woolorama publication or communication. Such information may also be made available to, and published by the media. We will not disclose your information without your consent for any purpose unless required or authorised by law. You may request access to your personal information and, if necessary, request that our records of that information be corrected by writing to the Secretary at the Wagin Agricultural Society Inc.

TRADE FAIR OFFICE HOURS

The trade fair secretary will be on ground and/or contactable from Saturday 2nd March, bump in opening Sunday 3rd March.

Sun 3rd- Wed 6th	8:30am - 5:00pm
Thur 7th	6:00am - 6:00pm
Fri 8th & Sat 9th	7:00am - 5:30pm
Sun 10th	8:30am - 5:00pm
Mon 11th	8:30am - 5:00pm
Tue 12th	8:30am - 3:00pm
Wed 13th	8:30am - 12:00pm



Thank You

