



Australian Machine Quilting Festival Vendor Terms & Conditions

AMQF is dedicated to providing education, inspiration and encouragement to machine quilters of all disciplines—domestic, midarm and longarm

September 20-23rd, 2018

Adelaide Convention Centre, North Terrace, Adelaide, South Australia

Vendor move-in will be on Thurs, 20th Sep: 10.00am - 6pm

CONTRACT FOR SPACE

The application for space and the formal notice of assignment by AMQ Festival Pty Ltd (heretofore referred to as AMQF) constitutes a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, rendering the building unfit or unavailable for use, this contract will not be binding.

1. PAYMENT FOR SPACE/CANCELLATION FEE

30% payment for booth space must be received to confirm your acceptance after your approval letter/invoice is received. The remaining 70% is **due prior to 30th July 2018**, upon receipt of invoice. 10% of booth rental will be charged to you as a cancellation fee if your contract is cancelled prior to March 31st, 2018. No refund will be made for cancellation after March 31st 2018. Any invoice outstanding prior to the setup date of a show will incur a \$150 admin fee. You will not be allowed to setup if payment is not made prior to arrival. FULL payment for any advertising ordered will be due upon receipt of invoice from AMQF.

2. BOOTH EQUIPMENT AND SERVICES

Booths will be supplied by Adelaide Expo Hire. They consist of 2.4m high hard carpeted walls that you can use velcro or hook and chain. One 4Amp powerpoint, 2 spotlights and signage are included as standard. You will receive a personalised exhibitor package from Expo Hire prior to the event & they will contact you personally to coordinate your requirements.

3. OPTIONAL BOOTH PACKAGE FOR \$50 AVAILABLE

Package includes:

- 1 x Trestle Table (1800mm x 750mm)
- 2 x Chairs
- 1 x Black Trestle Cloth

4. EXHIBIT HOURS

AMQF reserves the right to make such modifications in exhibit hours as may be necessary to meet program needs.

5. INSTALLATION

Move-in may be started at 10.00am, 20th September 2018. Vendors must be ready to open to the public at 6.30pm on 20th September. Please note that we will have a ticketed 'networking' cocktail party from 4.30pm -6.30pm for all who choose to attend prior to the Challenge Quilt Award Ceremony & then they will be entering the vendor mall for their sneak peak of the quilts & go shopping!

6. SECURITY

Adelaide Convention Centre will provide security service for the festival and will exercise reasonable precautions for the protection of the property of the Vendor. However, the supplying of such service will not be an assumption of any liability of any kind by ACC/AMQF, and the Vendor hereby releases ACC/AMQF for any such liability of any loss or damage to the property of the Vendor. It is suggested that the vendor carry insurance covering loss or damage to the vendor's materials. No responsibility is assumed for goods delivered to the festival site before the proper move-in time or left in the festival hall after the closing hour of the festival.

7. RESTRICTIONS IN USE OF SPACE

All demonstrations, interviews, or other sales activities must be confined to the limits of the vendor booth. No vendor shall assign, sublet, or share the whole or any part of the space allotted without prior approval of AMQF. No vendor is permitted to show goods other than those manufactured or dealt in by him/her in the regular course of business. Displays shall not be placed in such manner as to interfere with other vendors. Nothing shall be displayed beyond the assigned booth space.

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8. NOISE-MAKING EXHIBITS

Exhibits which include the operation of musical instruments, radios, sound systems, or any noise-making machines must be conducted or arranged so that the noise resulting from the demonstrations will not annoy or disturb adjacent vendors and their patrons. Operators of noisemaking exhibits must secure approval of operating methods before the vendor mall opens. No balloons may be used in the festival hall.

9. DISMANTLING

The vendor expressly agrees not to dismantle the exhibit or do any packing before the final closing hour of the vendor mall, which is 4pm, Sunday, September 23rd 2018. Goods must be removed from the vendor mall by 7pm on this day. This will be controlled & assisted by the ACC Exhibition Floor Manager .

10. LIABILITY

Neither AMQ Festival Pty Ltd, ACC, nor their representatives or agents will be responsible for any injury, loss or damage that may occur to the vendor or to the vendor's employees or property from any cause whatsoever. The vendor, on submitting their application form online, expressly releases the foregoing names, organization and individuals from any and all claims for such loss, damage or injury. Certificate of Public Liability Insurance to the value of \$10 million for bodily injury to persons must be presented if requested.

11. CIRCULATION AND SOLICITATION

Circulars or advertising matter of any description of the vendor's products may be distributed and patronage may be solicited only within the booth assigned to the vendor presenting such material. No firm or organization not assigned booth space in the vendor mall area will be permitted to solicit business in any manner within the vendor mall.

12. FIRE PROTECTION

All hangings, booth decorations must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates that any vendor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to cancel all or such part of the exhibit as may be irregular. Please ensure all electrical items, extension cords, power boards have a current 'inspection tag' attached.

13. RESTRICTIONS IN OPERATION OF EXHIBITS

The management reserves the right to restrict exhibits which because of noise, method of operation or any reason, become objectionable and also to prohibit or evict any exhibit, which in the opinion of the management may detract from the general character of the exhibit as a whole. The reservation includes, persons, things, conduct, printed matter, or anything of a character which the management determines is objectionable to the exhibit. In the event of such restrictions or eviction, AMQ Festival Pty Ltd or ACC are not liable for any vendor expense.

14. CARE OF BUILDING AND EQUIPMENT

Vendors, or their agents, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. If any portion of the building or equipment becomes damaged during the term of the booth rental lease, by the act, default or negligence of the Vendor, its agents or employees, the Vendor will pay to AMQF, upon demand, such sum as shall be necessary to restore the premises and equipment to their present condition.

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14. MOVE IN/MOVE OUT

It is mandatory for an ACC Exhibition Floor Manager to be present for the duration of the exhibition move in and move out periods of this event. The Exhibition Floor Manager will act as a liaison between all parties involved with the exhibition to facilitate a smooth move in and move out for festival. It is a requirement of the ACC for all persons working within the venue during the move in (build) and move out (breakdown) of an exhibition to wear a high visibility safety vest or high visibility clothing compliant with AS4602:1999. Hi Visibility Vests are available for sale from the ACC customer relations desk.

15. MAINTENANCE

ACC will provide all necessary janitorial service for all aisles and other areas used by the public. The Vendor shall at his own cost and expense keep vendor space neat, clean and properly arranged. The vendor mall area will be open 90 minutes prior to the official public opening to permit vendors to prepare their vendor space. Entrance will be permitted only on display of special Vendor's badge.

16. INSURANCE

Vendors are advised to obtain insurance to cover exhibit material against damage and loss, and REQUIRE public liability insurance against injury to the person and property of others at their own cost and expense. AMQF assumes no risk and by the acceptance of this agreement, Vendor expressly releases AMQF of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of said space by Vendor, and to agree to hold and save AMQF harmless from any loss or damage reason thereof.

17. GENERAL INFORMATION

These terms and conditions made by AMQF and all amendments that may be so made will be binding upon Vendor regardless of the date of submission of the vendor contract. Any matters which are not specifically enumerated in these terms and conditions and which may materially affect the operation of the festival will be subject to the discretion of AMQF. The interpretation of the terms and conditions shall be solely AMQF's and all decisions will be final.

18. ATTORNEY'S FEES

In the event that the Vendor does not comply with the terms and conditions of this contract including non-payment of booth space rental fees, AMQF is entitled to take legal action to enforce this agreement and recover all legal expenses and monies due from Vendor.

These terms and conditions have been drawn for the purpose and intention of providing a well-balanced, well-regulated, attractive and successful festival, in an effort to provide the greatest good to the greatest number.



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EXPECTED ATTENDANCE & SHOW PROMOTION:

AMQF is a consumer show. Attendance has increased for each event thus far with great expectations for our fifth event. We will be located in Halls L & M for 2018 and have the classrooms in close proximity to vendors and quilt show.

Our focus will continue to be machine quilting with amazing teachers from USA & Nationally to enhance the learning experience for all genres of machines. We continue to attract more domestic machine owners to classes & to come shopping at Festival where we can highlight all the machines & accessories that marry together. Interest is exceptionally high with enquiries being made regularly for both returning & new attendees. Yet again we expect this to be a fantastic event for vendors and attendees alike!

Just some of the pre-festival promotions will include:

Articles & advertisements in Homespun, & Quilter's Companion magazines

Full page advertisements and editorial in Australian Patchwork & Quilting Magazine

Advertising in state Guild magazines

Class Catalogues to be prepared & available for download by March 15th

Social media targeted advertising campaigns

Numerous quilting email lists

Our own website and blog and newsletter service

Plus more as festival draws nearer!

DEMONSTRATION SESSION SPOTLIGHT:

A Demonstration area is available to current AMQF sponsors, vendors and teachers for a 20 minute presentation in the vendor mall area open to the public. The stage will have a table available for use as well as a whiteboard & markers. The program of demonstrations will be published online & on our app that all attendees can view on their mobile devices. For more information on becoming a presenter please contact Tracey Browning at tracey@amqfestival.com.au to be sent the Demo Presentation Form.

OPPORTUNITIES TO ADVERTISE WITH AMQ FESTIVAL

Place an ad in the Class catalogue. There will be 1000's of Class catalogues downloaded & distributed 5 months before the festival. This is a wonderful opportunity to promote your company or product to potentially thousands of quilters.

There is also a affordable opportunity for you to supply flyers or discount vouchers to be inserted into our Registration Goodie bags for students. For only \$50 you won't want to miss out on this opportunity to get people to your booth and spend their money. Flyers for goodie bags must be received by 15th August 2018 to ensure they can be included in the bags. Contact us for more details on number required closer to the time.

We are running an extensive advertising campaign in our National quilting magazines to ensure that everyone knows that festival is the place to be in Sep 2018. We are also offering you the opportunity to show your support for AMQ Festival and receive great positive exposure for your company, by having your company logo included in our full page advertisements. Please contact us for pricing and relevant issues by emailing tracey@amqfestival.com.au. You can choose which magazine & which issue to include your logo or even better exposure would be to be included in all of them for a minimal cost with high exposure. Be aware of the schedule for ordering this advertising and ensure you get your application in on time with high resolution copies of your logo for printing.

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HOSPITALITY VOLUNTEERS AVAILABLE:

We will offer 'hospitality volunteers' (on a limited need-basis) to offer refreshment breaks for vendors who may only have one or two staff members on-site. If you will need a volunteer to help you during the show whilst you take a break or grab a quick bite to eat, please contact AMQF 2018 volunteer coordinator at volunteer@amqfestival.com.au

VENDOR PACKETS/BADGES:

Vendor packets and badges will be available at the Main Registration desk located in Foyer M of the Adelaide Convention Centre during all move-in hours. Each vendor will receive 3 name badges per single booth. If more badges are required they can be pre-purchased by contacting us up until Sep 10th.

PHOTOGRAPHY AT THE SHOW:

There is NO photography allowed of vendor booths, products or displays within the booths without express permission from the vendor. Festival management will inform attendees of the same through e-mail notifications and on-site signage.

CARTS, DOLLIES AND HANDTRUCKS:

You must furnish your own equipment. There will be a limited carts/dollies available on the loading docks. Festival management will also provide limited assistance during show move-in and move-out hours for those who have special need and make arrangements prior to the show.

LOADING/UNLOADING & PARKING:

There are loading dock facilities for the delivery and collection of event related equipment at the Adelaide Convention Centre. The ACC Exhibition Floor Manager will be in contact with you prior to the event to assist with logistics.