

She's Inspired

She's Sporty

She's Creative

She's Fun

She's Relaxed

She's Entertained

She's Motivated

She's Special

# She Festival

A celebration of music, art, fashion & chocolate.

20th February 2010

St Ives Showground  
Mona Vale Road, St Ives

**Display Networks Pty Ltd**

PO Box 516

Narrabeen, NSW, 2101

Phone: 02 9975 7600

Fax: 02 9975 1866

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

Information Pack

### THE PERFECT GIRLS DAY OUT

The organisers of the All Woman Expo, now in it's third year have taken this vibrant theme and created an exciting festival with a twist.

The She Festival, a celebration of music, art, fashion and chocolate is set to become a landmark event. The event first took place on the 25th October 2009 and although it rained, it didn't dampen the spirits of the exhibitors and visitors who encouraged us to do it again early in 2010.



Already a hit with locals and current exhibitors of the All Woman Expo, the She Festival offers your business a **highly targeted audience** in a fun, interesting and inviting setting.

Each part of the She Festival has been tailored to meet the needs and wants of the local female community and the service providers that enrich the lives of this market.

#### Visitors enjoy:

Live Dance  
Live Music  
Food Court  
Picnic Park  
Licenced Bar

Shopping Arena  
Fashion Pavilion  
Fashion Parades  
Free Showbag  
Workshops

Moonlight Cinema  
Boys Shed  
Local Art on Display  
Lucky Door Prizes  
*and much more!*

We hope you can join us for the biggest local Women's event, brought to you by the organisers of the second biggest local Women's event!

# She's Spaitt

Diamonds? Whatever. Chocolate is the real girls best friend, thats why She Festival is celebrating the joy of chocolate. Plus, visitors will find indulgent coffee and mouth watering food selections at the event.

Whether you simply want to exhibit at the She Festival, or put your business in the spotlight with sponsorship or advertising, there is a solution to suit almost any budget.

### EXHIBITING

**3 x 3 Stall in the Fashion Pavilion (Marquee Included) \$297.00**

You will be provided with a white 3m x 3m marquee with 3 white walls.

**3 x 3 Stall in the Shopping Arena (Marquee Not Included) \$247.00**

You will need to bring a 2.4m x 2.4m or a 3m x 3m marquee.

If you do not have a marquee, you can purchase one from us or you can find a list of local hire companies on our website, SheFestival.com.

**6 x 3 Stall in the Shopping Arena (Marquee Not Included) \$447.00**

You will need to bring either a 6m x 3m marquee or two 3m x 3m marquees. If you do not have a marquee, you can find a list of local hire providers on our website, www.SheFestival.com.

**3 x 3 Marquees for Purchase \$137.00**

Stocks Limited on a first in, first served basis. Marquees are white and come with 3 walls.

**Catering Stalls (Limited Availability) Contact: 02 9975 7600**

### ADVERTISING & SPONSORSHIP

Module in Welcome Flyer (10 Spaces Available) \$147.00

Module in 15,000 Flyer Drop (5 Available) \$197.00

Primary Sponsor (YOUR NAME presents The She Festival) \$9,970.00

Main Stage Sponsor \$4,297.00

Fashion Pavilion Sponsorship \$1,297.00

Boys Shed Sponsorship \$847.00

**For Enquiries regarding any of the products listed above, feel free to contact Renee-Lea Thackham on 0418 750 188 or Lisa Drake on 0430 535 060, or during business hours on 02 9975 7600.**

# She's Beautiful

An entire pavilion will be dedicated to fashion with an elegant catwalk showcasing the latest in local and international styles. Plus there will be wonderful exhibits in beauty, health, fitness and wellness for a beautiful body, inside and out.



St Ives Showground  
Mona Vale Rd  
St Ives

## She's Entertained

Two stages at the event featuring non stop entertainment, visitors will enjoy live bands, dance groups and many interesting local performers throughout the day in a fun, festival atmosphere.



### PART FIVE: PAYMENT DETAILS

Complete payment and fully completed Booking forms are required to secure your stall space. Applications will not be accepted without being properly signed off. Exhibitors should expect to be mailed a receipt of Booking Form, confirmation of site and correct pricing. No refunds on cancellations after 29th Jan 2010. Early cancellations (Prior to 1st October) will incur a \$150 administration fee.

Total: \$ \_\_\_\_\_

Payment Method:  Credit Card

Visa  MasterCard We do not accept AMEX Amount: \$ \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Card Number: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Expiry Date: \_\_\_\_\_, \_\_\_\_\_ Signature:.....

Cheque  
 Payable to Display Networks Pty Ltd. PO Box 516, Narrabeen, NSW, 2101

Direct Debit  
 BSB: 633 108 ACC: 129 357 984. Please fax transfer receipt to 02 9975 1866.

### PART SIX: AGREEMENT

#### Public Liability Insurance:

Please include a copy of your public liability policy (Minimum \$10 Million Coverage). It must be in effect from the move in day, till the move out day. Please see the terms and conditions for more information.

The Exhibitor acknowledges that the full agreement is set out overleaf and agrees to be bound by the terms and conditions of that agreement.

Contact Name \_\_\_\_\_

Exhibitor Name \_\_\_\_\_

.....  
 Signature \_\_\_\_\_

Date \_\_\_\_\_

OFFICE USE ONLY	
_____	invoice number
_____	date sent
_____	payment recieved
_____	rep
_____	notes for processing

### Definition

In this agreement:

- The Organiser refers to Display Networks Pty Ltd., its servants and its agents.
- The Exhibitor refers to the Company, person or persons specified on this Event Agreement; also their servants, agents and permitted assignees.
- The Premises refers to the land and building occupied by the event venue as stated in the exhibitor brochure.
- The Site refers to that portion of the Premises occupied by the Exhibitor for the duration of the event.

Conditions: The Exhibitor acknowledges and agrees with the Organiser:

- 1 Entry to use and attendance upon the premises shall be entirely at the Exhibitor's risk. The Organiser reserves the right at any time at its sole discretion to refuse any Exhibitor or person admission to the Premises without assigning any reason for its decision. The Organiser shall in such circumstances not be liable for any loss or damage suffered by the Exhibitor as a result of the Exhibitor being refused admission.
- 2 The Exhibitor agrees with the Organiser to take and occupy the space specified on the Booking Forms.
- 3 The Exhibitor agrees that none of the rights and benefits granted to it hereunder shall be capable of assignment and that it will not without the written consent of the Organiser first, allow another person or company to occupy any part of the space taken by the Exhibitor pursuant to this agreement.
- 4 The Exhibitor will pay the Organiser the total amount as set out in the Booking Forms prior to the final payment date stated in the Booking Form.
- 5 The Exhibitor indemnified and will keep indemnified and holds harmless the Organiser from and against all actions, suits, proceedings, claims, demands costs, losses, damages and expenses whatsoever nature and howsoever occurring (and whether arising from the negligence of the Exhibitor or any employee, servant or agent of the Exhibitor) brought against or made upon the Organiser by any other person or entity or which the Exhibitor may pay suffer or sustain arising directly or indirectly from the entry to the use of or the attendance upon the premises by the Exhibitor for the purpose of exhibiting its products.
- 6 The Exhibitor hereby releases and discharges the Organiser from any such actions, suits, proceedings, claims, demands costs, losses, damages and expenses which but for the provision hereof might be brought against or made upon the Organiser.
- 7 The Exhibitor agrees that no claim or proceedings whatsoever will be instituted or permitted to be instituted by the Exhibitor against the Organiser.
- 8 The Organiser shall have the power to remove from any part of the premises any material which is considered to cause offence to the public.
- 9 The Organiser reserves the right to cancel the Booking Forms and retain part or all of the monies paid if, in the opinion of the Organiser, the Exhibitor infringes the conditions of the agreement.
- 10 Unless agreed in writing, the Exhibitor agrees that serving of food and drinks from their site is generally disallowed. It is the responsibility of the Exhibitor to comply with any health or council regulations and the premises terms and conditions regarding the provision of any food, drink or refreshments. Exhibitors may not charge for any refreshments at their site unless written permission is given to the Exhibitor by the Organiser.
- 11 Exhibitors must remove all display material from the premises by the time stated in the Exhibitor Information brochure.
- 12 The demonstration of machinery and equipment must be done at the time and in the area specified by the Organiser.
- 13 The Exhibitor shall take out Public Liability Insurance with a limit of liability of no less than \$10 Million and be able to show proof of such insurance cover to the Organiser prior to occupying a site.
- 14 The Exhibitor must comply with all current Workplace Health & Safety standards and must comply with all laws covering the erection of structures, the display of or sale of machinery, vehicles or other goods.
- 15 Exhibitors must have permission from the Organiser before digging any hole or driving any objects into the ground. Any damage resulting from such actions will be repaired at the expense of the Exhibitor.
- 16 The Exhibitor will be responsible for any changes to Premises or to display booths, partitions, electrical fittings, lights or furnishings provided.
- 17 The Exhibitor shall not be entitled to any refund in the event of cancellation of the event because of industrial action or any cause outside the control of the Organiser.
- 18 Exhibitors will not be permitted to occupy their sites unless they have fulfilled all payment conditions, and shall comply with all terms and conditions of the event Premises, when and if they become available.
- 19 Display Networks Pty Ltd may obtain personal information and seek from a credit reporting agency or other credit provider information about the Exhibitors credit arrangement and the Exhibitor understands that this information may include their credit worthiness, credit history and credit capacity that the credit providers are allowed to give or receive pursuant to the Privacy Act and Privacy Policy Amendment Act.
20. The Exhibitor acknowledges that if the account is overdue, Display Networks Pty Ltd at it's discretion, reserves the right to refer the account to an agency for collection and agrees to be personally responsible to meet all reasonable costs and commissions incurred employing the said mercantile agent to collect the over due amount.
21. The Exhibitor gives the Organiser permission to use its name in any advertising associated with the event. The Exhibitor also gives the Organiser permission to use any image or video footage of their business, stand or products filmed at The She Festival for the general promotional use of future She Festivals. The Exhibitor can seek no payments or royalties for use of this footage.