



MELBOURNE
**SENIORS
EXPO**

EXHIBITOR **MANUAL**



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WELCOME TO THE EXPO

The Melbourne Seniors Expo welcomes you as our Exhibition Partner!

This unique event is designed to help you promote your organisation as well as bringing together other service providers and specialist businesses, with consumers and their families, case-workers, teachers and carers, in a way that ensures your product or service is seen by those who need to know what you offer. **Our aim is to enhance the lives of seniors in a positive and encouraging way.**

In this manual, you will find important information and dates regarding your participation as an exhibitor.

Expo Hours

Booths must be occupied by a minimum of two people **at all times** during the operating hours (listed below) over both days. In the case of an emergency where you have to leave your booth unoccupied, please notify an Expo staff member as soon as possible.

Tuesday 16th November 2021 > 9am – 3pm

Wednesday 17th November 2021 > 9am – 3pm

Venue

**Melbourne Exhibition Centre
1 Convention Centre, South Wharf VIC**

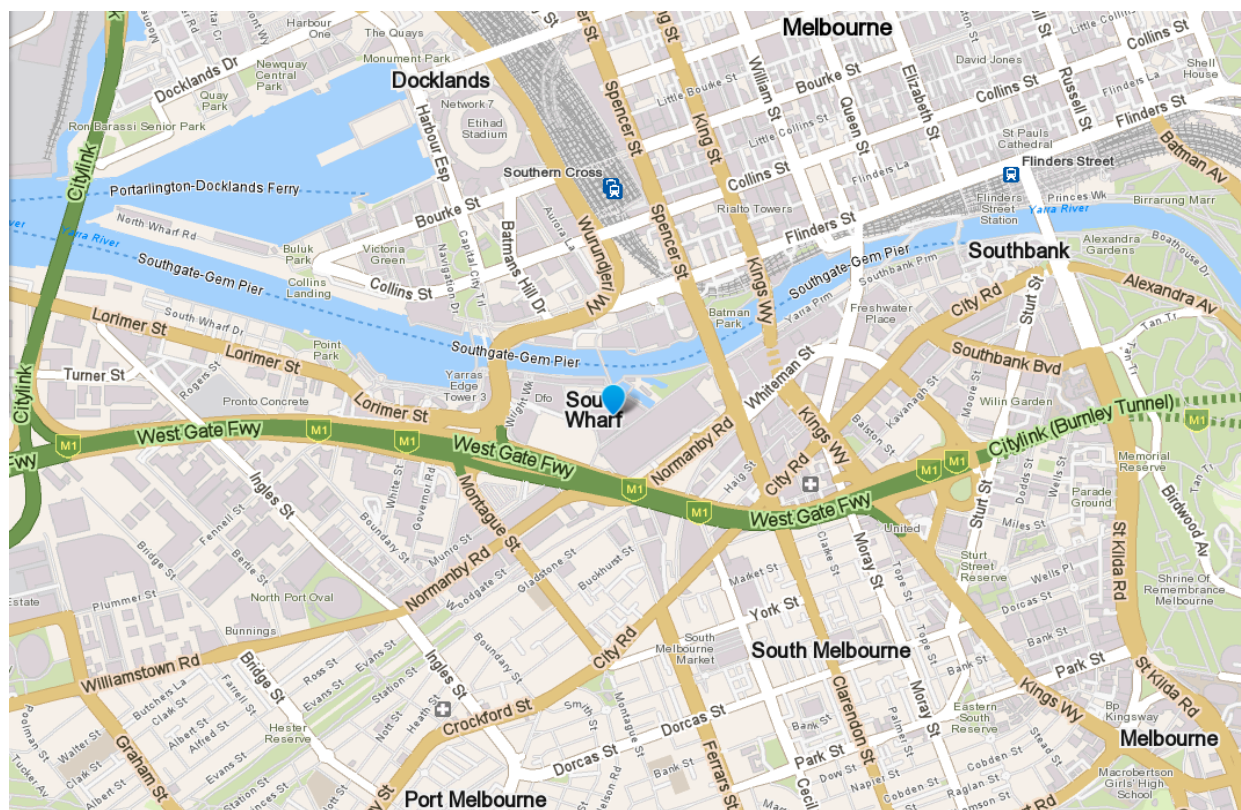


Figure 1: Melbourne Exhibition Centre



Official Opening Ceremony

The official opening ceremony will commence at **11am Tuesday 16th November**. We encourage all sponsors and exhibitors to take advantage of this opportunity to connect and network with other service providers and government officials by sending at least one person to the Official Opening Ceremony.

Your CEO will receive an invitation to attend the ceremony via email, please ensure they **RSVP by the 15th November**.

The official opening ceremony will include speeches and performances. We appreciate that there may be some noise throughout the venue during the ceremony, and would appreciate your support and patience during this time.

Please also note that there will be a number of Seniors groups performing throughout the Expo. We again appreciate your support of our fantastic performers and we will endeavour to monitor noise levels and keep them to a minimum.

Key Contacts

Events Director	Kathryn Carey	kathryn.carey@socialimpact.institute	0418 969 149
Events Manager	Mathew Botten	mathew.botten@socialimpact.institute	0455 038 737
Events Administrator	Natalie Osorio	natalie.osorio@socialimpact.institute	02 9025 9302
Event Sales	Clare McWilliams	clare.mcwilliams@socialimpact.institute	02 9025 9317



Exhibitor check-list

ITEM	DUE DATE
Pay invoice and read terms and conditions <i>Please note: only fully paid exhibitors may access their exhibition booth</i>	BY INVOICE DUE DATE
Upload your Public Liability Certificate in the exhibitor portal	IMMEDIATELY
Download Expo collateral	IMMEDIATELY
Install email signature and web banner	IMMEDIATELY
Prepare flyers, signage and lead forms for your booth	IMMEDIATELY
Booth allocations start <i>Please note: only fully paid exhibitors will be allocated a booth space</i>	JULY
Book your move-in time – Opens 13th October	4th November
Book your Exhibitor Staff Passes	4th November
Log into ExpoNet portal and complete required forms <i>(refer to supplier info)</i>	TBA
Submit Food and Sampling Approval Form to the Organiser mde@socialimpact.institute <i>(refer to food and sampling section for details)</i>	6th November
MCEC Service Forms via exservices@mcec.com.au	6th November

Promote the Event

Internally, you can do your part to promote the Expo by distributing notice of your attendance in the following ways:

1. By promoting the event on your events page, website and blog
2. By liking the **Melbourne Seniors Expo Facebook** page, sharing our stories and tagging us in your posts **@melbourneseniorsexpo**
3. **Share the Melbourne Seniors Expo event on your facebook page**
4. By sending a reminder via social media four, two, and one week out, as well as the day before Expo
5. By emailing your client networks two to four weeks out
6. By emailing/communicating with your employees, **so that they can share details with their clients and encourage them to come along**



Expo Collateral

To access the following downloads, please **CLICK HERE**:

- Email Signature Banner
- Social and Web Banners
- Terms & Conditions
- Exponet Upgrade packages
- Expo Manual
- MCEC Venue Service Forms
- Terms & Conditions



Things to remember during the event:

- Booths must be occupied at all times between the operating hours listed over both days. A minimum of two people must occupy the booth at all times. In case of an emergency, where you have to leave your booth unoccupied, please notify an Expo staff member as soon as possible via reception.
- All staff who will be present at the booth must pre-register their attendance.
- All electrical equipment, including power boards and cables, **MUST** have a current electrical safety check tag. Only one power board per booth is allowed – no piggy backing of boards or double adapters.
- Exhibitors are not permitted to hand out collateral beyond the boundary of their booth.
- Exhibitors are not to block walkways or set up signs or equipment beyond the boundary of their booth.
- MCEC has sole catering rights for the sale and/or distribution of any food or beverage product that will be consumed on-site. Use of any external food and beverage provision including sampling must be approved by both the event organiser and MCEC in writing prior to the deadline of, **6th November 2021**, and external supply charges may be applicable. Anyone without prior approval will be unable to provide food or beverage on-site. Samples are permitted, providing approval has been sought and granted by the MCEC and submitted to the organisers (Social Impact Institute) prior to the **6th November 2021**. Confectionery items may be submitted for the direct approval of the organiser (Social Impact Institute) providing they are packaged with a detailed ingredient list & not readily available to children.
- All competitions or raffles run by exhibitors must have clear, fair and accessible terms and conditions and the appropriate permit, sought from the VIC Office of Gaming & Liquor Regulation. [Click here](#) for more information.
- Tea and coffee vouchers will be found inside your exhibitor packs. Lunch can be purchased at the Expo Café.
- NON-SMOKING: All Melbourne Seniors Expo areas are smoke-free.
- In case of emergency, where you are no longer able to attend the Expo, please contact **02 9015 9394** or **0455 038 737** immediately. Please note that no refunds will be given.

CANCELLATION POLICY

All cancellations must be submitted formally via email. In the event that the organisers receive a request for cancellation prior to 2 months before the event date, a credit note will be issued for the full value of the booking. The credit note can be applied to any future booking for an event run by the organiser within the next 18 months. In the event of a cancellation within two months of the nominated event, no credit applies and 100% of the booking fee will be forfeited refund.

*Please refer the Terms and Conditions on pages 26-30 for further information.



STANDARD BOOTH SET-UP

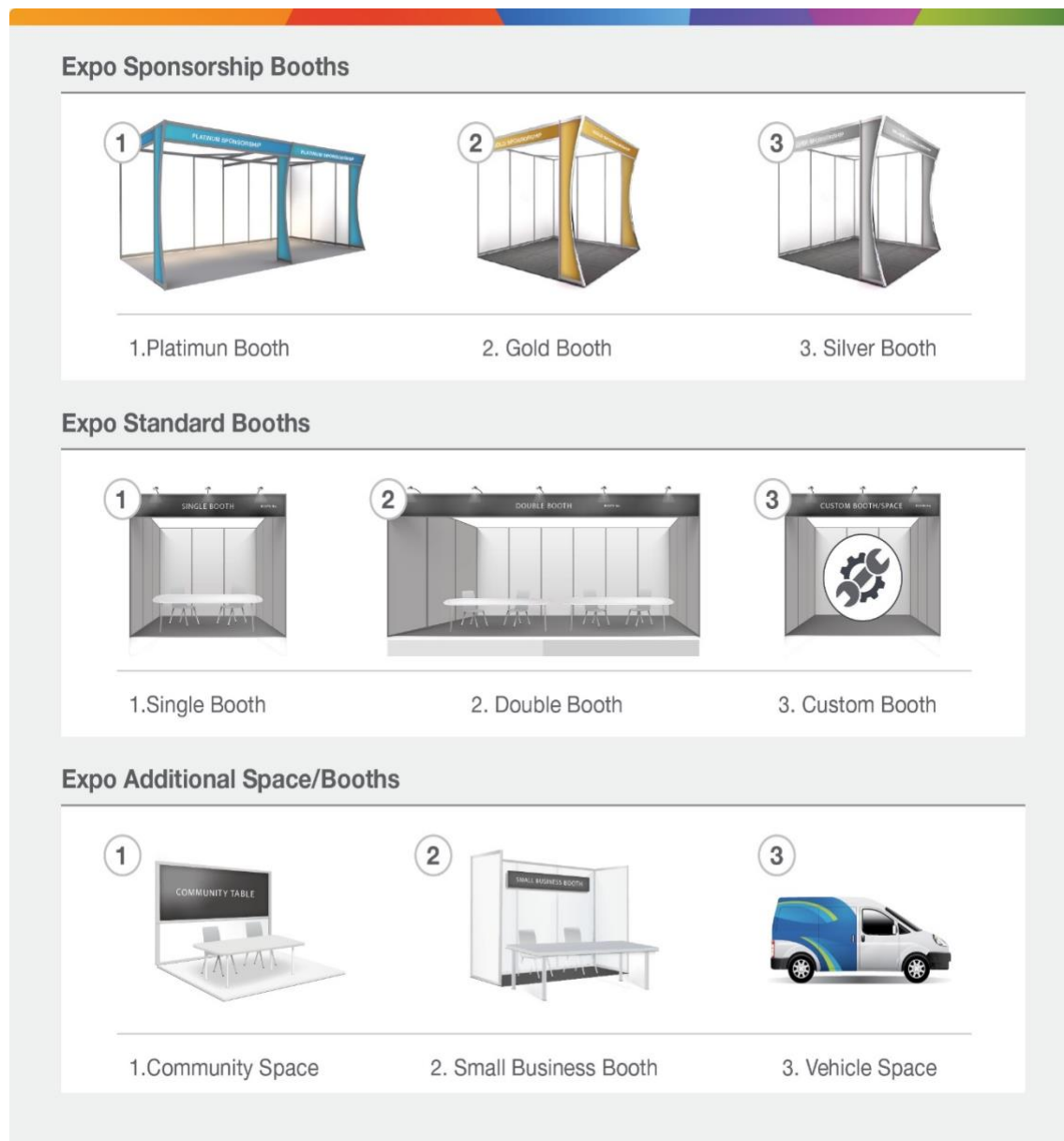


Figure 2: Exhibitor booth, space or vehicle options

Each individual booth, space or vehicle set up will vary depending on the option you have selected. The full range of exhibitor booth, space or vehicle options available and a list detailing the inclusions for each selection can be found via the website – www.melbourneseniorsexpo.com.au

We strongly recommend exhibitors maximise their booth and presence at the expo by considering the 5 steps detailed in the 'How to Maximise your booth and Presence'. This is where exhibitors can have an instant impact and showcase their organisation.



MAXIMISE YOUR BOOTH & PRESENCE

Plan

- Ensure you are completely ready and prepared for the two-day event.
- Keep in mind the size of your booth when preparing furniture and signage.
- Don't run out of promotional material – and proofread everything.
- Keep your booth focused and consistently branded across all items. Utilise the **upgrades** and design team available through **ExpoNet**.
- Highlight your product or brand and think of ways to make it stand out.
- Offer easy-to-use lead forms (digital is preferable), seating for attendees, and something to keep children entertained.
- Plan and document your move-in and daily schedules so that all staff know what is expected and nothing is missed. Make up a survival kit of pens, paper, chargers etc.

Design

- Use high-quality imagery. Let the professionals do their job – with your guidance.
- Keep the booth bright, simple and clean.
- Don't clutter the booth with too much content or distractions.
- Tell attendees what you do in the simplest way possible.
- Visualise how people will engage and view your booth and how it represents your brand, service or product.

Engage

- Smile and be as inviting and friendly as possible without being intrusive.
- Make them remember you. Branded merchandise that people can take with them is always a great idea.
- Know your pitch, your organisation and how to answer difficult questions. Prepare a communication plan.

Customer Experience

- Use social media as a medium for sharing what is happening at your booth in real-time & pre-expo.
- Serious clients do not want to wait for too long for information. When you have a client literally waiting for you, capitalise on that opportunity by having simple and effective Info or booking sheets ready to send.

Follow up

- Ensure you follow up with all contacts made during the Expo by email, phone and social media, preferably whilst at the Expo or immediately after.



OFFICIAL SUPPLIERS

ExpoNet, our exhibition build company, and Melbourne Exhibition Centre are the only official suppliers for the Melbourne Seniors Expo. Please be wary of third-party, uninvited contacts.

You will have received an email from ExpoNet inviting you to access the Online Exhibitor Kit, where you can finalise and view:

- Audio-visual setups
- Booth presentation and upgrades
- **Fascia signage and customisation (important)**
- Wall-mounted shelves and furniture
- Discounted upgrade packages

If you have any questions or need assistance using the Online Exhibitor Kit, please contact the Exhibitor Service Department on **02 9645 7070** or **esd@exponet.com.au**

SCAM ALERT: It is likely you will be approached by an unsolicited third-party offering you the attendee list for the Expo. This is a SCAM. Do not engage in anyway with these companies. Please contact and inform event organisers at your earliest convenience should this happen to you.

PLEASE NOTE: we do not sell or give out attendee lists to any third parties (except our official suppliers and only for the purpose of conducting the business of the Expo), exhibitors or sponsors.

MCEC Venue Service

An MCEC Exhibitor Service Portal is available to all Exhibitors. This portal offers additional information for the venue through the Exhibitor Service Guide and provides the application forms for the following:

- Wired and wireless internet
- Food sampling approval forms
- Staff catering orders

To access MCEC Exhibitor Service Portal please **CLICK HERE**. Please remember to adhere to the deadlines set out in the Move In / Move Out (MIMO) form.



Suppliers Deadlines

ITEM	SUPPLIER	DUE DATE
Audio Visual Order Forms	ExpoNet	TBA
Additional Lighting and Power	ExpoNet	TBA
Fascia and Signage Confirmation	ExpoNet	TBA
Furniture Order Form	ExpoNet	TBA
Booth Modifications, Layout and Final Checklist	ExpoNet	TBA
Wall Mounted Shelves	ExpoNet	TBA

IMPORTANT: Please note that orders placed with ExpoNet after the **TBA** will incur a 20% surcharge on hire charges with a minimum of \$100. Cartage placement and damage waiver charges apply.



FOOD AND SAMPLING

Food and Sampling Approvals

MCEC has sole catering rights for the sale and/or distribution of any food or beverage product that will be consumed on-site. Use of any external food and beverage provision including sampling **must be approved** by both the MCEC and event organiser (Social Impact Institute) in writing prior to the event. Anyone without prior approval will be unable to provide food or beverage on-site. [CLICK HERE](#) to download the **Sampling and Selling Request** form.

This form is to be submitted directly to the MCEC via exservices@mcec.com.au. Once approval is granted please return to Social Impact Institute, mde@socialimpact.institute, by the **6th November 2021** as per the MIMO requirement. Any request received after this due date may not be guaranteed approval.

Council Permits

All **exhibitors** supplying and displaying food as part of their exhibit will **be responsible for complying with relevant standards**, including registering as a temporary food premises with the City of Melbourne. More information about temporary and mobile food premises within the City of Melbourne can be found [HERE](#).

Exhibitors are also responsible for determining the **food safety and handling requirements** for their products before an event. To access further information relating to these requirements please [CLICK HERE](#)

Please note, beverage products are considered by the Melbourne City Council to be foodstuff in the context of food handling and safety, including the issue of **temporary food premises licences** therefore exhibitors must ensure they comply with legislative requirements.

For any further queries please [CLICK HERE](#) to visit the Streatrader website or contact the Health and Wellbeing department directly on 03 9658 8858 or via email at health@melbourne.vic.gov.au

Confectionery items may be considered for direct approval, providing they are packaged with a detailed ingredient list and not readily available to children or person's who require care. Please submit your requests to the organisers (Social Impact Institute) for approval at mde@socialimpact.institute

When do you need a food business licence?

If you handle or prepare unpackaged food or beverage products you will require a licence. You do not need a licence for pre-packaged food, confectionary or whole fruit and vegetables.

If you have any questions or would like any advice on food and sampling approvals, please email mathew.botten@socialimpact.institute or call **02 9025 9315 / 0455 038 737**.



Washing facilities on stands

The Victorian State Government **food and liquor regulations** may require stands handling and serving food or beverage to have washing facilities on their exhibition stand. All exhibitors supplying and displaying food as part of their exhibit will be responsible for **complying with relevant standards**, including determining the need for washing facilities, which may include the need for separate food washing and hand washing facilities.

For any further queries please [CLICK HERE](#) to visit the Streatrader website or contact the Health and Wellbeing department directly on 03 9658 8858 or via email at health@melbourne.vic.gov.au

For connection to water services in the Exhibition Bays, see the utilities services section in this document. Connections can be ordered by downloading the Utility Services Order Form. To download this form please [CLICK HERE](#). Please liaise with MCEC Exhibitor Services directly to discuss further.



MOVE-IN / MOVE-OUT (MIMO) LOGISTICS

To ensure a smooth exhibition build, exhibitors and stand exhibitors must adhere to the scheduled move-in times specified in the MIMO.

Move-In

Please ensure you give yourself sufficient time to set up! Move-in times must be strictly adhered to. This will ensure the Expo starts on time and all booths are prepared and ready for the 9am public opening. **All exhibitors must set up their booths on Monday 15th November from 3pm to 6pm.** You will have access to your booth for **final preparations and cleaning on Wednesday 17th November between 7am and 8am.**

***IMPORTANT: The move-in/out (MIMO) form will be sent to the main contact who completed the booking form. The MIMO form will open on the 13th October and closes on the 5th November – this form is compulsory for ALL exhibitors to complete.**

Registration

Exhibitor registration will open at 3pm, Monday 15th November in the foyer of Melbourne Exhibition Centre. On arrival, make your way to Registration where you can collect your Exhibitor Pack. Your pack will have information about the Expo, venue facilities, rules and regulations and procedures on moving-out on the Wednesday. It will also contain your exhibitor staff passes and tea/coffee vouchers. **The staff passes are nameless, interchangeable and must be handed back after the Expo.** Make sure you plan how you will hand these out to staff as they arrive at the venue.

A **Drop-Off Zone** will operate via the MCEC **loading dock 8** via Normandy Rd from 9am – 5pm, Monday 15th November for courier access only. Exhibitors **must** engage a courier in order to access the Drop-Off Zone in loading dock 6. This is for loading and unloading purposes **only** and is restricted to 20 minutes. All small items or boxes must be brought in via the main entrance. To access delivered items Exhibitors **must first sign in at registration** before requesting their items from the loading dock. **Please note: Exhibitors can not access their delivered items until registration opens at 3pm.**

Register all staff attending the Expo by 5th November via the MIMO form.

Safety Information

Safety vests and enclosed shoes **must** be worn at all times during move-in / move-out in the event that the venue is still a build zone. You will not be permitted access to the venue without these items unless the site has been declared a non-build zone.

Please bring your own safety vests. If you do not own a safety vest you can purchase one from registration for \$5.00 per vest. Alternatively, these can also be purchased from vending machines on-site for \$8.00



Strictly no children under the age of 15 are permitted inside the Expo hall or loading dock during move-in or move-out. **No alcohol** is to be consumed in the halls or loading dock during move-in and move-out. **No motor vehicles** will be allowed on the Expo floor without prior permission and a booked time.

Loading Dock

You **must** complete the Move-In Registration Form by **Monday 5th November** if you require the use of the loading dock to unload large items. Access is only permitted to couriers listed on the MIMO form and there is a 20-minute unloading limit. A **Drop-Off Zone** within the loading dock has been allocated for all couriers to leave deliveries. Exhibitors will need to go to registration to request their delivery. All small items and packages **must** be brought in through the main entrance to avoid congestion. Exhibitors can not access the loading dock.

MCEC loading dock is easily accessible, self-servicing and reached via Normanby Road from 9-5pm, Monday 15th November. The Exhibition Centre loading dock runs the full length of the Exhibition Centre (Lane 5), however, please ensure you use **loading dock 1**. Traffic on the dock flows in one direction. Please see MAP below:

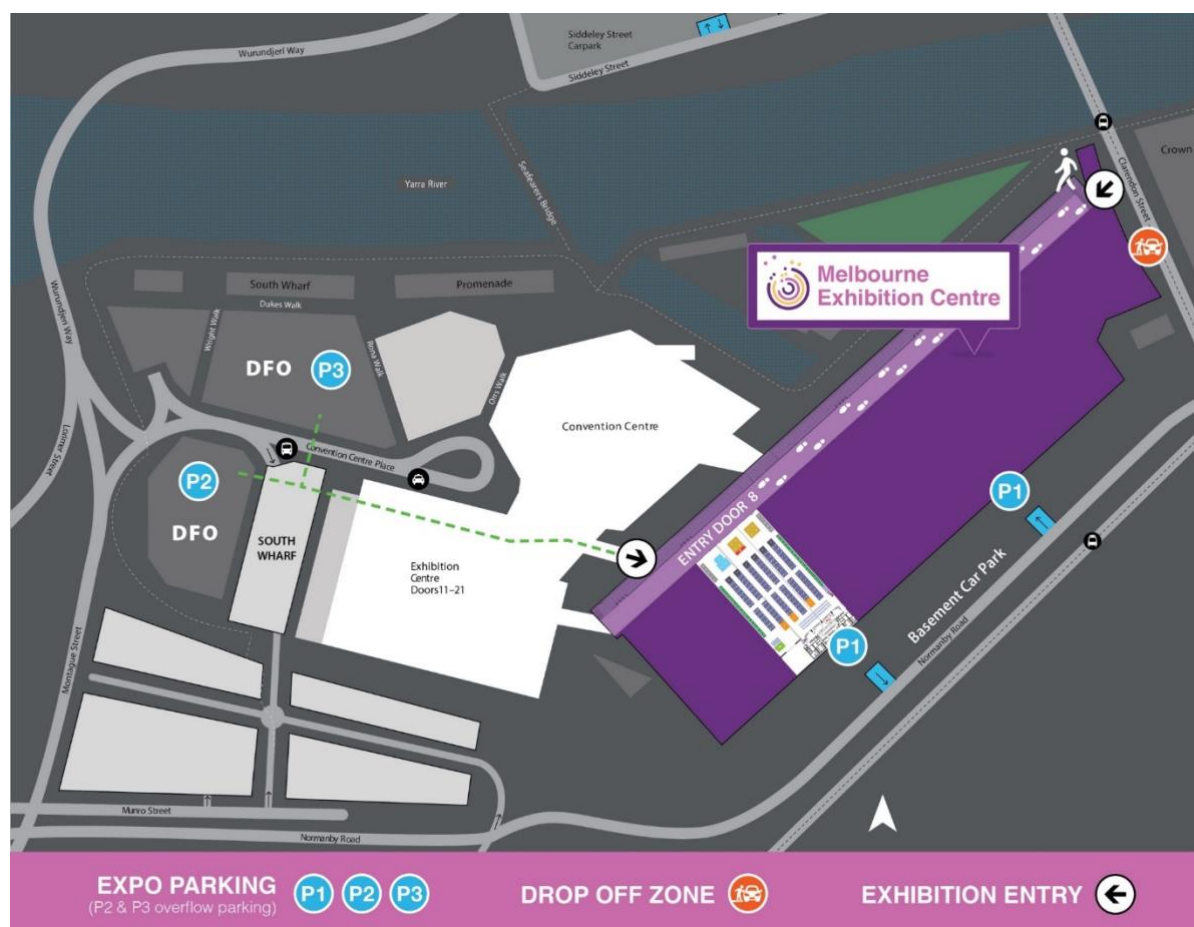


Figure 3: Melbourne event loading dock map (Door 1 Location Subject to Change)



Goods will not be accepted unless a delivery label, [CLICK HERE](#) to download, is attached and the correct building identified, Melbourne Exhibition Centre Bay 1-3, Roller Door 1 (*Bay/Door Location Subject to change*).

Following the exhibition, all delivery items need to be labelled clearly according to the requirements of the courier. **Please note: All items must be collected from the loading dock or MCEC venue by 5pm Wednesday 17th November or they will be removed from site at a cost.**

Third-Party Suppliers

If you plan to use **third-party suppliers** to deliver equipment, booth decals, signage etc onto the site during the MIMO period, please submit their details to event organisers (Social Impact Institute) through the MIMO form and ensure they adhere to our time constraints and safety requirements. This does not apply if ExpoNet are supplying items for your booth as they are an authorised supplier.

It is recommended that any exhibitor transporting freight to and from MCEC use the services of a specialised courier. This will avoid potential problems with customs, duties or deliveries outside of scheduled move-in/out times and ensure a smooth delivery process.

It is the **sole responsibility** of the exhibitor to arrange freight deliveries and any costs associated with this. ~~Please note:~~ MCEC loading dock staff will not sign possession of goods from couriers on behalf of exhibitors. Event organisers will be onhand to accept delivery however, all items being delivered must be listed on your MIMO form. A separate, allocated Drop-Off zone will be available for freight forwarders to leave parcels. These can be accessed via the registration desk situated in the main concourse.

Goods **must not** be sent to the loading dock before **9am or after 5pm on Monday 15th November** and all goods must be collected by the end of the official move-out time, no later than **5pm Wednesday 17th November**.

A limited amount of complimentary trolleys are available for exhibitors use during move in/move out. These are available on a first come, first serve basis. Please liaise with event organisers at registration on arrival for availability.

Exhibitor Parking During Move-In / Move-Out

For loading and unloading of large items, exhibitors may use the loading dock.

A Drop-Off Zone will operate via the MCEC loading dock using Normandy Rd from **9am – 5pm, Monday 15th November for couriers only**. Exhibitors **must** engage a courier to access the Drop-Off Zone for loading and unloading purposes only and is restricted 20 minutes. To access delivered items Exhibitors **must first sign in at registration** before requesting their items from the loading dock. **Please note: Exhibitors can not access their delivered items until registration opens at 3pm.**

Please note: charges may apply if MCEC porter services are required

The parking underneath Melbourne Exhibition Centre is managed by Wilson Parking and fees apply. We recommend you access the **early bird** parking rate by [CLICKING HERE](#). Parking



fees will apply for the entirety of the event. For **move-in on Monday, 15th November**, the closest park to bays 14-16 is **via door 8**. Refer to Figure 4: Melbourne Exhibition Centre parking map under the A-Z, Parking section. *(Bay/Door Location Subject to change)*.

Move-Out

All Exhibitors will be able to pack up their booths on Wednesday, 17th November **strictly between 3pm and 5pm**. **You are not permitted to leave your booth prior to 3pm on Wednesday 17th November**. All booths must be presentable and open for business right up until 3pm.

Move-out cannot officially start until all visitors and children have left the building. This normally takes approximately 5-10 minutes from close of the Expo. Please be patient during this time and mindful of each other, ExpoNet and our attendees leaving the premises. **Trolleys must not be used until after 3pm**.

Stands will be dismantled by ExpoNet on Wednesday from **3:30pm onwards**, which means that all exhibitors **must** move out on Wednesday afternoon & remove all their personal items, collateral and anything hired from third-party suppliers by **5pm on Wednesday**. If you remain in the building after 3.30pm, **you will be asked to wear a safety vest and you must have closed in shoes on**.

Please remove all signage, posters, blue-tac, Velcro, collateral, paperwork and rubbish. All left-over coffee vouchers and exhibitor packs can be binned but please **hand back your lanyards at reception on the way out**. **All hired items from ExpoNet** can be left within the booth for pick-up and dismantling.

***Anything left on site after 6pm on Wednesday will be deemed rubbish and removed by the venue cleaners. Rubbish removal fees may apply.**

Alcohol consumption during move in and move out

Due to OH&S compliance, alcoholic beverages cannot be consumed during move-in and move-out of exhibitions at MCEC. All service of alcohol must cease 30 minutes prior to the scheduled commencement of move out.



A – Z ADDITIONAL INFO

Animals on-site

Animals or pets are not permitted in MCEC with the exception of Seeing Eye Dogs and companion dogs.

In special circumstances, approval may be granted to approve exhibitors for an activity or performance where the use of an animal is legitimately required. Event organiser approval must be sought prior to the event. If approval is granted, the exhibitor must provide a copy of their animal management plan to the organiser.

Audio Visual

ExpoNet stock an excellent range of audio-visual equipment. Please refer to the Online Exhibitor Kit or contact their Exhibitor Service Department on **02 9645 7070** or esd@exponet.com.au

Balloons

The use of helium balloons is **not allowed** at the Melbourne Seniors Expo.

Cleaning

Cleaning within booths is the responsibility of each exhibitor. Cleaning staff will be permitted into the exhibition hall under security supervision at the close of each Expo day for common spaces only. It is the requirement of all exhibitors to leave their sites rubbish-free and in good, clean condition. Rubbish, including hard rubbish, will not be cleared and is the sole responsibility of the exhibitor to break down and dispose of. All rubbish **MUST** be taken offsite by the exhibitor as there are no waste disposal facilities available onsite.

Clear Aisles

All aisles throughout the exhibition hall are nominated clearways. These aisles must be kept clear of all product and rubbish at all times, including stand building materials, to allow easy access for attendees and wheelchairs. You must keep your product, packaging and other items within your stand. Items left in the aisles will be removed or you will be asked to move them back into your allotted space. *Please also refer to Fire Awareness for further information regarding clear aisles.*

Couriers and Deliveries

We do not provide any courier services and recommend pre-booking this prior to arriving. For all events that are in the Exhibition Centre Bays, a courier must be engaged by you for loading and unloading all exhibitor equipment, parcels etc. Deliveries can only be made during the dates and times specified in the MIMO.



Deliveries will only be accepted on **Monday, 15th November** between 9am-5pm via the MCEC loading dock on Normandy Rd. For move-out, instruct couriers to collect from registration **prior to 5pm Wednesday, 17th November**. Please let us know if you're planning on having any items couriered to or from the event by completing the MIMO form and ensure the courier company has the correct details and delivery labels.

Seniors access and facilities

Disabled access is via the South East Corner of the Melbourne Exhibition Centre (MCEC), Clarendon Street entrance.

Two ramps lead to the disabled access door for entry to the MCEC.

Lift service is available from the Basement Car Park - located at Doors 1, 6 and 10.

Disabled toilets are situated:

- Behind the MCEC Customer Service Desk
- All toilets along the MCEC Concourse
- Level 2, located at Hospitality Suite 2 and 4
- Either side of the exhibition hall kiosks

Display Stand Materials

MCEC have very strict policies relating to the types of display materials permitted for use within booths. Please ensure you adhere to the following guidelines when considering your display

- Must not cause dampness, stain or be readily ignitable.
- Must not be capable of emitting toxic fumes should ignition occur.
- Crepe paper, corrugated cardboard, straw, hay, untreated hessian, untreated material fabrics or PVC sheet (except on floors as a protective membrane) requires prior approval from MCEC.
- Sawdust, tan bark or wood chips of reasonable size may be used to decorate floors, with the below considerations:
 - A protective membrane is laid first and chips are kept slightly moist at all times.
 - A fire extinguisher must be provided by the exhibitor and be placed in a prominent location on the stand.
 - Any fabric used in the construction or decoration of a stand, including the stand ceiling, must be treated with a fire retardant. MCEC will require proof of treatment.
 - Moving machinery or equipment likely to injure a member of the public or a swimming pool or spa containing water, must be separated from the public by a physical barrier and supervised at all times.
 - Fountains, aquariums, spas, rock pools and swimming pools can be displayed, provided suitable provisions are made to prevent water leakage onto the floor.



- No core drilling or fixing into any floor or wall is permitted.
- No stands are to be covered or blocked by fabric or material at any time as this can be a fire safety hazard.

Distribution of Promotional Material

The distribution of promotional material such as brochures, catalogues, leaflets and pamphlets is restricted to your booth space. Distribution is not permitted in common areas and public areas within and surrounding MCEC. Any persons involved in **ambush marketing or hawking** may be evicted.

Emergency

In case of an emergency, where you are no longer able to attend the Expo, please contact **02 9025 9394** or **0455 038 737** immediately. Please note that there are no refunds for abandoned booths or last-minute cancellations.

Emergency evacuation

Review the MCEC emergency evacuation procedures [here](#).

Fire Awareness

Please ensure you do not:

- block corridors or walkways
- block or congest emergency exits
- block the access route to an emergency exit
- obscure or cover emergency exit signs
- store equipment or any other item in the fire stairs
- block open fire or smoke doors or any doors leading to fire stairs

Report all incidents or near misses to the event organisers at registration immediately or call **0455 038 737**.

First AID

In the event of an accident or emergency, please contact the event organisers at Registration immediately or on **0455 038 737** and proceed directly to the **St John Ambulance** table for assistance, they will be on site on both Tuesday and Wednesday from 9am-3pm.

Forklifts

Forklift services are available for exhibitors but forklift hire and porter fees apply. Please ensure you advise event organisers via the MIMO form should you require access to a forklift. Event organisers will then obtain a quote from MCEC and require payment before a forklift can be scheduled.



Lost and Found

All lost and found property must be reported to the MCEC Security Control Centre either through event organisers via registration or directly to the MCEC Security Control Centre located on the ground floor concourse level near Clarendon St. All items handed in to the MCEC Security Control Centre will be recorded and placed in secure storage for a period of three months.

All valuable items such as money, mobile phones, jewellery, will be kept on site for up to 24 hours after which they may be lodged as lost property with the police.

Motor Vehicles

Motor vehicles (including Electric and hybrid cars) that come on-site for display at events require prior approval from MCEC and must adhere to the safety guidelines below:

- Vehicles in exhibitions cannot be started and run without prior permission from MCEC
- Flooring must be protected by drip trays under each vehicle
- Under no circumstances is fuel to be decanted or vehicles filled in the Loading Docks or within MCEC
- Ignition keys are not to be left in the vehicle and are to be strictly controlled by the exhibitor during the exhibition
- Every car must have at least 1 x 2.3kg, A:B:(E) dry powder extinguishers mounted in a prominent location in accordance with relevant Australian Standards
- All vehicle bump in/out must be discussed with the event organiser and approved by MCEC
- The motor vehicle fuel filter cap must be either sealed or secured to prevent the easy removal of the fuel cap by unauthorised persons

Motor vehicles powered by flammable gas (LPG) may be displayed under the following conditions:

- LPG powered motor vehicles must have their systems fitted in accordance with relevant Australian Standards for LPG gas fuel systems for vehicle engines.

Non-Smoking

All Melbourne Seniors Expo areas are smoke-free. Thank you for your cooperation.

Parking

Melbourne Exhibition Centre is managed by Wilson Parking and fees apply for both hourly and day rates. Parking fees will apply for the entirety of the event. We recommend you access the early bird parking rate. To organise pre-paid parking please [CLICK HERE](#). Alternatively, parking stations will be accessible in the parking areas. If you require further information with regards to parking please [CLICK HERE](#).

Please note: Wilson Parking Opening hours: 24/7 hours Enter/Exit: Normanby Road
Clearance Height: 2.2 metres. Car park can reach capacity early in the day during busy events.

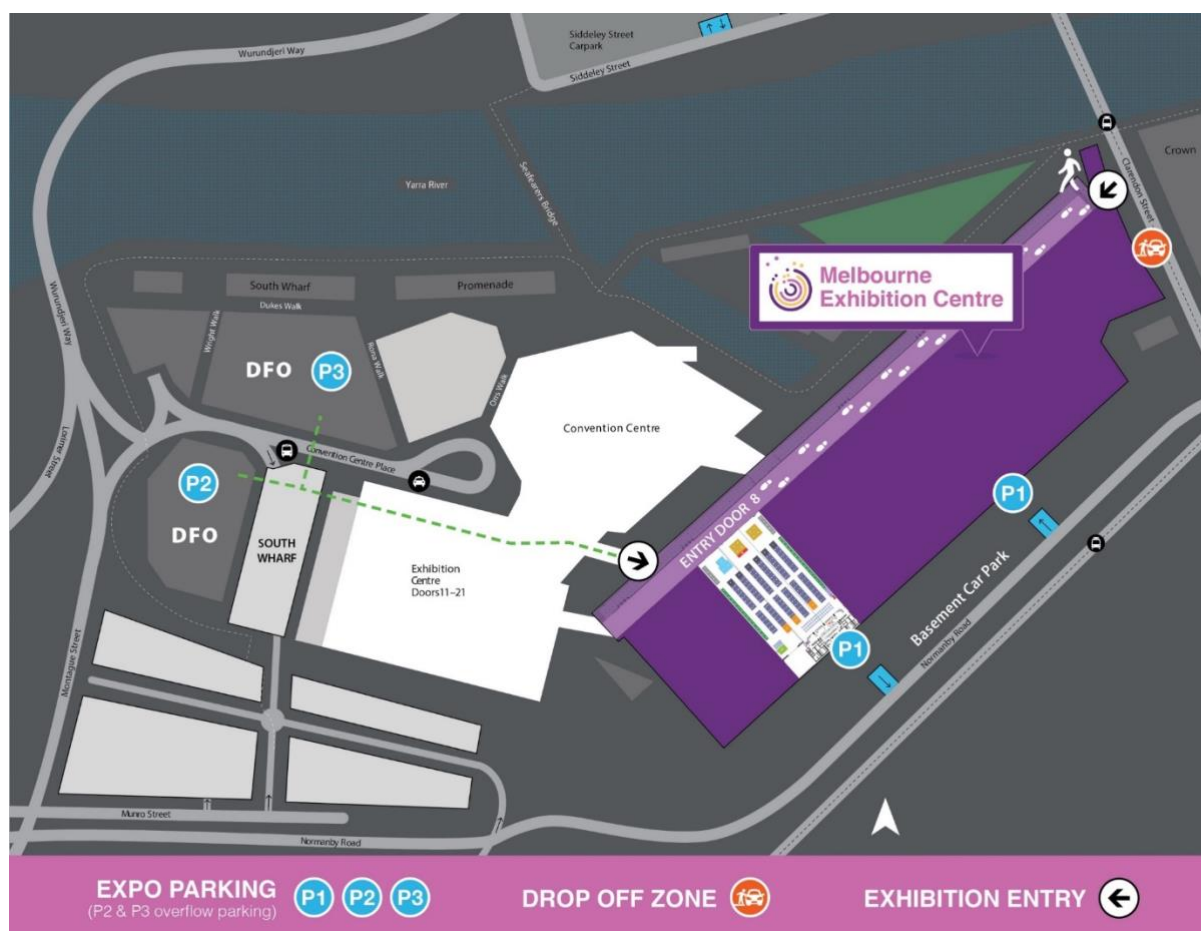


Figure 4: Melbourne event parking map (Door 8 Location Subject to Change)

Refreshments: tea and coffee

Tea and coffee vouchers will be provided by the organisers and can be redeemed at the kiosk area within the venue. Lunch is at the exhibitor's expense. *Please also refer to Staff Catering section.*

Rubbish

The venue is quite limited for space so please contact the organisers ASAP if you think you may have an issue with storage.

If rubbish is left on your stand, a minimum rubbish removal fee of \$200 will be charged. All sites, booths and hire equipment are to be left in their original condition at the end of the Expo or excess charges may apply.

Information

Safety vests and enclosed shoes **must be worn** at all times during move-in/move-out in the event that the venue is still a build zone. You will not be permitted access to the venue without these items unless the site has been declared a non-build zone.



Please bring your own safety vests. If you do not own a safety vest you can purchase one from registration for \$5.00 per vest. Alternatively, these can be purchased from Vending Machines on-site for \$8.00

Strictly no children under the age of 15 are permitted inside the Expo hall or loading dock during move-in or move-out. **No alcohol** is to be consumed in the halls or loading dock during move-in and move-out. **No motor vehicles** will be allowed on the Expo floor without prior permission and a booked time.

Please note: MCEC is legally obliged to provide a safe environment for all employees and visitors. In accordance with relevant legislation, Australian standards and codes of practice, MCEC has developed stringent safety procedures and policies that must be followed by event organisers, event participants, exhibitors and contractors. The **Figure 5: Safety First** sign will be placed at the front of all work sites, to remind visitors of our safety message. work sites, to remind visitors of our safety message.



Figure 5: Safety First

Staff Catering

The Expo Café will be operational during Expo hours only (9:00am – 3:00pm). Lunch is at the exhibitor's expense. If you choose, staff catering such as lunch box deliveries and café debit cards can be ordered via the Catering Guide – [CLICK HERE](#). Alternatively, South Wharf Promenade's newest hidden gem, Shed Café is tucked away just off Clarendon Street, next to door 1 of the Exhibition Centre but is closed on Wednesday's or the Plenary Café, located inside the Convention Centre, near Stair 3. Plenary Café will be open for the duration of the expo.

Storage

Storage is not permitted on the loading dock, exits, service area or aisles of the Expo. It is recommended that exhibitors consider their storage needs, packing of materials and freight-forwarding materials for the duration of the Expo. Exhibitors may not leave any boxes and packaging material in the Expo display area during the event.

Testing and Tagging

Every piece of electrical equipment that is brought on-site must be tested and tagged in accordance with relevant Australian Standards prior to use.



Exhibitors must ensure that all loose cables are secured to avoid tripping hazards.

Third-Party Suppliers

If you plan to bring a third-party supplier to deliver equipment, booth decals, signage etc onto the site during move-in/move-out, please let us know who your third-party supplier(s) is and what they are supplying via the MIMO Form and ensure they follow all safety procedures and times.

All third-party suppliers will be required to complete an online induction before being approved on-site. These include:

- Event contractors prior to completing any works at MCEC
- Exhibitors building or constructing their stand during the exhibition build

Note: Third-party suppliers will need to be registered before you can complete the module. To register they will need to email with their company details to cms@mcec.com.au.

Goods must not be sent to the loading dock before the scheduled times for the move-in of your event and all goods must be collected by the end of the official move-out time.

Trolleys

We strongly recommend you bring your own trolley to transport items to and from your booth.

Limited trolleys for transporting items from the loading dock or your vehicles to stands will be available on a first-in, first-served basis and are located at Registration. Trolleys will not be issued without the supervision of an Expo volunteer or staff member to ensure they are returned promptly.

Wired and Wireless Internet

Exhibitors are able to hire the use of Wired or Wireless internet within the Exhibition Hall. MCEC has a range of plans available to accommodate all requirements. To view these plans or order please **CLICK HERE** to download the Communication form. If fast speeds and downloads are vital to conducting business at your booth we suggest that you have a back up plan in place and strongly recommend you bring your own 4G hotspot device.



TERMS & CONDITIONS

1. Definitions

- 1.1 Exhibitor – means any organisation who intends to exhibit, promote or offer their products or services in either a physical booth space or via a hosted service.
- 1.2 Organiser – means Social Impact Institute.
- 1.3 Participant – means any exhibitor or engaged speaker or performer.
- 1.4 Website – means any website owned or operated by the organiser, including but not limited to Social Impact Institute's company website, event websites, hosted services website, online ordering store.
- 1.5 Social Media – means any social media accounts operated by the organiser, including but not limited to Facebook, Instagram, LinkedIn, twitter.
- 1.6 Hosted Services – means a virtual event.
- 1.7 Term – means the time between payment of the invoice and the end of the event period as defined in the relevant event manual.
- 1.8 Social Impact Institute - means Social Impact Institute Pty Ltd and Social Impact Events Pty Ltd.

2. General Terms and Conditions

- 2.1 Only exhibitors who have received an acceptance of their booking from the organisers and have paid in full by the invoice due date, or by the date agreed to by the organisers, may exhibit at the event(s) for which they have made an application.
- 2.2 The exhibitor is required to provide the organiser with current certificates for the required insurances listed in this agreement at the time they finalise their booking. The organiser has the right to reject the insurance on the grounds it does not meet the obligations contained herein or because the insurer is not acceptable to the organiser.
- 2.3 The organiser reserves the right to refuse applications to ensure that organisations are suitable for the event(s) and that there is a variety of exhibitors present.
- 2.4 The organiser shall be responsible only for the provision of the services specified on the application form and does not warrant to provide any other services.
- 2.5 **Liability.** To the maximum extent permitted by law, neither party will have any liability to the other for fines, penalties, taxes (except GST) and any exemplary, aggravated or punitive damages, liquidated damages or any indirect or consequential loss (including but not limited to loss of business, loss of revenue, loss of contract, loss of production, lost opportunity costs), legal costs and expenses (except reasonable legal costs awarded by a court) except where such losses are covered by an insurance policy held by the party.
- 2.6 **Cap on liability.** In the event of a dispute, the organiser's cap on liability shall be limited to the total amount paid by the exhibitor.
- 2.7 All event participants shall comply with all relevant Work Health & Safety legislation affecting their participation at all events.
- 2.8 **Term.** The term of engagement is set out in the relevant event manual.
- 2.9 All event participants must comply with all guidelines as set out in the relevant event manual and any other set of guidelines supplied to the participant during the term of engagement.
- 2.10 Except in relation to an agency purchasing on behalf of another organisation in an outsourced professional services model or where specifically approved, the organiser does not permit any party to rent, lease, or resell any physical or virtual exhibitor booth or space. In the event that an organisation uses an agency to procure a physical or virtual exhibition booth or space on its behalf, the exhibiting organisation remains responsible for complying with these terms and conditions and all instructions supplied during the term of engagement.



2.11 **Disclaimer.** We do not warrant that any event(s) hosted by the organiser is appropriate for any participant. It is the participant's responsibility to determine if an event or events is suitable for the business purpose intended. The placement of an order and payment of invoice shall be taken as acceptance that the participant has done its due diligence in this regard.

2.12 **Subcontractors.** The organiser may use subcontractors or third parties to deliver event(s).

2.13 Definitions are provided in Part 5 of these terms and conditions and form part of these terms and conditions.

3. Physical Events

3.1 The participant must have current public and product (if applicable) liability insurance cover with a limit of liability of no less than ten million dollars during all the dates of the nominated event(s) for which they have made an application (event dates can be found in the relevant event manual), including the day of move-in.

3.2 The participant shall take out all risks property insurance for all of its assets located at the site. The participant indemnifies the organiser, its agents, servants, contractors and employees from all actions, claims, demands, losses, damages, costs and expenses arising from the participant's use of the site, including but not limited to the foregoing against any loss, damage or injury from any cause whatsoever to the property or person caused or contributed to by the use of the site by the participant or any servant, agent or other person duly authorised by the participant whether such loss, damage or injury occurs on the site or not and whether caused by any act, omission, neglect, breach or default of the participant or any other person.

3.3 All property and equipment of the participant that is brought onto the nominated event site is at the risk of the participant and the participant hereby agrees to indemnify the organiser against any and all actions, claims, demands, losses, damages, costs or expenses in relation to any loss, damage, accident, claims or injury caused by such equipment and property whether to the organiser or third parties, however occasioned.

3.4 The organiser reserves the right to alter booth allocations at its discretion and will notify any exhibitors involved in these changes and accommodate them with a new location.

3.5 To comply with the Work, Health and Safety Act the participant is responsible for the creation and maintenance of a safe environment for both their workers and visitors including the use of safe and correct lifting procedures during booth setup, the safe and correct use of mechanical items or products and electrical equipment such as extension leads and power boards. Every piece of electrical equipment that is brought on-site must be tested and tagged in accordance with relevant Australian Standards prior to use and comply with the relevant Work Health and Safety Act 2011, the Electrical Safety Act and Advisory Standard.

3.6 Participant's, equipment and products must be occupied within the booth area only. If any personnel, equipment or products are deemed by the organisers to be obstructing the walkways, the participant will be asked to move them or have them removed permanently if this is not possible.

3.7 The participant's booths must be manned during both days of the event with at least 2 people. Should you need to leave the booth you must notify the organiser immediately.

3.8 The supply and sale of any food and beverages to the public by exhibitors may only be permitted with prior approval from both the venue and the organisers in accordance with the venue's guidelines, the nominated Exhibitor Manual and relevant Health & Safety regulations in the given state and local government area. Exhibitors must adhere to strict conditions and guidelines. Exhibitors will only be permitted to serve food and beverages once all permits and approvals are obtained by the exhibitor and submitted to the organiser for review, as highlighted in the relevant Exhibitor Manual. This includes confectionery items, and their distribution at the nominated event must follow the same approval process and meet all guidelines outlined in the nominated event Operations Manual. Permission from parents or carers is required before handing out any confectionery items to minors. The organiser takes no responsibility for allergic reactions, sickness, permanent injury or death resulting from confectionery, food or beverages distributed by exhibitors to attendees.

3.9 Exhibitor set-up and dismantling times are as indicated in the nominated event Exhibitor Manual and must be strictly adhered to. All vehicles must move-in according to their allocated booking time and information provided in the nominated event Exhibitor Manual due to strict access restrictions. Move-in after 8.00am on the day of the event is strictly not permitted. Exhibitors are not permitted to leave or pack up their booth prior to the nominated event closing time and the move-out time listed in the event Exhibitor Manual. No trolleys are permitted on the floor of the nominated event until the advertised closing time.

3.10 It is the requirement of the participant to leave the site rubbish free and in good, clean condition. All sites, booths and hire equipment is to be left in its original condition at the end of the nominated event or excess charges may apply.

3.11 The organiser reserves the right to use any photograph/video taken at any event held by the organiser, without the expressed written permission of those included within the photograph/video. The organiser may use the photograph/video in publications or other media material produced, used or contracted by the organiser including but not limited to: brochures, books, magazines,



websites, social media. By participating in a Social Impact Institute event or by failing to notify in writing your desire to not have your photograph used, you are agreeing to release, defend, hold harmless and indemnify the organiser from any and all claims involving the use of your picture or likeness. To ensure privacy, images will not be identified using full names or personal identifying information without written approval from the photographed subject. A person who does not wish to have their image recorded should notify the photographer and/or contact info@socialimpact.institute in writing. Any person/organisation not affiliated with the organiser may not use, copy, alter or modify Social Impact Institute photographs, graphics, videography or other, similar reproductions or recordings without the advance written permission of an authorised person from Social Impact Institute.

- 3.12 Exhibitors are permitted to take photographs and videography within their booth space to promote their organisation and presence at the event. Exhibitors are not permitted to interview members of the public, staff, volunteers, other exhibitors or performers outside their booth without permission of the organiser. Where videography or photography is taken of a specific individual or group, written permission must be sought from that individual or group prior to publication. Records of permission must be kept by the exhibitor and a copy given to the organisers. Where photography or videography is used in conjunction with the event branding, to promote the exhibitor or the event, written permission must be sought from the organiser prior to publishing.

4. Virtual Events

- 4.1 The organiser provides the participant a limited, non-exclusive, non-transferrable right during the term of the agreement to access and use hosted services for the purpose of participating at the event, as set out in the relevant event manual.
- 4.2 The organiser will use commercially reasonable efforts to provide the web-based services described on its website(s) uninterrupted. The organiser will not be held liable if for any reason the hosted service is unable to be delivered due to, but not limited to, cybercrime or technical failure of the hosted service or any other technology or infrastructure used to deliver the hosted service.
- 4.3 It is the responsibility of the participant to ensure that their organisation is protected from cybercrime through an appropriate insurance policy in the event that any data stored in the hosted service is breached in any way.
- 4.4 The organiser will provide the participant with credentials to enable the participant to access and use the hosted service. The participant and all its authorised users must not make these credentials available to any third party. The participant is fully responsible for all access to the hosted services using the credentials provided by the organiser. The participant will use all reasonable efforts to prevent any unauthorised use of the hosted service. If the participant becomes aware of any breach in security they shall inform the organiser in writing. The participant will cooperate with the organiser with any actions required to prevent or terminate unauthorised use of the hosted service.
- 4.5 Subject to the organisers' **privacy policy**, and these terms and conditions, the organiser grants the participant access to end user data collected on the hosted service, in accordance with the any relevant privacy laws or regulations relevant within Australia. The participant may only use end user data within the means that it is provided by the end user. The end user must give permission through the hosted service for the participant to use the data they provide in the manner in which it is provided.
- 4.6 The participant is solely responsible for verifying the accuracy and completeness of any content, written, visual or audio provided at the event.
- 4.7 The use of the hosted service is subject to all other conditions of these terms and conditions, with the exception of those terms and conditions which specifically relate to the physical events set out in section 3.
- 4.8 The participant agrees to NOT use the hosted service to:
- a. Send junk e-mail, letters, unsolicited messages or advertisements (i.e. spam).
 - b. Misrepresent (by statement or by omission) your identity, credentials, affiliations or experience, or impersonate any person or entity.
 - c. Stalk, threaten, or otherwise harass any person or entity.
- 4.9 Unauthorised or malicious use of the hosted platform may give rise to a criminal offence. The participant's use of the hosted platform is subject to the **Criminal Code Act 1995 parts 10.7 and 10.8 and the Cybercrime Act 2001**.

5. Cancellations, Payment Terms and Force Majeure

- 5.1 The organiser reserves the right to cancel this booking agreement and retain any money paid or to recover any money not paid in relation thereto if there is in the opinion of the organiser any infringement of any of the terms and conditions in this agreement.



- 5.2 The organiser reserves the right to cancel this booking agreement and retain any money paid or to recover any money not paid in relation thereto if the exhibitor does not occupy its space at the commencement of or does not login to the virtual event during the full period of the event.
- 5.3 Payment for your booth or sponsorship at your nominated event is expected by the due date on the invoice unless an extension has been approved by the organiser. Booths will not be guaranteed or allocated until payment is made in full.
- 5.4 It is a requirement that invoices for Early Bird Booths are paid by the due date, otherwise the invoice will be cancelled and reissued at the full rate.
- 5.5 If a payment remittance is not issued via email within 48 hours of an overdue notice sent out by the organisers, the organiser reserves the right to cancel the booking.
- 5.6 All cancellations must be submitted formally via email. In the event that the organisers receive a request for cancellation prior to 2 months before the event date, a credit note will be issued for the full value of the booking. The credit note can be applied to any future booking for an event run by the organiser within the next 18 months. In the event of a cancellation within two months of the nominated event, no credit applies and 100% of the booking fee will be forfeited. It is the responsibility of the Exhibitor to review this information and if unclear, contact the organiser to seek clarification.
- 5.7 **Force Majeure.** The organiser will not be liable for any delay or failure to perform as required by these terms and conditions as a result of any cause or concern beyond its reasonable control, provided that the organiser uses all commercially reasonable efforts to avoid non-performance. In the event that the organiser reschedules an event due to circumstances beyond its reasonable control then the exhibitor is entitled to a credit note, limited to the value of the booking, which can be applied towards a future or alternative event hosted by the organiser.

6. Website(s) and social media use

- 6.1 The use of any Social Impact Institute website(s) and/or social media is subject to the following general terms of use:
- 6.1.1 The content of the pages of the website(s) and/or social media are subject to change without notice.
- 6.1.2 The website(s) and/or social media use cookies to monitor browsing preferences and track statistics for Social Impact Institute's use. Personal information may be stored and used accordance with our [privacy policy](#).
- 6.1.3 The participants' use of any information or materials on the website(s) and/or social media is entirely at own risk, for which we shall not be liable.
- 6.1.4 The website(s) and information, whether provided by Social Impact Institute or a Third Party, is provided "AS IS" and on an "AS AVAILABLE" basis and we do not guarantee the accuracy, timeliness, completeness, performance or fitness for a particular purpose of the information on the website(s). No responsibility is accepted by or on behalf of Social Impact Institute for any errors, omissions, or inaccurate information on the site.
- 6.1.5 The participant agrees to NOT use the website(s) and/or social media to:
- a. Send junk e-mail, letters, unsolicited messages or advertisements (i.e. spam).
 - b. Misrepresent (by statement or by omission) your identity, credentials, affiliations or experience, or impersonate any person or entity.
 - c. Stalk, threaten, or otherwise harass any person or entity.
- 6.2 The website(s) and/or social media contain material which is owned by or licensed to Social Impact Institute. This material includes, but is not limited to, the design, layout, look, appearance and graphics. Reproduction is prohibited other than in accordance with these Terms of Use, which forms part of these terms and conditions.
- 6.3 All information and content provided by the organiser, including information and content from clients and other Third Parties, all proprietary elements and aspects of the website(s) and any proprietary material generated or derived from the same (including design, text, images, photographs, illustrations, audio and video material, artwork, graphic material, databases, information, the compilation of all information and content on the site, the selection, sequence and "look and feel" and arrangement of items), are the exclusive property of, or licensed to, the organiser. These materials are referred to as "Social Impact Institute Materials". Except as expressly permitted in writing, you may not reproduce, modify, create derivative works from, display, perform, publish, distribute (including any electronic redistribution or database storage and retrieval), disseminate, broadcast or circulate to any third party



(including on or via a third party website), or otherwise use, any Social Impact Institute Materials, in full, in part, in full text or in abstract. The participant or any user may not alter, delete or conceal any copyright, trademark or other notices contained on the website(s) or social media.

- 6.4 News and News Content distributed or displayed on the website(s) and/or social media may only be used for editorial use and its use must be related to the promotion of the relevant event for which the exhibitor has purchased a booth. When used in accordance with this clause, news and news content should not be altered in any way that alters the editorial integrity of essential nature of the content. Image source should be included when known. You may not use any content in any manner that is obscene, pornographic, defamatory, or otherwise objectionable. Except when otherwise formerly expressly permitted by Social Impact Institute, News and News Content may not be republished, saved, archived, copied, streamed or redistributed for any other purpose.
- 6.5 From time to time the website(s) and/or social media may include links to other websites. These links are provided for convenience to provide further information. They do not signify that we endorse the linked website(s) and/or social media. We have no responsibility for the content of linked website(s).
- 6.6 **Inquiries concerning the use of Social Impact Institute Materials, News and News Content, text, photos, images, video, audio and any other content, including permission to use outside these parameters, should be addressed to events@socialimpact.institute**