

An aerial photograph of a large outdoor event, likely a field days or agricultural show, with numerous tents, vehicles, and equipment. Overlaid on the image is a stylized sunburst logo consisting of several colored rays (blue, green, yellow, and brown) radiating from a central point. The letters 'MFD' are prominently displayed in a large, bold, dark brown font across the center of the image.

MFD

MURRUMBATEMAN FIELD DAYS
19 – 20 OCTOBER 2024

EXHIBITOR HANDBOOK

MFDAYS.COM.AU

IMPORTANT DATES

Fri. 1 March 2024	Applications open. Early bird pricing starts. Go to mfdays.com
Tue. 30 April 2024	Earlybird pricing finishes.
From 1 May 2024	New and relocated applications allocated. Allocation email and exhibitor passes sent via email.
Thur. 1 August 2024	General Public admission tickets on sale
Wed. 16 October 2024	MFD open for set up with security onsite from 9.00pm Permission required for earlier set up, no security available before this date.
Fri. 18 October 2024	All sites to be completely set up by 8.30pm. Saturday morning set up is not permitted. Extenuating circumstances may seek permission from MFD Management to set up on Saturday. Approval is not guaranteed. Set up must be completed by 7.30am.
Sat. 19 October 2024	MFD opens 8am, closing 5pm. NO vehicle movements during this time.
Sun. 20 October 2024	MFD opens 8.00am, closing 4pm. NO vehicle movements during this time.
Mon. 21 October 2024	Onsite security finishes 9.00am.

CONTACTS

Murrumbateman Field Days Manager: Tom White

Promotions Manager: Jo Shipley

Bookings and Administration: Kylie Cvitanovic



Email: admin@mfdays.com

Phone: **02 6227 5895**

Address: **19 East St, Murrumbateman. NSW 2582**

Website: www.mfdays.com

The Booking Process

Applications are completed online. Once your booking has been received, it will be reviewed and if approved, an invoice will be issued. Once payment is received, your site will be allocated based on

- Previous year's attendance – if received during earlybird
- Type of business
- Site requested
- Availability of sites

Please answer all questions in the application and check the agreement to Terms and Conditions on the last page. Failure to do so will mean an incomplete application. The application will time out if left idle for an amount of time. If this happens, you will receive an email to complete it. There is no need to start again.

You must have current (for the 19th and 20th October as well as coverage for bump in and out) public and products liability to exhibit at Murrumbateman Field Days, and a Certificate of Currency will need to be submitted either with your application or via email to admin@mfdays.com

A site safety plan must also be submitted. This can be downloaded from the exhibitor page on our website, and can also be uploaded with your application or sent via email to admin@mfdays.com

You will not be granted access to your site if these documents are not submitted.

Terms and Conditions

Our **T's and C's** are available on the exhibitor page of our website. Please read through these BEFORE you complete your application. Submitting an application constitutes a legal agreement and this will give you time to fully understand what you are agreeing to. Below is a list of some crucial points in the terms and conditions, and some general, helpful information.

- Cancelled bookings will receive an invoice with a cancellation fee of \$150 which must be paid. Refunds are not guaranteed, so please do not book if you are unsure whether you can attend.
- All sites are outdoors and include a marked site only. You must supply all shelter and furniture if required, and ensure it appropriately protects your stock/products from any weather and overnight.
- Whilst we have an amazing ground crew, they are often busy before, during and after the event and may not have time to help you, so please make sure you are able to set your site up on your own/with your staff.
- Vehicles **MUST** be removed from your site unless they form part of your exhibit. This includes vehicles used for storing stock unless they are branded with your business details, and they must fit entirely within your site boundary.
- Stock/products and displays must also fit entirely within the marked boundary of your site.
- If you have booked a powered site, please make sure you have a minimum 20m extension lead and that it has a current/valid test tag.
- There is no cash kept onsite by Murrumbateman Field Days. We are unable to help with change for your float, please have this organised before the event.
- Pets are not allowed on the site at any time during the Murrumbateman Field Days.
- Due to safety concerns with our helicopter flights, we no longer permit balloons for decorations/giveaways.
- **NO CAMPING** inside the fenced venue.
- **NO** soliciting visitors from outside your marked site. Promotion/spruiking is allowed from inside your site, but you may not approach visitors walking past in the public area.

Site Set-Up

Security will be onsite from 9.00pm Wednesday 16th October 2024 until Monday 21st October 2024. Exhibitors are required to have their sites set up by 8.30pm on Friday night and all exhibitors must leave the site before 9.00pm. The site will then be locked down for the night. There is a very small window for set-up to occur on Saturday morning from 6.00am for 3m x 3m sites only, however this will need to be arranged with management well beforehand and must be completed by 7.30am on Saturday. After this time there is no opportunity to set up, and site fees will be forfeited.

The Field Days site will be locked down at 7pm on Saturday and Sunday nights and all exhibitors must leave the site before these times.

The Murrumbateman Tennis Club will be offering food and drinks for sale on Friday 18th October in front of the Recreation Hall from 9am – 2pm.

Services

- Forklift service
- Water delivery
- Rubbish Collection
- Parcel Pick Up (fee applies)
- Site Minding Service
- Online exhibitor Directory – see below
- Free Camping – primitive and weather dependent

Marquee Hire

All sites are outdoors, and we recommend placing a shelter to protect you and your staff from the weather. Barlens Event Hire in Canberra are used by many exhibitors at Murrumbateman Field Days and offer a discount of 10% for bookings placed before September. Contact Frank at frankbatticciotto@barlens.com.au for more information.

Online Exhibitor Directory

Exhibiting at Murrumbateman Field Days gives you access to our Online Exhibitor Directory where you can showcase your business products and services. It comes with basic contact information for your business, from your application, and will require some input from you to make your listing as informative and appealing as you wish. Once your application is completed with payment, you will receive log in information.

Onsite Free Camping

Weather depending, we will have an area set up for free camping. You can submit your request to use it through the application process. Facilities are limited, a portable toilet, and no power. The area is outside the Field Days security fencing and with no access to sites during the lockdown hours. The amenities building at the NE corner of the oval has 4 female and 4 male showers that will be opened to campers from 6am-8am Saturday and Sunday.

If we receive substantial rain, the camping area becomes boggy and unusable. For more certainty, Yass showground has sites available for a \$20 per night flat rate and includes use of showers, power, and water. For more information <https://www.yassshow.org.au/camping>

Internet Connection

Connection in Murrumbateman is patchy at best. During the Field Days we invest significantly in additional networks and the Telstra COW. Last year our new YLess4U network worked extremely well and was able to meet the demands of each of our exhibitors. We anticipate the same success this year in enabling exhibitors to stay connected throughout the entire weekend. Consultation with Telstra is still underway, to permanently improve the coverage in Murrumbateman as a town, as well as and especially during the Field Days.

It is highly recommended that your payment gateway can work on various networks, and ideally can be logged into a private network that we will have set up solely for exhibitors. Your bank should be able to provide you with information on how best to achieve this.

Tips for a Successful Show

- Set goals and objectives. Communicate this thoroughly, well in advance, with your staff.
- Prepare for success and contingencies, anticipate questions and your responses.
- Practice any demonstrations beforehand.
- Be friendly, approachable, and enthusiastic about your business to create a positive experience for visitors.
- Communicate clearly through your site design, ensure visitors can identify in a few seconds your company name and the products, services, and solutions you offer.
- Create an engaging display. Design a visually appealing layout that will encourage visitors to come in and get to know your business.
- Coordinate your staff to be immediately identifiable and stand out as employees.
- Use bold, concise graphics to answer the following questions “Who are you? What are you selling? Why should customers buy from you?”
- Provide interactive elements. Games, demonstrations, or hands-on activities to engage with visitors will make your site memorable.
- Offer branded promotional items or samples through giveaways or a competition.
- Enjoy yourself.

Marketing Opportunities

- Advertising opportunities are available in our Murrumbateman Field Days Program. Please contact Promotions Manager Jo Shipley to discuss your requirements. promotions@mfdays.com
- The online Exhibitor Portal will be live from 1 May. You will receive log in instructions with your e-Pack that is sent out after payment is received.
- Consider including Murrumbateman Field Days information and your site no. on outgoing correspondence and on social media.

Thank you for your interest in Murrumbateman Field Days

