

President's Invitation – Ian Wood

Welcome to the 2010 Karoonda Farm Fair Prospectus.

This will be the 26th Karoonda Farm Fair. During this time we have seen some amazing growth and continuing improvements taking place. From a small, one day event, with an audience of about 250 we are now a well established part of the regional calendar, attracting between 10-15 thousand people over two days. This has not happened by accident. Careful planning and widespread promotion has given us this result and I am confident this will again be the case in 2010.

The Karoonda Farm Fair provides an excellent opportunity to connect with the farming community and build up relationships with new clients based on trust and understanding and to consolidate with existing ones. You will have an excellent chance to talk face to face to an audience of potentially 10-15 thousand people over two glorious days. The good rains in spring have lifted confidence in the region and should help business conducted at the Fair.

Once again the Fair will provide an interesting and exciting selection of exhibits from the diverse attractions of the Murraylands Region. It is fantastic to see the range of livestock displays, trade sites, education, health, fashion parades, craft stands, competitions and exciting entertainment that can fill the day.

We look forward to your involvement in the 2010 Farm Fair. With such a wide range of attractions, this truly regional event offers so much for your business or organisation in a relaxed, country atmosphere. For any enquiries or bookings, look us up on the net or contact Ray Bald, Manager of the Farm Fair, who will give you prompt attention.

I either thank you for your continued support or welcome you as a new site holder and hope to see you at the 26th Karoonda Farm Fair in 2010.

Ian Wood

2010 Prospectus Introduction



The Karoonda Farm Fair is an annual 2-day event showcasing local, state and interstate farming and general interest products, services and events. Based at Karoonda in the heart of the Murraylands region, the field day is centrally located and enjoys a broad visitor base from throughout South Australia, as well as interstate.

With over 350 exhibitors each year, the field day attracts crowds of around 10 – 12,000 over the two days. The Farm Fair focuses on agriculture and associated industries with local produce becoming a real feature of the field day in 'The Lifestyle Pavilion'.

Besides the great line up of businesses displaying a vast array of products, we also have many interesting entertainment events during the Field Days e.g. Karoonda State Yard Dog Championship, Sheep Counting, Speed and Sports Shearing, Mallee Millions Sheep Races, Fashion Parades, and a Yester Year Display.

A larger Lifestyle Pavilion will cater for all indoor exhibitors and will include clothing, craft, computing, children's toys, gardening products. Also included will be Education & Government Depts. finance advice, health departments and alternative industries throughout the Murraylands region.

Regular exhibitors to the Karoonda Farm Fair often remark how friendly and co-operative the "Mallee" people are. We extend this same hospitality to all new exhibitors and look forward to your participation at the 2010 Karoonda Farm Fair.

Committee and Contact Personnel



President	Ian Wood
Vice President	Peter Schiller
Fair Manager	Ray Bald
Secretary/Treasurer	Lynette Bald
Publicity Officer	Robyn Hampton-Allen
Fashion Parade Convenors	Karen O'Malley, Dianne Mickan
Life Style & Kid's Corner Convenor	Annie Gibbons
Yard Dog Convenor	Bill Murdoch
SA Working Sheep Dog Trial Convenor	Brian Lee
Sports Shear Convenor	Wally Humphrys
Sheep Race Convenor	Bob Simcock
Sheep Counting Convenors	Peter Rose & Peter Schiller
Yester Year Display	Gary Stapledon

Committee:-

Peter Lee, Greg Herrmann

The Fair is organized by:-

**Karoonda District Agricultural Bureau
Ettrick Agricultural Bureau**

With support from: D.C. Karoonda East Murray & Community Volunteers

All correspondence, enquiries and money to:

**The Secretary
Karoonda Farm Fair Inc.
P.O. Box 6
MURRAY BRIDGE SA 5253
E-mailAddress: info@farmfair.com.au**

**Contact Number: 08 85382860
Mobile Number: 0408813452
Facsimile Number: 08 85382864**

Entries close: FRIDAY 12/2/2010

Confirmation of booking and site allocations will be made mid March or by return Invoice.

Organisation



MARKETING AND PROMOTION

The Karoonda Farm Fair will be extensively promoted utilizing a broad mix of advertising and media strategies all of which are effective at raising the awareness of the event.

Fliers and posters will saturate the Murraylands region along with areas such as the Barossa Valley, Riverland, Adelaide Hills and South East.

Print media such as The Stock Journal, The Standard, The Advertiser, Barossa Herald and The Loxton Times will be used for advertisements and media releases. You will also hear about us on radio when you tune into stations such as Power FM, 5MU, 5RM, and Flow FM.

We update our promotional approach each year and will be on the look out for other innovative and effective means of informing people about our wonderful family event.

Our advertising budget is large, our team hardworking and we are backed by a band of loyal sponsors so you are assured of a great two days of 'traffic' through your site. As always though, any promotion that you can offer through word of mouth via your networks and also via your own advertising will help to seal our, and your, success over the two days of the Farm Fair.

We are always interested to learn of any special promotions, product launches, demonstrations etc. that you will be unleashing at the Karoonda Farm Fair. Details can be emailed to info@farmfair.com.au.

LENGTH OF FAIR

FRIDAY

Gates will open at 6.30 a.m. for setting up and officially start at 9 a.m. until 5 p.m. Security will commence at 5.00 p.m. and all gates will be locked at 6.00 p.m. Gates open to general public from 8.30 a.m.

SATURDAY

Gates open at 7.00 a.m. and continue until 5 p.m. **NO** exhibits will be dismantled until this time. Gates open to general public from 8.30 a.m.

MARQUEE HIRE

Exhibitors can choose their preferred marquee supplier, although our preferred supplier is "Select Event", who can accommodate your requirements – see accompanying flier.

SETTING UP

Sites will be available from 9.00 a.m. Wednesday March 24th and must be completely set up by 9.00 a.m. Friday March 26th. Site must remain within allocated area with all vehicles off the Field Day Site by that time. Heavy vehicles will not be permitted on the oval.

SITES

All exhibitors must report to The Manager at the Secretary's Office upon arrival for site allocation.

All sites are marked with various coloured paint :-

Blue Lines = Area of allocated site

Red Lines = Power

Yellow Lines = Water

No objects are to be driven into ground within one metre of lines. Exhibitors will be liable for damage incurred on site.

Siteholders will be charged \$100 for any damaged caused to any underground services that have been identified by the above colours. The driving in of any tent pegs, iron droppers or posts without prior approval of the Manager is not permitted.

PAYMENT FOR SITES

Allocation of sites will not be made until payment of monies is made to the Secretary. While the committee endeavors to leave regular exhibitors in same area preference will be given to early exhibitors into prime areas.

SHARING OF SITES

Names of Companies that will be represented on your site must be included on the application form. A \$25 fee per company will be charged to be included on all advertising forms and included in the official program.

The Committee reserves the right to refuse any exhibit that is not in the best interest of the Karoonda Farm Fair.

DISMANTLING OF EXHIBITS

No exhibits are to be removed **before 5 p.m.** unless prior arrangements have been made with the Secretary.

Exhibitors must ensure site is left clean and tidy as found, before vacating site.

All equipment must be removed by 12 noon Sunday March 28th unless prior arrangements are made.

SITE RETENTION

If you are satisfied with your allocated site and would like to reserve it for next year a \$30 deposit per 9 x 9-metre site can be made to ensure you have your choice of sites. Naturally, if you wish to change your position first option must be given to the present site holder. This booking can also be made with the Secretary on the day of the Fair.

PUBLIC LIABILITY INSURANCE

Our insurer AON has advised us that we can no longer insure individual companies or businesses.

A nominal amount has been included into the site fee to help cover the increased premium of public liability. Individual enterprises are still required to have public liability cover.

ADVERTISING in the OFFICIAL PROGRAM

Exhibitors have the opportunity to advertise in the Official Program. A Business Card advert will cost \$120.00 or double \$200.00. Information must be sent by March 1st for publication.

ACCOMMODATION

Camping on site will not be permitted.

Limited Accommodation is available in Karoonda.

Home Billeting, which has proven to be very popular in the past is once again available this year. (Refer Exhibitor's Entry Form).

Many visitors take advantage of using the School Oval situated 400 metres from the Field Day Site. Camping for the duration of the fair is \$30.00 per vehicle or \$20.00 per night, payable upon entry form, or at office prior to entering the grounds. Power, showers, and toilets are all available.

Accommodation is also available in:-

Murray Bridge (65 kms), Tailem Bend (50 kms), Lameroo (60 kms), Mannum (70 kms) and Loxton (100 kms).

SECURITY

Exhibitors will be responsible for their own sites throughout the Fair. Security is provided Wednesday, Thursday and Friday nights commencing 5 p.m. and continuing until 7.30 a.m. on Thursday and Friday mornings.

Extra security will be provided Friday evening when entertainment and meals are being served at the Apex Park end of the site after 5 p.m.

Yard Dogs under lights, Speed Shearing in Greeny's Shed and live music will take place until 12 p.m. Area will be fully catered for with a licensed bar.

PARKING

No vehicles will be allowed to park on Oval Complex and must be removed by 9.00 a.m. on Friday. Areas will be set aside for exhibitors parking. No vehicles will be allowed onto the oval before 5.00 p.m. on Saturday.

EXHIBITOR'S CAR PASSES

Cars entering the site must have displayed a pass supplied by the Secretary . These are free so please order enough to save embarrassment of refused entry.

CATERING

Full catering will be available throughout the Fair by local organisations. A variety of BBQ menus including lamb, fish and beef will be available, along with a full canteen. Professional caterers will also be in attendance. Two Bars are available. Light luncheons will be available on Thursday on site. Breakfast on Friday and Saturday mornings will be on site.

No Commercial Sites are to sell food without the prior approval of the Committee.

THURSDAY NIGHT: Meals available at the Karoonda Hotel or local Café.

Professional caterers can apply for a catering site. Permission may be granted provided it doesn't clash with "local" groups (where this is their major fund raiser for the year) and it is different from what is already available. Catering is also restricted to ensure all applicants receive a reasonable return.

FRIDAY NIGHT ENTERTAINMENT

All activities are now on the Western end of the Field Day site, fully catered for and loads of entertainment.

The area will be completely secured from the rest of the field day site, ensuring all people stay in the designated area.

Yard Dogs under lights was a great success last year and again will be part of the evening's entertainment.

The ever popular Speed Shear will be held in "Greeny's Shearing Shed" where the best shearers in South Australia will compete.

Live music will keep patrons entertained and meals will be supplied by the Karoonda Football Club and other professional caterers.

Imagine a warm autumn night, daylight saving, a camp fire and great entertainment and country hospitality. A night spectacular not to be missed!

SPORT SHEARING

This exciting event is programmed for Saturday March 27th where shearers from across the state come to Karoonda. Competition commences at 8.30 a.m. with the Learners, followed by Intermediate, Senior and Open Sections. The State and Karoonda Wool Handling Championships are also held.

The Shearing Shed is an excellent venue for watching the best shearers in the State perform.

Entry forms are available from the Secretary.

SHEEP AND WATER

Requirements for sheep must be notified to Secretary by 12/2/2010, stating wool length required and number.

Water requirements must be advised upon arrival on March 25th and containers will be filled overnight.

FORKLIFT HIRE

Moore Plant Hire of Murray Bridge will have a forklift available provided bookings are made upon arrival to site. A rear-loading ramp is also available.

SERVICES AVAILABLE

- Fully catered by local organisations
- Security from 5.00 p.m. Thursday March 25th until 9.00 a.m. Saturday March 27th
- Public Loading Ramp
- Forklift available
- Fuel available
- Telstra and Optus Mobile phone facilities
- Ambulance
- CFS
- Police
- Water
- Baled Straw
- Sheep
- Eftpos Facilities – Secretary's Office
- Rubbish Collection

SHEEP DISPLAY

Stud Ram Breeders this year can purchase a site in a designated area similar to all other Commercial Exhibitors.

Committee will ensure that sites are on "clean" lawn and organize OJD certificates. Protocol for OJD will be strictly adhered to.

Sites are 9m x 9m, but smaller areas are available. Divider pens and gates will be available upon early requests.

LIFESTYLE PAVILION

We welcome you once again to the Karoonda Farm Fair. If you are a new exhibitor or a previous exhibitor we invite you to be part of the 2010 Fair. If you run a business or a franchise or may be you are involved in marketing and promotions whether it be a school or college, business, franchise, winery or produce, we invite you to consider coming to the Fair.

The Fair is held at Karoonda , “The Heart of the Murraylands”. The marquee is located on lawn and close to the food court and conveniences. The sites are 3 metres square with extra sites available upon request. The layout ensures easy access for the public and gives the exhibitor good exposure.

The Lifestyle Pavilion is available to exhibitors of small business, government departments, finance, information providers and wineries. The marquee attracts exhibitors of clothing, toys, arts, crafts, confectionery, hobbies, cosmetics, computers, wine sales and tasting, natural and alternative therapies. Clothing suppliers are encouraged to provide samples for the fashion parades. The parades are run on both days and are co-ordinated and choreographed by the Lifestyle Committee. The models are local guys and girls, and show the clothes with enthusiasm.

Site holders are encouraged to demonstrate their products, or to have tastings. If you have any special requirements please contact the Fair Manager Ray Bald on 0408 813452.

Looking forward to seeing you there.

Site Fees



<u>SITE FEES</u>		<u>Before</u>	<u>After</u>
<u>Outside on Oval and Surrounds</u>		<u>12/2/10</u>	<u>12/2/10</u>
Half	4.5 metres x 9 metres	\$130	\$155
Singles	9 metres x 9 metres	\$185	\$210
Single	6 metres x 6 metres	\$130	\$155
Doubles	18 metres x 9 metres	\$360	\$380

All sites can be duplicated at single site prices.

Run of Tents (Undercover)

3 metres x 3 metres	\$185	\$210
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Life Style Pavilion

3 metres x 3 metres in Marquee	\$185	\$210
3 metres x 3 metres (outside)	\$ 100	\$120

Prices are GST INCLUSIVE

PASSES

One (1) free pass will be issued with each site booked. Other 2 day passes can be obtained at a concession rate of \$18.00 each if booked on application form (normal price \$24.00)

There will be no refund on any Concession Tickets that are not presented at point of entry.

POWER

Power is available at \$50 per outlet.

State how many outlets required (maximum of 2)

Please supply **extension cords** from power boxes. If heavier outlets required, notification of requirements should be stated on Exhibitors Entry Form.

Power Cords must be tested and tagged.

No heating devices (i.e. urns) etc. will be permitted unless prior arrangements are made with management. No power boards are permitted to be used.

EXHIBITOR'S CAR PASSES

Cars entering the site must have displayed a pass supplied by the Secretary .

These are free so please order enough to save embarrassment of refused entry.

Exhibitors Entry Form



ENTRIES CLOSE 12^h FEBRUARY, 2010

Exhibitor's Name.....

Address.....Post Code.....

Phone No..... Fax No.....

E-mail Address:.....

Contact Person.....

For Advertising & Promotional purposes what name do you wish your Company to be known as in the Official Program.....

REQUIREMENTS FOR 2010

TYPE OF SITE	NO. REQ.	SITE SIZE	PRICE BEFORE 12/2/10	PRICE AFTER 12/2/10	TOTAL
Commercial		9 x 9 m	\$185	\$210	
Commercial		6 x 6 m	\$130	\$155	
Half Site		4.5m x 9 m	\$130	\$155	
Run of Tent		3 x 3 m	\$185	\$210	
Lifestyle Pavilion		3 x 3 m	\$185	\$210	
Outside – General Interest		3 x 3 m	\$100	\$125	
Sheep Display		9 x 9 m	\$185	\$210	
Power - State Appliances			\$50		
Passes			\$18		
Advertising in Official Program		Business Card	\$120		
Trestles			\$14		
Chairs			\$3		
Reserve Site 2010			\$30		
Home Billeting		Per Person/Night	\$35		
Straw			\$6 bale		
Site Sharing Name in Program			\$25		
Car Passes			No charge		
School Camping Accommodation		1 night 2 nights plus	\$20/vehicle \$30/vehicle		
Catering			\$300		
All Prices are GST Inclusive				TOTAL	
Payment Method		EFT	Cheque	* Please Circle	

A Tax Invoice will be issued. ABN 31 103 977 487

Exhibitors Entry Form Continued



PLEASE LIST MAIN PRODUCTS SOLD/PROMOTED:-

- 1.....
- 2.....
- 3.....

Please advise names of other Companies on your site so they can be entered in program.

- 1. Name:.....
Product Listing.....

HIRE COMPANY.....MARQUEE SIZE.....

We agree to conditions of the Karoonda Farm Fair

Signed:
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All correspondence, enquiries and money to:

**The Secretary
Karoonda Farm Fair Inc.
P.O. Box 6
85382864
MURRAY BRIDGE SA 5253**

**Contact Number: 08 85382860
Mobile Number: 0408813452
Facsimile Number: 08
E-mail: info@farmfair.com.au**

DIRECT DEPOSIT DETAILS

**Account Name: Karoonda Farm Fair Inc.
Bank: Commonwealth Bank, Murray Bridge S.A.
BSB#: 065-505
Account Number: 1006 9039 Ref. Details; Business Name.**

Entries Close: Friday 12/2/2010

Confirmation of bookings and site allocations will be made early March 2010.

Conditions



1. Site applications and payment must be in the hands of the Secretary, no later than 12/2/2010. If an application is cancelled after closing date a 10% administration fee will be retained. No refunds if cancelled after 12th February.
2. The Committee of The Karoonda Farm Fair shall have the power to enter upon the area on which the field days are being conducted at any time and remove any articles, signs, pictures, or printed matter which in their opinion may be a cause of offense to the public or the officials of the committee or which the committee deems inappropriate.
3. Booked sites are clearly marked and must remain in their allotted boundaries.
4. The Committee shall not be liable for any loss or damage to the exhibitor's property while on the oval complex..
5. The sites are available from 9.00 a.m. Wednesday.
6. The site must be cleared and left in the same condition as found.
7. **Security.** The Karoonda Farm Fair will provide security on Thursday and Friday nights but shall not be held liable for loss or damage to the exhibitor's property whilst on the field days site.
8. The Farm Fair Committee reserves the right to refuse any entry that is not in the general interest of the Karoonda Farm Fair.
9. The Fair commences at 9.00 a.m. Friday and all vehicles must be removed from the oval at that time.
10. **Exhibitors must before digging any holes or driving any objects into the ground, seek permission from the site manager to ensure that there are no underground power cables or water pipes which could be damaged or cause injury to the exhibitor or his staff. All damages caused by exhibitors or their staff will be repaired at exhibitors' expense.**
11. The use of amplifiers and loud speakers is strictly prohibited unless otherwise arranged with the committee. No amplifiers or loud speakers to be used at indoor sites.
12. No exhibitor shall conduct or permit a raffle to be conducted in the area of the field days without prior written consent from The Karoonda Farm Fair.
13. No exhibitor may sell food without prior approval of Committee.
14. Exhibitors shall conform with the requirements of any Act of Parliament which may govern the erection of structures, the display and/or other products or goods of the exhibitors, and the regulation by-laws and ordinances made under such an Act.
15. In the event that it should be found necessary or expedient to cancel or postpone the said field days a notice of such cancellation or postponement will be published at the earliest practicable time subsequent upon such cancellation or postponement and The Karoonda Farm Fair shall not be liable to any exhibitor for any compensation whether on the ground of loss of profits or otherwise in respect of such cancellation or postponement and the exhibitor shall not be entitled to any refund or payment of any money paid by the exhibitor in relation to the said field days.