

## EXHIBITORS INVITATION AND INFORMATION LETTER

### Brisbane Cheese Awards Queensland's Biggest Cheese Festival

**3 & 5 June, 2011**

We are writing to invite you to take part in our **Cheese Festival** to be held at Portside Wharf, Hercules Street, Hamilton. This is an annual non-profit event promoting Australian Artisan Cheese.

#### FRIDAY PROGRAM

The program summary for the Brisbane Cheese Awards judging on Friday 3 June is as follows:

- Registrations of entrants and exhibits by **2 May, 2011**
- Registration Fee is \$50 per entrant plus \$10 for each exhibit
- Shipment of Cheese - All deliveries to be received by 5pm Monday, 30<sup>th</sup> May. **(Please clearly label this cheese – “Brisbane Cheese Awards – Friday”)**
- Cheese preparation 2 June 2011
- Judging commences at 9.00 am Friday 3 June, 2011
- Continental Breakfast Sunday 5 June at Portside Wharf – from 8am for presentation of cup winners and gold medal winners. Cost \$20 per person.

#### SUNDAY PROGRAM - YOUR DAY & PEOPLE'S DAY - commencing at 10am

- Outdoor event with the focus on your business
- Quality colour program depicting your company profile
- FREE cheese tastings
- Cheese sales at individual stall – No Cheese Platters and No cooking
- Enticements for the public –
  - Free cheese tasting
  - Cheese sales from your stall
  - Direct communication from producer to consumer
  - Industry experts delivering free Education and Information Sessions
  - Celebrity guest – Will Studd author and TV presenter will be attending people's day
  - Champion Cheese and Best Queensland Cheese Announced
  - Home Cheese Maker Awards – one category only – conducted on Friday 3 June, winners announced
  - Master Classes matching beer and cheese
  - Beverage / Condiments and Biscuits available for sale
  - Brisbane Cheese Awards Raclette stall
  - Brisbane Cheese Awards Halloumi stall

***If you would like the Brisbane Cheese Awards Raclette or Halloumi stall to cook and promote your cheese, please let us know.***

## **GENERAL INFORMATION**

Following is relevant information which will ensure **you** maximise every opportunity. Please read the information carefully, and contact us should you have any queries.

**Date:** Sunday, 5 June 2011

**Breakfast:** 8am for a light breakfast and presentation of gold medals and cups.

**Time:** The stalls open between 10am – 4pm. Set up is from 8am and it would be appreciated if the set up of your stall is completed by 9.30am to allow time to be ready to start tastings and selling at 10am. Bump out is from 4.30pm.

**Cheese Delivery:** **(Please clearly label this cheese – “People’s Day – Sunday”** and send via: Your distributor by Monday 30<sup>th</sup> May, or  
If you do not have a distributor please contact [info@brisbanecheeseawards.com.au](mailto:info@brisbanecheeseawards.com.au) and alternative delivery will be arranged.  
Instructions will be given on the day regarding stock access to the cold room supplied.

**Location:** Portside Wharf, 39 Hercules Street, Hamilton

**Site Details:** You will be forwarded a site map with your location approximately 2 weeks before the event.

**Entry & Parking:** On-site parking is available as well as on the streets surrounding the precinct.

**Cost:** **\$260**  
**Space to provide tastings / sale of packaged product**

### **We supply:**

- One 3 X 3 shade structure
- 2 x trestle tables
- 2 chairs
- Shared cold room facilities
- Bin
- X 3 bags of ice
- Tasting biscuits will be provided by our biscuit sponsor
- FREE Maggie Beer pastes for each stallholder
- Vehicle access for Bump-in / Bump-out and on-site parking
- Sunday Program Listing
- Security
- Extensive Marketing Program – including Portside eBlast in May (3500 database), dedicated Brisbane Cheese Awards eBlast late May (3500 database), portside webpage inclusion with link to Brisbane Cheese Awards, in centre posters, development and distribution of medial releases, photo/media opportunities, targeted industry publications and distribution of promotional card with retailers throughout Brisbane
- Your Temporary Food stall license valued at \$122.40 will be included in this cost

**Please give consideration to the following details:**

- Presentation and theming including signage
- Tablecloths
- Disposable plates, cutlery, serviettes, knives and cutting boards
- Gloves, antibacterial hand gel and cleaning utensils
- Large menu sign, product list and prices
- Receptacle for \$'s
- Carry bags for sold produce
- Eskies for storage of your produce for sale
- Extensive free tastings

## **GENERAL POINTS**

All stalls and space will be clearly marked on the map. Once the layout is complete, the space allocated is final, so please ensure you provide adequate information about your stall.

## **STORAGE OF CHEESE:**

Esky/polystyrene boxes are recommended to keep your cheese at the correct temperature - not supplied by Brisbane Cheese Awards.

## **INSURANCE:**

Our insurers request that you provide a copy of your Public Liability Insurance for the event. Please post this copy or fax to 07 3870 0490

It is the exhibitor's responsibility to arrange all applicable insurance for the day, e.g. public liability, workers compensation etc.

## **RUBBISH:**

Please maintain your area in a clean condition. All cardboard boxes must be flattened and stored underneath the trestle tables provided in your stall. At the end of the event, no rubbish is to be left in your area.

## **ADVERTISING:**

Promotions with local newspapers, posters, flyers and banners etc. will guarantee good coverage of the event. Promotional cards will also be distributed via retailers, cheese producers and other good food locations.

## **EQUIPMENT:**

The preferred logistics supplier for this event is **Neals Hire**. Neals Hire is providing all marquees/stalls, trestle tables & chairs. If you wish to tablecloths, bowls, utensils etc. please contact Douglas Birt at Neals Hire.

**Any equipment hired will be your additional cost.**

Neal's Hire & Special Events  
 228A Lavarack Ave, PO Box 1194, Eagle Farm, B.C. Qld 4009  
 p: (07) 3260 1133 f: (07) 3260 1344  
 e: [sales@nealshire.com.au](mailto:sales@nealshire.com.au)  
[www.nealshire.com.au](http://www.nealshire.com.au)

## **CONTACT DETAILS - Brisbane Cheese Awards Inc.**

**General Enquiries - Suzie Roughead or Sharyn de Kort**

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Email [info@brisbanecheeseawards.com.au](mailto:info@brisbanecheeseawards.com.au)

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