



# 2010 AUSTRALIAN INTERNATIONAL THREE DAY EVENT



## The Market Place Information Kit

## Welcome

Welcome to the 2010 Australian International Three Day Event (AI3DE) "**The Market Place**". This year marks the 13<sup>th</sup> anniversary of the 3 Day Event, and we have great plans to celebrate in style. This year the event incorporates the Australian Championship of Eventing at the elite 4\* level and the National Young Rider Championships at 2\* level! In addition, the expanded "Grape and Gourmet Gallop Wine Fair", will help to further create an exciting atmosphere during the event.

The AI3DE is a unique equestrian event, appealing to a wide audience of equestrian enthusiasts, families and the general public. Saturday (Cross Country Day) has been designated as family day, with discounted family ticket prices, including a children's area with face painting, jumping castle, free balloons and pony rides. The AI3DE has the largest audience of any equestrian sporting event in Australia, with the exception of the major racing carnivals.

Situated in the heart of Adelaide's glorious parklands and a stone's throw from the city's vibrant east end restaurant strip, the Australian International Three Day Event offers exhibitors exposure to an audience from a wide demographic. Our own market research identified spectators from high wealth suburbs of Adelaide, with a concentration from the eastern states, and visitors from UK, Asia and NZ.

This year the The Market Place is located even closer to the action with the entrance gate on Rundle Road funnelling spectators past the Shopping village and Big TV screens down to the main arena.

The Village is near the dressage and showjumping competitions, and water jump area in Rymill Park ensuring maximum exposure of sites to spectators. The food fair and Grape and Gourmet Gallop Wine Fair is also located within the The Market Place

Over the three days of the event, we will have over 500 people working to make it a success. The delivery of the event depends on the dedication, effort, talent and enthusiasm of each and every member of the team, and we value the time and energy your organisation provides to the 2010 AI3DE.

Your contacts at the event will be

Penny Watson (The Market Place Manager/Site Logistics) [cloverash@bigpond.com](mailto:cloverash@bigpond.com)

Julie Fiedler (Administration/Payments) [admin@australian3de.com.au](mailto:admin@australian3de.com.au)

We are looking forward to working with you during the event at what I'm sure will be a very successful exhibition for all.

## Chairman

Leigh McClusky

**AI3DE**

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## EXHIBITOR INFORMATION

## **About the Event**

The AI3DE will be held from November 12 – 14<sup>th</sup> 2010. As the only inner city equestrian event of its type in the world, and the only permanent CCI\*\*\*\* (Olympic level) competition held in the Southern Hemisphere, the event is one of SA's annual world class events.

## **2010 Event Overview & Trade Fair Opening Times**

<b>Friday 12 November</b>	<b>Dressage Day from 9.00am-5pm</b>
<b>Saturday 13 November</b>	<b>Cross Country Day: 9.00am – 5.00pm (extended times to be announced)</b>
<b>Sunday 14 November</b>	<b>Show Jumping Day from 9.00am – 5pm</b>

## **Road Closures (Tentative)**

Wakefield Road – will be closed from 9.00am Friday 12 November until 10.00pm Saturday 13 November.

Bartels Road – will be closed from 10.00am Friday 12 November until 10.00pm Sunday 14 November.

Exhibitors will be permitted to access their site via Bartels Road.

## **Parking & Set Up Details**

Exhibitors will need accreditation to gain entry into Bartels road from Friday morning and can park cars on Bartels road from Friday to Sunday with that accreditation. Only 1 car pass will be given to each The Market Place Exhibitor. On Thursday, Bartels road will be open to the public so The Market Place Exhibitors will have to take their chances parking here. This accreditation will be given to you during set up on Thursday.

The Market Place Exhibitors must have their stalls stocked and ready by 9am Friday 12 November.

Car Deliveries of stock on Thursday - cars must leave the The Market Place within 1 hour, stock may be delivered anytime throughout the day by foot and set up can take place all day. Vehicle access on Saturday and Sunday must be before 8:30 am. All vehicles need to be vacated from the The Market Place by 8:30 am.

## **Please note that in the event of rain, vehicles will not be permitted in the The Market Place**

A site coordinator will available in the village on Thursday November to ensure that site protocols,

including the entry of vehicles into the village are followed.

The City of Adelaide charges for each vehicle on the parklands and may fine vehicles that the AHTM Event Management has not previously arranged permits for.

During the event, the trade site may be visited by Workplace Services to ensure that Occupational Health, Safety & Welfare regulations are met and any other relevant legislation to ensure public safety.

Please ensure that:

- a. Retail exhibits are presented in a safe and secure manner
- b. Exhibit sites are kept clean (e.g. No rubbish or trip hazards)
- c. Exhibits are attended at all times during the opening hours
- d. Exhibits are "spread out" no more than 2 meters from the purchased site
- e. All electrical items supplied by exhibitors MUST be safety test PRIOR to coming onto the venue and tagged to comply with Australian Standards
- f. Legislative requirements for the use of gas cylinders must be followed.

### ***Dismantle***

Exhibitors may dismantle and move out from the The Market Place after the completion of the Showjumping phase and award ceremony on Sunday. Cars may be brought onto the The Market Place during this time and exhibitors should take care when parking cars to avoid inconvenience to fellow exhibitors and the public.

### ***Event Staff***

**The Market Place Manager:** Penny Watson  
**The Market Place Administrator:** Julie Fiedler  
**Operations Manager:** Michael Clark

### ***Toilets***

Toilets will be located near the The Market Place Site.

## **EMERGENCY AND SAFETY PROCEDURES**

## ***Safety Policy and Safety Awareness***

The personal safety and health of every person within the venue is of paramount concern to Adelaide International Horse Trials Management Inc. Safety in all operations will be given the highest priority.

### ***Safety Awareness***

It is important to report to Management – in person or by phone – any hazard or area that has the potential to cause an injury to spectators and/or your staff.

### ***Hazard Identification***

- Loose cables or electrical cords that have not been secured
- Slippery or uneven surfaces
- Dark or poor lit areas
- Unusual or suspicious packages or persons
- Blocked or locked Fire Exits or obstructed fire extinguishers
- Poorly stacked or unbalanced materials/equipment
- Protruding nails or objects, sharp edges or corroded surfaces
- Large or concealed holes in the ground
- Broken fencing or other fittings
- Frayed or exposed electrical wires
- Toilets that require repair or servicing

### ***Emergency Procedures***

Due to the nature and spread of the event the initial appropriate steps to be taken in response to any emergency or incident will be:

<b>ASSIST</b>	Ensure everyone at risk is advised and moved away from the threat
<b>ADVISE</b>	Advise the Control Centre or Management
<b>ATTEND</b>	Do what you can to assist injured persons or combat the incident with the resources immediately available – remember though <b>SAFETY FIRST!</b>
<b>ACCESS</b>	Arrange for clear access for emergency services
<b>AREA</b>	Keep people out of the area and secure it as best you can until the arrival of authorities

#### **NOTE**

During non-operational hours, ensure that the appropriate Emergency Service is advised and then the Stable Manager or Event Manager.

An Emergency Plan has been prepared to document the response necessary for all types of emergencies and the Police and Emergency Services are either on hand, or are ready to respond, if necessary. Should you witness any emergency you must report it immediately. When the Event Management team is made aware of such an emergency or incident, staff will then activate the emergency response. You should then remain near the area and follow the directions of Management, the Police or Emergency Service personnel, assisting when requested to do so.

**Do not leave** the venue until you have reported to Management.

If you witness any incident, including sporting incidents, you should advise Management as you may be required to provide a statement during the investigation.

Any emergency or incident occurring during the event is likely to attract the Media seeking reports or stories. Staff, contractors, The Market Place staff and volunteers in the normal course of operations, and particularly during emergencies, **must not** make any comment to members of media. Any requests for comments must be directed to Management.

### ***Sporting Emergency***

Any response to a sporting emergency is the responsibility of the Cross Country Controller or the Chief Steward and is dealt with in a separate Equestrian Incident Management plan.

### ***Evacuation Procedures***

Evacuation of the site or an area could be required if there is any threat to life or safety. Such a threat could arise from any number of sources including fire, bomb threat, chemical spill or similar risk to the safety of people occupying the site.

The Event Manager will make the decision to evacuate part or the entire venue. The decision to evacuate will be communicated to all persons in the venue by one or more of the following mechanisms:

- public address announcements
- radio messages
- word of mouth

**Wardens (Security personnel)** If evacuating the site, people will not be asked to move past any threat (for example, a suspicious object). Wardens will direct people to an appropriate exit and if appropriate towards an Assembly Point.

**Assembly Points** The Event Manager in consultation with the Police will determine Assembly Points, taking into account the nature of the hazard.

**Wait** If there is an emergency evacuation at the venue all personnel are asked to please wait at the Assembly Point until further directions are given.

## **INCIDENT REPORTING**

### ***Incident Report Form***

Managers and the Event Management/Secretaries office have forms. If you become aware of or witness an incident you should follow the procedures listed below:

Steps for incident Reporting

1. Contact Management
2. Document information within 24 hours of the incident (*as shown on Incident Report Form*)
3. State nature of incident/emergency
4. List the exact location
5. Write your name and how you can be contacted
6. Deliver the completed form to management ASAP or at completion of the day.

When following the steps for reporting an incident it is important to ensure that:

1. Steps are taken to prevent the incident from occurring again
2. AI3DE has a full record of the incident, should it need further investigation.

**Safety Notes**

- All sites to have at least one clear exit 1 m wide and 2 m high
- Any cabling to be bundled, taped down if required, and kept away from walkways
- Any steps or potential trip hazards are to be clearly marked with safety tape
- Electrical cords to display current electrical testing safety tags

Inspectors from the South Australian Government workplace safety divisions may inspect the site. Exhibitors are requested to comply with all reasonable instructions.

**APPENDICES**

## Australian International 3 Day Event Trade Fair site Booking Sheet

SIZE	DETAILS	QUANTITY	STANDARD	AMOUNT
<b>3m by 3m</b>	<b>Standard</b>			
	3 by 3 marquee		\$1,100.00	
<b>3m by 6m</b>	<b>Standard</b>			
	3 by 6 marquee		\$1,750.00	
<b>6m by 6m</b>	<b>Standard</b>			
	6 by 6 marquee		\$2,750.00	
<b>6m by 9m</b>	<b>Standard</b>			
	6 by 9 marquee		\$3,100.00	
<b>6m by 12m</b>	<b>Standard</b>			
	6 by 12 marquee		\$3,450.00	
			<b>SUB TOTAL A</b>	

Each site will be provided with 2 chairs.

### Additional items

Select	Item	Qty	Cost per unit (incl GST)	Total
	Additional Power Point installed			
	Additional chairs		\$ 4.00	
	Trestle		\$ 15.00	
	Fluro (installed)		\$ 45.00	
	Trestle cloth		\$ 15.00	
	Spot (self install)		\$10.50	
	Flooring per 9spm		\$150.00	
			<b>Sub Total B</b>	\$
			<b>Sub Total A</b>	\$
			<b>TOTAL</b>	\$
			<b>BALANCE</b>	\$

### All sites include

- ⇒ Logo in program
- ⇒ Promotional broadcast (we need your commentary asap)
- ⇒ Cleaning and rubbish removal
- ⇒ 2 x 10amp power outlets
- ⇒ 24hr general grounds security
- ⇒ Adelaide City Council fees
- ⇒ All sites are 3 day sites
- ⇒ Copy of the program

### Exhibitors Details

Company Name.....  
 Contact Name.....  
 Address.....PC \_ \_ \_ \_  
 Ph \_ \_ \_ \_ \_ Fax \_ \_ \_ \_ \_ M \_ \_ \_ \_ \_  
 Email.....@.....

Payment may be made via Cheque/Money Order, Direct deposit or Credit Card.  
 Direct deposits may be made into the following account :

Adelaide Horse Trials Management Inc.  
 BSB 065116 Acc No. 10114122  
 Please include your name on the transfer details

Cheques/money orders to be made payable to "AHTM Inc"

Credit card payment:  
 Visa Mastercard  
 Total fees \$ \_\_\_\_\_  
 Cardholder name \_\_\_\_\_  
 Card Number \_ \_ \_ \_ \_  
 Security number (last 3 digits on reverse of card) \_ \_ \_  
 Signature \_\_\_\_\_

Return this form with payment to:

Adelaide Horse Trials Management Inc.  
 Level 3, 100 Pirie Street Adelaide SA 5000

Bookings are only accepted with full payment, supply of logo & commentary text, copy of current public liability cover and a signed contract

- Payments must be received no later than **Friday 1 October 2010**
- Exhibitors are responsible for organising their own Public Liability Insurance, which is a condition of exhibition
- Cancellations received in writing prior to Friday 29 October 2010 will result in a refund of payments less administration fee of \$550. An exchange of exhibitor may be able to be negotiated to avoid penalty.
- Cancellations notified after Friday 29 October will result in the forfeit of all moneys paid.
- Logos in JPEG and editorial text of up to 100 words, MUST be received at the time of booking. Booking will not be accepted or processed until logos, commentary text and adverts for program (if purchased) are supplied.  
 Logos and text should be emailed to: [admin@australian3de.com.au](mailto:admin@australian3de.com.au).

**Terms and conditions of Contract**

1. The Exhibitor is deemed to have acknowledged and accepted these terms and conditions of contract between Adelaide Horse Trial Management Committee (hereafter referred to as AHTM) and the Exhibitor (the booking contract).
2. An application for a The Market Place site booking at the 2010 Australian International 3 Day Event (hereafter referred to as AI3DE) shall be deemed an acceptance as at the time that the Exhibitor submits a booking for the event and provides full payment, a company logo, copy of current public liability insurance and commentary box text along with a signed contract.
3. All fees include GST.
4. AHTM reserves the right to assess each application for booking on an individual basis for acceptance of contract. Should a contract not be accepted by AHTM the fee will be refunded and contract deemed null and void.
5. Cancellation of contract by the Exhibitor must be in writing. Cancellations received in writing prior to 29 October 2009 will result in a refund of payments less administration fee of \$550. Cancellations notified after 29 November will result in the forfeit of all the moneys paid. An exchange of exhibitor may be able to be negotiated. AHTM may cancel the contract at any time at its absolute discretion, without any rights of the Exhibitor claim compensation or any other payment or remedy if the Exhibitor or any person acting on its behalf has breached any of the terms and conditions of the contract. The right to cancel pursuant to this clause is in addition to any common law rights that AHTM may have in relation to termination of the contract.
6. Allocation and positioning of sites is at the absolute discretion of AHTM and it will not be held responsible for competitors being positioned next to each other. AHTM also reserves the right to relocate exhibitors or alter the boundaries of the advertised The Market Place site.
7. All Exhibitors will be responsible for insuring their stock against loss or damage. No responsibility will be taken by AHTM for any loss or damage incurred by the Exhibitor including, but not limited to loss or damage resulting from weather conditions, resulting from or involving any act, omission or negligence by AHTM, its employees, contractors, servants or agents, by other Exhibitors or the general public.
8. The Exhibitor will comply with all relevant laws and statutory requirements and is responsible for ensuring that any working environment in which the Exhibitor uses is safe.
9. **It is a condition of this contract that the Exhibitor will obtain and keep current a public liability cover for a minimum of \$20,000,000 in relation to any one claim, noting AHTM (as a third party interest) for its respective rights and interests. A certificate of currency must accompany booking and payments.**
10. No exhibit may extend above the marquee height unless prior approval has been

obtained from AHTM. Exhibitors may extend stock outside of the front panel of their marquee to a length of no more than 2 metres.

11. Exhibitors shall not assign this contract or sub-let their exhibition site or advertise and promote other organisations from their site without prior written approval from AHTM.
12. Exhibitors may not allow their employees, contractors, servants or agents to occupy any space other than their site unless prior arrangements are made with AHTM and approved in writing.
13. No nails, staples or pins are to be used on the marquee – Velcro stickers only to be used. Marquees are to be vacated by the nominated date. Any costs incurred by AHTM for repairs or damage to the marquee, exhibition equipment, furniture, accessories caused by Exhibitor's acts, omission or negligence or failure to comply with this clause will be paid by the Exhibitor.
14. The Exhibitor is responsible for all and any loss or damage resulting from personal injury to or death of any person whatsoever or loss or damage to property arising from or in connection with the Exhibitor's display area or immediate surrounds including but not limited to displays, signage, marquee roping, fastening and flooring howsoever caused directly or indirectly by the Exhibitor or any contractor, subcontractor, employee, servant, agent, licensee or invitee of the Exhibitor or general public or any act or omission of any such person or by any exhibit, machinery or other article or thing in the Exhibitor's possession of or use of the Exhibitor or any other servant or any agent of the Exhibitor or erected by the Exhibitor or contractor or their employees or agents or by the marquee fitting contractor. The Exhibitor will indemnify AHTM in respect of each and every such a claim and all actions, proceedings costs, claims and demands in respect thereof. The Exhibitor must take out adequate insurance in respect of all such claims and produce the proof of insurance on demand. AHTM shall be under no liability for personal injury to the Exhibitor, its servants, agents, invitees, or licensees or customers or the general public however caused.
15. The Exhibitor acknowledges and agrees that AHTM shall not be responsible for any loss of whatever nature or however caused should the Exhibitor follow any of AHTM's recommendations or suggestions concerning the display, nor for any loss of whatever nature or however caused arising from the Exhibitors' participation in the exhibition.
16. The Exhibitor acknowledges and agrees that there will be no liability on the part of AHTM or on the part of its servants or agents for damages for or in respect of any claim arising out of or in connection with the relationship established by the agreement between the Exhibitor and AHTM or any conduct under it or any orders or instructions or requests given to AHTM by the Exhibitor and whether or not such liability results or involves negligence.
17. The Exhibitor indemnifies AHTM against any expenses, losses, claims, proceedings or demands for indemnity, damage, contribution, legal costs (on a solicitor/client basis), penalty, fine or other cost under any State or Federal Act, including but not limited to the Trade Practices Act 1974 (Commonwealth) or the Fair Trading Act 1987 (SA) or at Common Law arising from any words, conduct or representation of the Exhibitor.

- 18. If the holding of the exhibition is prevented or abandoned by reasons of fire, storm, lighting, national emergency, labour dispute, strike, lock out, civil disturbance, explosion, inevitable accident, weather condition or any other reason not within the control of AHTM whether of the same sort or not, AHTM may, at its absolute discretion, return a part of the costs of the site paid by the Exhibitor but, is under no obligation to do so. In such case, AHTM shall not be liable in any way whatsoever for any expenditure or liability or loss including consequential loss incurred by the Exhibitor.
- 19. This agreement is governed by the laws specified in the State of South Australia.
- 20. The Exhibitor acknowledges and agrees that all indemnities referred to in terms and conditions of acceptance of contract shall take effect when the Exhibitor pays the deposit and will remain in full force and effect even after the termination or cessation of this Agreement.

Please sign below to record your acceptance of the terms and conditions, including payment schedule for the 2009 Australian International 3 Day Event.

Name.....

Company / Exhibition.....

I have read, understood and accepted the terms and conditions of the 2010 Australian International 3 Day Event and agree to abide by these:

Signature.....

Date...../...../.....

Exhibitor : (insert name to appear in the program)

The information you will provide below will appear within the Official Program and through the Commentary at the event as part of your The Market Place Exhibitor Package.

Please send your Logo and text to [admin@australian3de.com.au](mailto:admin@australian3de.com.au)

**Commentary Text up to 100 words**

Name.....  
Sign.....

Trade Fair booking & payments will not be accepted unless commentary text, logos and advertisements for the program (if purchased) have been supplied.