



# the Gluten Free Food Festival™

## Exhibitor Manual

### Table of Contents

<b>ESSENTIAL INFORMATION .....</b>	<b>3</b>
<i>Important Dates and Times</i> .....	3
Event Duration .....	3
Schedule .....	3
<i>Contact List</i> .....	3
<i>Addresses</i> .....	3
Festival's Physical Address .....	3
<b>FESTIVAL PREPARATION .....</b>	<b>4</b>
<i>Courier and Shipments</i> .....	4
<i>Access to the Site</i> .....	4
<i>Set Up</i> .....	4
Indoor Exhibitors .....	4
Food Trucks .....	4
<i>Car Parking</i> .....	5
<i>Test and Tag</i> .....	5
<i>Furniture and Accessories Hireage</i> .....	5
Tables and Chairs .....	5
Velcro Panels .....	5

Extras .....	5
Power .....	6
Eftpos .....	6
Chilled Storage .....	7
Frozen Storage .....	7
Alcohol Licensing .....	8
Wifi .....	8
Site Plan .....	8
<b>ON THE DAY.....</b>	<b>9</b>
Emergency and First-Aid.....	9
Info Desk .....	9
Your Stand .....	9
Indoors.....	9
Signage.....	9
Storage .....	10
Security .....	10
Rubbish and Recycling .....	10
<b>MARKETING AND PROMOTION .....</b>	<b>10</b>
Our Marketing and Promotion .....	10
Your Marketing and Promotion.....	10
<b>HEALTH, SAFETY AND INSURANCE .....</b>	<b>11</b>
Food Health and Safety .....	11
Gluten Free .....	12
Gas.....	12
General Health and Safety.....	12
Insurance and Liability.....	13
<b>TERMS AND CONDITIONS.....</b>	<b>13</b>

# ESSENTIAL INFORMATION

## *Important Dates and Times*

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### Event Duration

Friday, 18<sup>th</sup> October 2024 5pm – 7pm (exclusive preview session)

Saturday, 19<sup>th</sup> October 2024 10am – 4pm.

### Schedule

<b>Your invoice is due</b>	20 <sup>th</sup> of the month following invoice	
<b>All invoices due in full</b>	1 <sup>st</sup> September	
<b>Unpaid invoices incur a 10% collection fee</b>	19 <sup>th</sup> September	
<b>Exhibitor information emails go out</b>	8 <sup>th</sup> October	
<b>Pack In – Indoor sites &amp; attending food trucks</b>	18 <sup>th</sup> October	10am – 4pm
<b>Exclusive Preview Session</b>	18 <sup>th</sup> October	5pm – 7pm
<b>Pack In – Food Trucks</b>	19 <sup>th</sup> October	From 7am
<b>Main Festival Day!</b>	19 <sup>th</sup> October	10am – 4pm
<b>Pack Out</b>	19 <sup>th</sup> October	4pm – 6pm

## *Contact List*

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**Shayna Gaskell** – The Gluten Free Food Festival Event Organizer

0220848581

**Dana Alexander** – Coeliac New Zealand Sales and Marketing Manager

09 4147467

**Mickey Shepherd** – Due Drop Events Centre Event Coordinator

09 966 1740

## *Addresses*

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Festival's Physical Address

Due Drop Events Centre

770 Great South Rd, Manurewa

Auckland

# FESTIVAL PREPARATION

## *Courier and Shipments*

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You can courier your products to the festival site earlier if need be. All couriers however need to arrive on the **Thursday 17<sup>th</sup>** or **Friday 18<sup>th</sup> October**, with preference for the Friday.

Address for delivery:  
*Due Drop Events Centre*  
*770 Great South Rd*  
*Wiri*  
*Manukau 2104*

## *Access to the Site*

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Access to Due Drop Events Centre will be from 10am on Friday, 18<sup>th</sup> October (for indoor exhibitors and food trucks that are attending the exclusive preview session). Parking for set up is next to the events centre – your car will need to be moved once you have finished setting up. Some cars can be driven into the arena if need be, however will need to be moved as soon as you've finished unpacking.

Access for food trucks attending the Saturday only will be from 7am Saturday 19<sup>th</sup> October.

## *Set Up*

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### Indoor Exhibitors

Indoor exhibitors will need to be fully set up on the Friday before the start of the exclusive preview session at 5pm. You will be able to access the Due Drop Events Centre from 10am - 4pm on Friday 18<sup>th</sup> October, and will be given a set up window from one of the following:

- 10am – 11.30am
- 11.30am – 1pm
- 1pm – 2.30pm
- 2.30pm – 4pm

When you arrive, head to the Info Desk to collect your Exhibitor Passes, wifi details, and anything you may have hired.

### Food Trucks

You will be setting up on the morning of 19th October, unless you are also attending the exclusive preview session the night before. You can arrive anytime from 7am to 9am (allow yourself plenty of time to set up, plug into power, prep, etc before the start of the festival at 10am).

If you are attending the exclusive preview session you can either take your food truck away and come back the next morning, or leave it there overnight. There will be some security onsite overnight, however Sapphire Events accepts no liability for any damage etc.

### *Car Parking*

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Exhibitor carparking will be in Due Drop Events Centre. There will be parking wardens in high-vis on site to assist you.

You will need a parking permit to park in this area, which will be emailed to you with the Exhibitor Information email on 8<sup>th</sup> October.

### *Test and Tag*

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All electrical items used must be tested and tagged.

### *Furniture and Accessories Hireage*

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#### Tables and Chairs

Please email us at [connect@theglutenfreefoodfestival.co.nz](mailto:connect@theglutenfreefoodfestival.co.nz) if you need to hire tables (standard trestle, \$20+gst) or chairs (\$5+gst).

#### Velcro Panels

If you would like more Velcro partition panels on your site, please email us at [connect@theglutenfreefoodfestival.co.nz](mailto:connect@theglutenfreefoodfestival.co.nz) before 19<sup>th</sup> September. Velcro panels are \$48+gst/1.2m, and the cost will added on to your invoice.

#### Extras

Hireage of any other extras will need to be undertaken yourself.

[Peek Exhibition](#) and [Exhibition Hire](#) work regularly with Due Drop Events Centre and are very familiar with the venue; if you need any accessories, we recommend contacting one of them first. Some examples of what you can hire:

- Furniture
- Electrics – spotlights etc
- Audio Visual – TV screens, ipads etc
- Plants
- Signage

## Power

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Due Drop Events Centre has a number of power points both indoor and outdoor, including three-phase and standard 10-amp points. All exhibitors requiring power will have requested sites on the edge of the indoor arena – only a few select middle sites will have direct access to power. However there will be a site on the edge where middle exhibitors can go to charge their Eftpos machines, phones, etc.

## Eftpos

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We have organized a fantastic exclusive offer with Skyzer Eftpos. Tired of boring Eftpos? Upgrade your customer experience with Skyzer’s fantastic range of colourful machines, to suit your branding. You can even add your logo to the home screen!

These terminals connect to the Worldline (Paymark) network. If you don’t already have a connection in place you’ll need to reach out to your bank to get the process started – it can sometimes take up to six weeks.

Contact [gavin.bratty@skyzer.co.nz](mailto:gavin.bratty@skyzer.co.nz) to book your machine and quote “The Gluten Free Food Festival”.

We will also have cash out services available on the day, from the Info Desk.

the  
**Gluten Free**  
Food Festival

18th and 19th October 2024

Move 5000 terminal and SIM card  
for only **\$45** plus GST.

Available in:

● ● ● ● ● ● ● ●

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[gavin.bratty@skyzer.co.nz](mailto:gavin.bratty@skyzer.co.nz) 022 085 7905




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## Chilled Storage

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Please see the following options if you require chilled storage at The Gluten Free Food Festival. We have organized quotes with Fridge Freezer Hire Services.

<b>Fridge Freezer Hire Services</b>	
<p>Skope SK1000 2 Glass Door Chiller –</p> <ul style="list-style-type: none"><li>• Width: 1130mm, depth: 710mm, height: 2200mm</li><li>• 4 x adjustable shelves</li><li>• 2 x internal lights</li><li>• 1000 litres</li><li>• Castor wheels</li><li>• \$295.00 + gst</li></ul>	
	<p>Skope SK650 Glass Door Chiller –</p> <ul style="list-style-type: none"><li>• Width: 740mm, depth: 700mm, Height: 2200mm</li><li>• 4 x adjustable shelves</li><li>• Internal light</li><li>• 650 litres</li><li>• \$265.00 + gst</li></ul>
<p>Skope HB80 Glass Door Fridge –</p> <ul style="list-style-type: none"><li>• Width; 500mm, depth: 560mm, height: 770mm</li><li>• 2 x adjustable shelves</li><li>• 80 litres</li><li>• \$225.00 + gst</li></ul>	
<p>All quotes include freight (delivery and collection) to the venue. To hire from <b>Fridge Freezer Hire Services</b>, contact: <b>Brent Main</b> <a href="mailto:brent@fridge-freezer.co.nz">brent@fridge-freezer.co.nz</a> and quote “The Gluten Free Food Festival” to receive the above rates.</p> <p style="text-align: center;"><a href="http://www.fridge-freezer.co.nz">www.fridge-freezer.co.nz</a></p>	

## Frozen Storage

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## ON THE DAY

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### *Emergency and First-Aid*

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All emergency services need to go through the event security to ensure that the emergency vehicles are given the correct information.

EMT will be on site during festival hours. If first aid is required, please come to the information desk by the front entrance or contact an event organizer.

### *Info Desk*

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The Info Desk/HQ area will be located by the main entrance inside the arena. If you need any help or have any questions, please ask a team member at the desk (or find one in high-vis).

The Info Desk will also have:

- Cash Out
- First Aid
- Lost Children meeting point
- Festival prize and entries

### *Your Stand*

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#### Indoors

Stand sizes vary, you would have selected your preferred size upon application.

Included in your stand package is:

- Access to power, either directly or nearby depending on your site (10amp outlets)
- Exhibitor passes
- Website Profile page at [www.theglutenfreefoodfestival.co.nz](http://www.theglutenfreefoodfestival.co.nz)
- Free parking
- Some stands have Velcro panels included (this is shown in the site map).

#### Signage

Please take note on the map as to whether your stand has Velcro panel backing (indicated by a red line) or arena wall backing (indicated by a blue line).

### *Velcro Partition Panels*

You can use Velcro or drawing pins/thumb tacks to attach your signage.

### *Arena Wall*

You can use 3M tape or hooks ONLY to attach your signage, or use freestanding signage.

## *Storage*

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Storage space for exhibitors is located in the Sir Noel Robinson Conference Centre (the area we used for indoors in 2023). There is plenty of space for storing pallets, boxes, excess product, and the like.

## *Security*

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We will have security onsite for set up, overnight and festival hours. However, the organisers will not be responsible for any loss of items whilst at the show.

## *Rubbish and Recycling*

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Due Drop Events Centre has their own contractor to provide waste services for The Gluten Free Food Festival. You will find several waste stations placed around the site, with options for recycling and general waste. Please ensure your customers are aware of the waste stations, and ensure you place your waste in the appropriate bins!

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# MARKETING AND PROMOTION

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## *Our Marketing and Promotion*

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We are advertising the festival extensively through the following methods:

Website | Social media | Event listings | Coeliac New Zealand magazine | Email newsletter  
Newspapers & Magazines | Billboards & Signage | Radio | Shop signage | Door handout

## *Your Marketing and Promotion*

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Create hype by sharing your attendance at the festival! You will find social media tiles [here](#), which you can download and share on your social feeds.

Use the hashtag #glutenfreefoodfestnz24 on all your social media posts!

If you'd like to run a giveaway or competition for your customers to win free festival tickets, please email [info@theglutenfreefoodfestival.co.nz](mailto:info@theglutenfreefoodfestival.co.nz) to discuss options.

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## HEALTH, SAFETY AND INSURANCE

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### *Food Health and Safety*

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These recommendations are a guide only and more specific food safety measures may be required for different stalls.

All food exhibitors should be registered with a council or directly with MPI.

For selling food or offering food samples, please be sure to read the following:

#### Food Sampling

The acceptable sampling sizes for food samples are as follows:

- Bite-sized portions
- Individually wrapped items (for off-site consumption only)

Sampling must be carried out in such a way that customers do not touch food that other people will eat, in order to minimise the risk of cross-contamination. The guidance below should be followed:

- Food should be placed to be sampled where the exhibitor can see it and therefore supervise customers
- Samples should be clearly segregated from other stock
- It is recommended that samples be offered to customers from plates or small bowls
- Customers should not be allowed to 'double dip' sampling sticks/spoons/food items

#### Food preparation and storage

- Ensure the food preparation area is large enough for the type of food preparation being carried out. All equipment, tables, display cabinets etc must be in a good state of repair and made of smooth materials that are impervious and easy to clean.

#### Display and service

- Food being prepared or displayed must be protected against insects, dirt, people etc by means of covers, screens, sneeze guards etc.
- To help you achieve temperature control, keep the amount of food on display to a minimum. Good stock rotation is essential, when re-stocking displays ensure 'older food' is moved to the top of the pile. Avoid topping up 'bulk' displays as food on the bottom may be left for long periods.
- Any leftovers should be discarded – not reused.

#### Basic hygiene measures

- Keep jewellery to a minimum as it may enter and contaminate food.
- Ensure that cuts and sores are covered with a brightly coloured waterproof plaster. On some occasions, gloves may be required. Keep a first aid kit on-site.

- Do not attend the event if you are suffering from a communicable illness, such as diarrhoea and vomiting. Even a common cold can cause food poisoning.
- Different persons, e.g. one person to handle food and one person to handle money, should carry out different tasks if possible.
- Clean as you go – regularly wipe down surfaces with a clean cloth.

#### Travel and transport

- Travel straight to the event from your base kitchen thus avoiding long delays.
- Transport vehicles must be clean and food must be separated from other items being carried in the vehicle, such as cleaning chemicals and pets.
- All food must be wrapped, covered or placed in sealed clean containers whilst being transported to the event. This will prevent potential contamination with dirt and bacteria.
- Perishable food including cooked rice, meats (both raw and cooked), dairy products etc must be kept either hot (at least 60oC) or cold (at 4oC or below) whilst travelling to the event.

### *Gluten Free*

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You will know by now that only **gluten free foods** are allowed for this event. Please read the below precautions to take:

If you handle gluten foods in your personal or commercial kitchen, please:

- Ensure your hands are thoroughly washed, clothes changed, and utensils thoroughly cleaned or new ones used before handling gluten free foods at the event
- Recheck all your foods to ensure they're gluten free
- Store all gluten-free foods separately to gluten foods when preparing for the festival.

### *Gas*

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Gas may be used to power food trucks and stalls providing you observe strict safety regulations in accordance with New Zealand Standard AS/NZ 1596:2002 – LPG Storage and Handling.

- Gas cylinders must be protected by a fireproof cover at all time and have a clear space of at least 1m around the appliance as well as 4m vertically.
- A 1kg dry chemical fire extinguisher per appliance is required and must be clearly visible at all times.
- Bottles must have a current date stamp.
- No spare bottles are to be kept on stands.
- Connections must be hard piper or an approved flexible hose (not rubber).

### *General Health and Safety*

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The following safety rules and procedures outlined ensure you are compliant with the Health and Safety at Work Act 2015.

- All care should be taken with vehicles on-site with respect of other vendors and/or contractors and their equipment and personnel.

- Equipment used by either vendors or contractors should be placed in such a way that it does not create a hazard to other personnel on site. When the job is complete, surplus equipment should be removed from the site or stored in a way approved by the organisers.
- Before work is begun, vendors and contractors should identify where public phones, fire alarms, egress points and fire hoses are in the event of an accident or emergency.
- No alcohol is permitted to be consumed during the pack in or pack out of the festival.
- Children and animals are not permitted on the festival site during pack in and pack out (please keep them in the car until set up or pack out is completed).

### *Insurance and Liability*

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Exhibitors should have appropriate insurance cover for their business, including Public Liability Insurance. The policy will need to be valid for the duration of the show. Neither Sapphire Events, the venue or any staff, employees, agents, or other representatives of Sapphire Events or the venue, shall be held accountable or liable for any damage, loss, harm or injury to the vendor, employees, agents, or other representatives of the exhibitor.

Exhibitors should consult their own insurance companies and/or broker for proper coverage of their sites and display area. It should cover the total duration of the festival, including set up and pack down.

## TERMS AND CONDITIONS

1: Vendor site fee: Pricing is as per the rates shown on the map, and are GST exclusive. Prices do not include licenses.

2: Payment details: Full payment is required by the 20<sup>th</sup> of the month following your application to the festival, however payment by instalments can be arranged if necessary. Email [info@theglutenfreefoodfestival.co.nz](mailto:info@theglutenfreefoodfestival.co.nz). Any outstanding payments on 19<sup>th</sup> September 2024 will incur a 10% collection fee.

3: Festival hours: are from 5pm to 7pm on Friday 18<sup>th</sup> October (after set up) and 10am to 4pm on Saturday 19<sup>th</sup> October 2024. Vendors agree not to conduct any competitive classes, seminars, exhibits or similar activities, other than those provided for hereunder, within 110 kilometres of the festival on this date. Breakdown must not occur prior to 3pm on the day or a penalty charge will be incurred. If you run out of stock prior to 4pm, please approach the Info Desk to discuss your options with the event organisers.

5: Site sharing: Sapphire Events is comfortable with two businesses sharing a site as long as the vendor making this application states the other company's details on the application form and agrees to be invoiced for the whole stand. If you fail to notify Sapphire Events, they reserve the right to ask the second business to leave at any time.

6: Cancellation: A) In the event of the vendor cancelling all or part of their exhibit space applied for and contracted for hereunder, the following provisions shall apply: 1) If written notice of cancellation is received by the organiser prior to 1<sup>st</sup> June 2024 the exhibitor shall pay a cancellation

fee equal to one quarter (25%) of the site fee 2) If written notice of cancellation is received by the organiser between 2<sup>nd</sup> June to 18<sup>th</sup> September 2024 the exhibitor shall pay a cancellation fee equal to one half (50%) of the site fee: 3) If written notice of cancellation is received by the organiser on or after 19<sup>th</sup> September 2024 the vendor agrees to pay a cancellation fee equal to the full amount (100%) of the exhibit space rental fee (see above). B) The vendor shall be responsible for payment of the total site fee whether the exhibition is cancelled, delayed or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God or any other cause of any kind whatsoever, not within the organisers control.

7: Insurance / liability: It is essential that exhibitors make their own arrangements for appropriate insurance cover whilst at The Gluten Free Food Festival. This is including third party liability insurance. Vendors will be liable for any damage they cause to the venue and/or event gear.

Looking forward to seeing you on 18<sup>th</sup> and 19<sup>th</sup> October!