

## 4. Information A-Z

*If there is something you can't find or you have a question please contact Rowena Rowbotham on +61 3 9888 3459*

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## A

### Access

#### Exhibitors and Contractors

Access to the venue during build-up and move-out is through the front doors of the SCEC. Contractors can enter via the loading docks located off Darling Drive. Your co-operation with Security is required.

#### Show days:

Exhibitors and visitors will have access to the exhibition via the front doors of the Sydney Convention and Exhibition Centre. Exhibitors may enter the venue from two hours prior to opening (8.00 am) and up to one hour after the show has closed each day.

### Accounts

The final payment for your exhibition space must be received in accordance with the terms specified in your invoice. Non compliance may result in the deposit being retained and the organisers reserving the right to resell the space to another organisation. Payment can be made via direct deposit or cheque - made payable to 'Full Frontal Tile & Stone Expo' and forwarded to accounts.

### Accommodation & Flights

Special flight and accommodation packages are available for exhibitors. Discounted rates for travel and accommodation at various hotels near the exhibition venue can be provided. Competitive rates on hire cars are also available. For further information contact our preferred accommodation & travel supplier:

#### The Lido Group

PO Box 906  
Rozelle NSW 2039  
Phone: +61 2 8585 0808 Fax: +61 2 8585 0802  
Email: [exhibitions@lidoac.com](mailto:exhibitions@lidoac.com)  
Website: [www.lidoac.com](http://www.lidoac.com) or click on the Lido link located at [www.fullfrontalexpo.com](http://www.fullfrontalexpo.com)

### Admission

Admission is open to industry professionals, owner builders and renovators on Thursday 20th & Friday 21 August. Members of the general public are welcome to attend on Saturday 22 August.

Members of the public who pre-register will pay \$15 on arrival or \$20 for two, including GST. If visitors register on the day, the cost will be \$20 per person or \$30 for two, including GST.

### ATM

A Westpac ATM is located in front of Hall 3 of the Sydney Convention and Exhibition Centre.

### Audio Visual Equipment

Audio visual equipment is available from Harry the Hirer. All requirements are to be confirmed by Thursday 6th August, with any late orders still accepted, but attracting a late fee. Please refer to the flyer included in this handbook or contact Melissa Cordy at Harry the Hirer on 02 9666 8699. Visit the web-site [www.harrythehirer.com.au](http://www.harrythehirer.com.au) to gain an idea of your exhibiting requirements.

• *Refer to the Audio Visual Services Order Form located in Section 6.1 of this handbook.*

### Awards

Entry into FFTSE Commercial Tiling Awards is not limited to companies who exhibit at FFTSE, but all entries must meet the set criteria. We invite tile manufacturers, retailers and tile fixers to tell us about interesting projects, which feature tile and stone, or a combination of these environmentally-friendly products. However, the architect must be nominated. Only commercial projects featuring tile, stone or a combination of both are eligible.

FFTSE will also be judging numerous other awards throughout the exhibition. Some awards, including that for the best stand, will be made at the Gala Award Dinner on Friday 21 August.

## B

### Bayside Lounge

The Bayside Lounge, located on the ground level of Convention Centre Bayside, provides a relaxed atmosphere for delegates and visitors to chat with colleagues, enjoy a drink, a light lunch or catch up on emails and the latest news.

Open from 8:00am each day, the lower level features à la carte dining, bar and lounge areas as well as a new outdoor terrace and water feature.

Overlooking Darling Harbour, the Bayside Lounge is also available as a cocktail party venue for up to 250 guests (150 guests inside and 100 on the Bayside Lounge Terrace).

To book a table at the Bayside Lounge, phone 02 9282 5916 or email [baysidelounge@scec.com.au](mailto:baysidelounge@scec.com.au)

Exhibitors can open accounts with Exhibitor Services.

• *Please refer to Section 6.7 for the Centre Account Order Form.*

## C

### Car Parking

The Exhibition Centre car park is conveniently located off Darling Drive, underneath the Centre's five exhibition halls. The car park has direct access to the venue and the many attractions and facilities available in Darling Harbour.

Car park opening hours:

Monday to Thursday - 6am to 1am the next day

Friday - open from 6am (24 hours)

Saturday - open 24 hours

Sunday - closes at 1am Monday morning

Day Rates for all vehicles are:

- 0-1 hours = \$8.00
- 1-2 hours = \$16.00
- 2-3 hours = \$22.00
- 3-4 hours = \$26.00
- 4+ hours = \$28.00

Evening Rates for all vehicles are:

- 0-1 hours = \$7.00
- 1-2 hours = \$13.00
- 2+ hours = \$18.00

Evening Rates apply for entry after 5pm and exit before 9am the following day.

Automatic pay stations are located throughout the car park, with a central pay station in the area under Hall 5. Payment is made at these stations prior to exiting the car park. Prepayment is also available.

Please note that the ceiling height of the Exhibition Centre car park is 1.8 metres. For any enquiries please telephone +61 2 9282 5000.

### Care Of Building

You are not permitted to paint, nail, staple, screw or glue to any floor, ceiling or wall within the venue. Material used in stand construction must not cause dampness, staining, be readily ignitable or be capable of emitting toxic

fumes should ignition occur. The Exhibitor is responsible for the cost of restoring or renewing any damage to the Exhibition Centre. The Organiser will inspect the site before move-in and after move-out and advises the exhibitor to do the same.

### Cleaning

Cleaning will be done throughout the move in with extra staff rostered on just before the show opens. Cleaning during the operational days will involve both cleaning while the show is on and cleaning after the show has closed. SCEC ask that exhibitors leave all their rubbish in the aisles once the show has closed and cleaning will pick this up. They will also vacuum the stands.

If you require additional cleaning please fill out the Cleaning Service Order Form

It is each Exhibitor's responsibility to ensure that any packing material is removed from the stand prior to the opening of the Exhibition each day.

• *Complete the Cleaning Services and Waste Removal Order Form located in Section 6.4 of this handbook.*

### Code of Behaviour

The aisles are public walkways and therefore must not be used to display goods. If demonstrating your product, you must place your display counter at least one metre back from the front of your stand to avoid crowds obstructing aisles. Any amplified broadcast or distracting visual display must not interfere with adjacent exhibitors.

### Compressed Air

Exhibitors requiring compressed air on their stands (at own expense) must book via the venue by filling in the appropriate form.

• *Complete the Water & Compressed Air Requirements Order Form located in Section 6.21 of this handbook.*

### Competitions/Lotteries

The Department of Gaming and Racing NSW states that if any company runs a 'free trade promotion lottery' during a Trade Show, they must first obtain a permit. If you are planning to conduct a free giveaway or competition on your stand, please go to the Department of Gaming and Racing 'trade promotion lotteries' website [www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au) to obtain a copy of the permit application form.

### **Computer Hire**

Computer and associated equipment is available through Harry the Hirer. Please keep in mind that if you require an internet connection you are required to fill in the Communications Order Form and return to the venue also. All requirements are to be confirmed by Monday 17 March, late orders that are accepted will attract a late fee. Please refer to the flyer included in this handbook or contact Melissa Cordy at Harry the Hirer on 02 9666 8699. Before making contact with Harry the Hirer please visit the web-site [www.harrythehirer.com.au](http://www.harrythehirer.com.au) to gain an idea of your requirements.

• *Refer to the Audio Visual Services Order Form located in Section 6.1 of this handbook.*

### **Cyberpoints**

One cyber-point will be located within the halls for the duration of the Exhibition and can be utilised by both Exhibitors & Visitors. Please refer to the floorplan for location. The cyber-point is wheelchair accessible.

## **D**

### **Deliveries to the Exhibition Venue**

The Exhibitor (or an authorised representative) MUST be present when receiving goods to the stand. The Venue and Organiser WILL NOT accept delivery of any goods on behalf of Exhibitors, nor will there be any responsibility taken for the safety of any such items delivered to the Venue in the absence of the Exhibitor. If using the official contractor for the exhibition in Schenker Australia Pty Ltd., they will advise you of your specific delivery time. No delivery of display items can occur during the open hours of the exhibition except with prior approval of the organiser. Without approval from the Organiser, the Exhibitor must not remove any products on display during the opening hours of the Exhibition.

To arrange for freight forwarding via Schenker Australia Pty Ltd. please fill in appropriate order form.

• *Complete the Freight Requirements form located in Section 6.9 of this handbook.*

To assist in the smooth delivery of goods to your stand all deliveries must have a "Delivery Label for Exhibitor Materials" attached.

• *The "Delivery Label" can be found in Section 6.6 of this manual*

If delivering goods to the venue by own vehicle, please do so between the official move-in periods of:

#### **Hall 4**

Monday 17th August 07.00 am - onwards

#### **Hall 5**

Tuesday 18th August 7.00 am - onwards

• *Your co-operation with security is required.*

### **Disabled Facilities & Services**

The Exhibition Centre has elevators, rest rooms and telephones that are designed to accommodate the needs of the disabled. All rooms and areas located within the Sydney Convention & Exhibition Centre have been designed to suit these requirements. Guide dogs are permitted to accompany a visually impaired person on the premises at his/her responsibility.

## **E**

### **Emergency, First Aid & Medical**

In the event of any accident or emergency during the show, please advise the Security Guards on-site or contact the Organisers Office immediately on 9282 5539. Sydney Convention & Exhibition Centre has a First Aid Room where the security guards are accredited to provide treatment if required.

### **Environmental Issues**

FFTSE gives environment concerns a high priority and has incorporated environmental conservation initiatives throughout the planning. We strongly encourage our suppliers, exhibitors, buyers and visitors to adopt sound environmental practices that will reduce waste, conserve energy and other resources and offset carbon emissions. Practices should include:

- Recycling of paper and cardboard.
- Reduce handouts and go for paperless educational sessions by offering information on USB's or websites post show.
- Replace bottled water with water stations and paper cups constructed from recycled paper
- Turn off computers and lighting once the show has finished for the day.
- Double sided printing of documents.
- Use of recyclable visitor bags.
- Reducing the paper and documentation that is normally used at exhibitions by using a Stand Tracker.

- Do not allocate excessive amounts of materials.
- Designing signage that is reusable.
- Reduce printing of emails and correspondence.
- Encourage staff to use public transport to and from the venue.
- Recognise the venues environmental policy by adopting their recycling and energy reduction procedures.

#### Green Giveaways

- Encourage customers to visit your website for further information to avoid excessive printed handouts.
- Use recycled paper for promotional material, and source for a green printer
- Don't date your handouts – they can be re-used at other events
- Offer practical or recyclable promotional gifts

Small changes can heavily reduce our impact on the environment and by working together; we can ensure a brighter, greener future for all involved. If you would like to view Sydney Convention and Exhibition Centres policy please contact Rowena via email [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com) or phone +61 3 9888 3459

#### Exhibition Hall Cafes

The Café is located at the rear of Hall 4 and are operated by the Centre to service the food and beverage needs of exhibitors and exhibition visitors for the duration of the event.

Cafe Hours will be:

Thursday	0900 – 2000
Friday	0900 – 1800
Saturday	0900 – 1630

The Centre will operate a move-in Café which will be open on Wednesday 19 August from 1100 – 1500.

**\*\*\* Exhibitors receive a 10% discount at the Café on presentation of their badge.\*\*\***

**Please note** that exhibitors can open accounts with Exhibitor Services to purchase items at the Café.

- **Please refer to Section 6.7 for the Centre Account Order Form.**

#### Exhibitor Accounts With SCEC

Accounts may be opened with the Centre at Exhibitor Services prior to or during the exhibition. All charges incurred by the exhibitor during the exhibition as ordered through Exhibitor Services will be recorded.

Terms of payment are strictly in advice. Payments in the form of company cheque, cash, telegraphic bank transfer or credit card

are acceptable. The centre accepts VISA, Diners Club, American Express and Mastercard. Current merchant fees applicable at time of payment will be incurred.

At the end of the exhibition, if the additional charges differ from the amount estimated, the Centre will refund or invoice any variation within fourteen (14) working days as per the Centre's Standard Terms and Conditions.

- **Complete the SCEC Account Order Form found in Section 6.3 of this manual.**

#### Exhibitor Lounge

The lounge will be located in Hall 4, on the second level above the cafe and will provide an area for the Exhibitors to have some quiet time away from the exhibition floor and enjoy complimentary tea & coffee.

FFTSE will stage a complimentary opening breakfast for exhibitors and invited buyers, and a Gala Awards Dinner. All exhibitors and industry representatives are encouraged to attend. Please refer to "Official Events" in this handbook for further information.

#### Exhibitor Name Badges

It is ESSENTIAL that all stand personnel wear exhibitor badges (during the exhibition only) which show the exhibitor's company name and the individual's name. To arrange the badges please fill in the Exhibitor Name Badge Form or email [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com)

**\*\*\* Please note it is NOT ESSENTIAL for staff to wear badges during move-in & out.**

Alternatively please fill in the form and send back to Rowena Rowbotham [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com) or fax + 61 3 9888 2256.

Badges and holders are provided free of charge and will be delivered to the exhibitors during the move-in.

- **Complete the Exhibitor Name Badge form located in Section 6.10 of this handbook.**

#### Exhibitor Services

Exhibitor Services is situated in the southern end of the Promenade, Ground Floor, Convention Centre Parkside. It is operated by the Centre's staff and is open during the move-in, operational and move-out stages of the exhibition.

Exhibitors are able to order services such as food and beverage, communication lines and equipment, RF connections, water and waste facilities, compressed air, and open

café accounts through Exhibitor Services. Appropriate forms must be completed and payment received prior to the event to ensure services are delivered as required.

**Exhibitor Services can provide:**

- Centre accounts for exhibition personnel for use at Centre Cafés and Bayside Lounge
- Facsimile and photocopying services
- Electrical equipment (power leads, power boards)
- Gas cylinder refills
- Water kit (for access to service pits)
- Wheelchairs for visitor use
- Sale of basic stationery supplies (at Exhibitor Services, Foyer Hall 3)
- Sale of Wireless Internet Access cards for the Centre's internet access facilities located in the Bayside Business Centre

**Equipment rental:**

- Facsimile machines – connection fee, deposit and call surcharges apply
- Photocopiers – rental rates on application

## F

### Fire Regulations

The installation of any fuel-burning appliance with liquid or solid fuel shall conform to uniform building regulations. The installation of LPG appliances for demonstrations shall comply with the LPG Act 1957. Containers are to be located outside the building. A CO2 extinguisher is to be provided for each appliance using LP Gas. If you have any doubt about the appliance you plan to use, permission should first be obtained by contacting the Exhibition Organiser who will seek permission from the Venue. The Storage of any flammable liquids or fuels within the venue is not permitted.

Flammable building material used for stand walls must be fire proofed. The use of readily flammable material in displays, such as crepe paper, corrugated cardboard, straw, untreated hessian, or PVC sheet (except on floors as a protective membrane) is strictly prohibited without the express approval of the organiser. Any LPG installation needs to be carried out by a licensed gas plumber.

### Flooring

The SCEC floor will be covered with Charcoal Grey Carpet Tiles (6mm thick) supplied by Harry

the Hirer unless you are laying an alternative flooring on your stand. A brochure containing a photo sample of the design, as well as general products for hire from Harry the Hirer is included in this handbook for your perusal.

### Floor Plan

The Organiser has the right to change the floor plan between the time of your booking and the staging of the event. The latest floor plan can be obtained by contacting Rowena on + 61 3 9888 3459 or via [www.fullfrontalexpo.com](http://www.fullfrontalexpo.com)

### Food & Beverage

The Sydney Convention and Exhibition Centre's food and beverage policy states that the Centre has sole rights for the sale and distribution of any article of food or drink for consumption on site. These rights represent a material commercial value and any item distributed by an exhibitor must be approved by the Centre in writing.

### Event Catering

The Centre operates under the Food Safety Act 2000 and has received the international accreditation of AS ISO 22000 which is the only international standard for food and safety management systems which incorporates HACCP (Hazard Analysis Critical Control Points) and AS ISO 9001. The purpose of HACCP and AS ISO 22000 is to primarily achieve customer satisfaction by preventing nonconformity at all stages of food preparation from receiving raw materials to servicing the customer. Exhibitors must comply and adhere to these standards.

### Responsible Service of Alcohol

Laws regarding the Responsible Service of Alcohol (RSA) came into effect on 1 July 2004 in NSW. These laws dictate that RSA certification is required for all persons involved in the sale, supply or service of liquor in licensed venues, such as the Centre. Only approved NSW RSA training will be recognised.

### Liquor Sampling

NSW RSA certification will be required for any person serving or supplying liquor at events where sampling is conducted (eg, exhibition stands in wine and food shows, promotional tastings etc). Copies of NSW RSA certificates must be supplied to the Centre prior to the commencement of the event.

### On-Stand Hospitality

Where the Centre provides alcohol for exhibitors to entertain delegates, clients and other customers, it is now mandatory that all

liquor supplied to exhibition stands is served by persons with NSW RSA certification. The Centre can provide NSW RSA certified staff for your event as a user-pay service.

Alternatively, exhibitors wanting to serve alcohol on their stand must be NSW RSA certified. Copies of certificates for such persons must be supplied to the Centre prior to the commencement of the event.

#### **On-stand Catering and Hospitality**

The Centre can assist exhibitors with any requirements for hospitality within an exhibition. The opportunity for exhibitors to entertain key clients can be discussed with the Event Manager, Erin McKnight.

All food and beverage requirements for the organiser and / or exhibitors must be confirmed with your Event Manager no later than two (2) weeks prior to the event. Final numbers must be provided to your Event Manager by 10:00am, three (3) business days prior to the start of your event. Order cancellations must be provided by 10:00am, three (3) business days prior to the start of your event, otherwise full charges will apply. Additional requirements advised after 10:00am, three (3) business days prior to the event commencement will incur a 20% late adjustment fee.

The Centre will do its utmost to accommodate any additional requirements advised within three (3) business days, however cannot guarantee this service. The Centre may mail or phone exhibitors prior to the event to ascertain any on-stand requirements, which will enable exhibitors to maximise any hospitality opportunities at the exhibition.

#### **Exhibitor On-stand Catering Regulations**

No exhibitor or person shall distribute, sell or give away any item of food or drink not supplied by the Centre to public or trade exhibition visitors, without the express written consent of the Centre.

Generally, the Centre will have no objection to the provision by exhibitors of foodstuffs which demonstrate any plant or equipment forming part of the exhibition, or the product manufactured or supplied by the exhibitor.

Any exhibitor wishing to serve alcohol as on-stand hospitality must enter an "agency agreement" with the Centre to ensure the Liquor Act is not contravened. Copies of the agreement are provided when alcohol is ordered.

Responsible Service of Alcohol regulations must also be adhered to. The Centre reserves the right to remove any food and beverage not authorised by the Centre.

#### **Additional Information**

Any person (including volunteers) involved in the service or supply of liquor MUST hold a current NSW RSA certificate, granted by an approved training provider. Those who have completed an RSA course approved by a state other than NSW will be required to meet the NSW regulatory requirements with bridging courses mandatory.

Exhibitors need to familiarise themselves with the Centre's policy regarding RSA regulations and mandatory certification.

The Centre can organise RSA training courses through external training providers for any people or groups wishing to undertake mandatory training. Please contact your exhibition co-ordinator for more information.

To arrange any on-stand catering please contact the SCEC On-Stand Functions Coordinator directly:

Erin McKnight

On Stand Functions Co-ordinator

Sydney Convention and Exhibition Centre

Telephone: +61 2 9282 5123

Facsimile: +61 2 9288 6432

Website: [www.scec.com.au](http://www.scec.com.au)

Email: [emcknight@scec.com.au](mailto:emcknight@scec.com.au)

- *Exhibitors can order stand catering by completing the Section 6.17 Stand Catering Order Form and the Section 6.7 Exhibitor Account Form and return it to the Centre no later than fourteen (14) days prior to the move-in of the event.*

#### **Freight Forwarding/Shipping Agent/Forklifts/Materials Handling**

Schenker Australia Pty Ltd. has been appointed the official contractor for both domestic and international freight forwarding for Full Frontal Tile & Stone Exhibition. Schenker Australia Pty Ltd. will be able to assist with all transport and logistics requirements and can arrange all local, interstate and international transport services including delivery onto each exhibitor's stand at the exhibition venue. Storage of early consignments, and storage after the exhibition can also be arranged. A fee will be charged for removal of materials to Schenker Australia Pty Ltd. premises. No charge will be made for storage of items collected by midday Tuesday August 25.

## 4. INFORMATION A–Z *continued*

Schenker Australia Pty Ltd. offers forklift and heavy lifting services. Prior to the exhibition, Schenker Australia Pty Ltd. will contact all exhibitors to ascertain specific transportation and other requirements. They will coordinate the entire move in and move out process and will assign/advise exhibitors of their appointed times. This service is available at a cost to all exhibitors. Schenker Australia Pty Ltd. will invoice exhibitors direct.

- *Please read over & complete the necessary forms located in Section 6.9 of this handbook.*

### **Full Frontal Online**

To assist in making FFTSE a positive & easy experience for all exhibitors, we have placed the information contained in this handbook and the associated forms online.

The information contained in this handbook can be found at [www.fullfrontalexpo.com/exhibitor](http://www.fullfrontalexpo.com/exhibitor).

### **Furniture**

Furniture and display equipment is available from the preferred contractor, Harry the Hirer. Product brochures, price lists and order forms are located at the back of this handbook. To view the products online please visit [www.harrythehirer.com.au](http://www.harrythehirer.com.au) and click on the exhibition link.

- *Complete the Furniture Order Form located in Section 6.11 of this handbook.*

## G

### **Getting there**

The Sydney Convention and Exhibition Centre is only a 20 minute drive from Sydney's international airport. The Centre can be accessed by monorail, lightrail, road or sea, with lightrail and monorail stations right outside the main doors of the venue. Ferries and water taxis also provide a memorable journey between the Centre and the city's many harbour side attractions.

Darling Harbour is the city's most exciting visitor precinct. An inlet of Sydney Harbour, the district offers myriad entertainment, dining, transport and accommodation options and draws millions of local and international visitors each year to its many attractions. Only a 10 minute walk from the centre of the city, the precinct is home to the Sydney Convention and Exhibition Centre.

### **Catching the Train**

The Sydney Convention and Exhibition Centre is accessible by both train and light rail services. The nearest public train station is Town Hall Station for the Convention Centre, and Central Station for the Exhibition Centre. Both stations are approximately 10 minutes from the venue by foot.

The State Transit Website - [www.131500.com.au](http://www.131500.com.au) - has useful information regarding public transport options, including a trip planner function that will provide you with detailed information on how to get around Sydney.

The Metro Light Rail provides a direct service to the venue with a Metro Light Rail station located directly outside both the Convention Centre and the Exhibition Centre. Tickets can be purchased on the train. Trains operate every 15 minutes between Central Station and Lilyfield. For further information on the Metro Light Rail, please refer to their website at [www.metrolightrail.com.au](http://www.metrolightrail.com.au). Visit [www.metrolightrail.com.au/StationLocatorFlash.asp](http://www.metrolightrail.com.au/StationLocatorFlash.asp) to view the light rail route map.

### **By Road**

#### ***From the International Airport:***

- Depart from the International Departure Terminal
- Turn right onto Qantas Drive. This road connects into Joyce Drive and then into General Holmes Drive. Follow General Holmes Drive until you reach Southern Cross Drive. Turn left onto Southern Cross Drive. (5 minutes, 2.5 kms)
- Southern Cross Drive connects into South Dowling Street. Follow South Dowling Street until you reach Cleveland Street. Turn left at Cleveland Street. (10 minutes, 5kms)
- Follow Cleveland Street until you reach Abercrombie Street. Turn right at Abercrombie Street. (7 minutes, 3.5kms)
- Abercrombie Street connects into Wattle Street. Follow Wattle Street until you reach Pyrmont Bridge Road. Turn right at Pyrmont Bridge Road. (5 minutes, 2.5kms)
- Pyrmont Bridge Road connects into Darling Drive. The Sydney Convention and Exhibition Centre is located on your left hand side after the first roundabout. (5 minutes, 1.5kms)
- Car parking is available underneath the Exhibition Centre on Darling Drive. For parking information, please see below.

#### ***From the Harbour Bridge:***

- Cross the Harbour Bridge via the Bradfield Highway until you reach the toll. (3 mins, 1.5km)
- After the toll, take the Western Distributor Fwy. Stay on the right. This road connects into Harbour Street. (2 minutes, 2kms)

- Follow Harbour Street until you reach Pier Street. The Novotel Century Sydney is located on this corner. Turn right into Pier Street. (2 minutes, 1.5kms)
- Veer left onto Darling Drive. (1 minute, 0.1 km)
- Take the second exit at the roundabout. Follow along Darling Drive. The Sydney Convention and Exhibition Centre is located on your right hand side.
- Car parking is available underneath the Exhibition Centre on Darling Drive. For parking information, please see below.

#### **From the Anzac Bridge:**

- Cross the Anzac Bridge via the Western Distributor Fwy until you reach the Pyrmont Bridge Road exit. Veer left onto the Pyrmont Bridge Road exit. (2 minutes, 1.5kms)
- Turn left onto Pyrmont Bridge Road. Pyrmont Bridge Road connects into Darling Drive. The Sydney Convention and Exhibition Centre is located on your left hand side after the first roundabout. (3 minutes, 1.5kms)
- Car parking is available underneath the Exhibition Centre on Darling Drive. For parking information, please see below.

#### **Directions by Bus**

The 443 bus service runs to locations such as the Maritime Museum and Harris Street, Ultimo. The Convention Centre is approximately 5 minutes walking distance from these locations. The State Transit Website [www.131500.com.au](http://www.131500.com.au) as useful information regarding public transport options, including a trip planner function that will provide you with detailed information on how to get around Sydney.

#### **Sydney Ferries**

The Sydney Convention and Exhibition Centre is accessible via both public and private ferry services.

Sydney Ferries run a public service from the Sydney Aquarium at Darling Harbour to Circular Quay, stopping at Balmain, Milsons Point and McMahons Point. The Sydney Aquarium is only a 5 minute walk from the Convention Centre. For timetable enquiries, please refer to their website at [www.sydneyferries.nsw.gov.au](http://www.sydneyferries.nsw.gov.au).

Matilda Cruises runs an "Express Ferry" between Circular Quay and Darling Harbour, via the Sydney Aquarium and Star City Casino. Services arrive and depart from the wharf outside the Harbourside Shopping Centre, adjacent to the Convention Centre. For timetable enquiries, please refer to their website [www.matilda.com.au](http://www.matilda.com.au).

Water taxi services also operate to and from any accessible wharfs or waterfront locations. For

further information, please contact +61 2 9299 0199 for Yellow Water Taxis, or +61 2 9955 3222 for Water Taxis Combined, Harbour Taxi Boats and Taxis Afloat.

## H

### **Helium Balloons**

Helium balloons are only permitted as fixed features of a stand or exhibit. Exhibitors must obtain written approval from the Centre for the use of helium balloons. Exhibitors will incur any cost associated with the removal of any balloons remaining in the halls and for any Fire Brigade call-out costs associated with false alarm calls that are caused by balloons.

### **High-visibility Vests**

It is a requirement that all venue staff, organiser staff, contractors and exhibitors working on the move-in and move-out of exhibitions within the Centre wear high visibility clothing, to minimise risks associated with plant and vehicle movements within the Centre and its loading docks.

These can be in the form of high visibility vests or uniforms and must meet the requirements of AS/NZS 4602.

Specifically, high visibility clothing must be worn:

- At all times on the Centre's loading docks.
- At all times inside the exhibition halls during the move-in or move-out of an event.

Without exception, the above requirements must be observed by the exhibitors working on the event. High visibility clothing should be worn correctly and be appropriate to the tasks the individuals must perform.

Please ensure you SUPPLY YOUR OWN vests for the move-in and move-out duration. Alternatively Full Frontal vests will be made available for HIRE ONLY from the organiser's office by leaving a form of identification in a driver's licence or credit card. The vests MUST be returned upon departure each day.

**\*\* Please note if you are wanting to hire vests from the Organiser you must have at least one which you can wear whilst making your way to and from the Organisers Office. No-one will be allowed access onto the SCEC floor unless they are wearing a vest.**

High visibility vests are also available for purchase at Exhibitor Services and the Car Park Payment Booth for \$5.00 for anyone wishing to enter the loading dock or venue areas during move-in and move-out, but who does not have suitable clothing.

## Information & Cloakrooms

Information and cloakroom facilities are located on the Ground Level of Convention Centre Bayside *and* Ground Level of Convention Centre Parkside.

The cloakrooms are available for storage of personal items only and cannot be used for the storage of event-related material. This is a complimentary service, and the Centre accepts no responsibility for the loss of, or damage to personal items.

Staff at the Information Desk, can provide general information on local attractions and transport, provide maps and sell phone cards.

## Insurance

Exhibitors are reminded that their insurance for goods and exhibits should take effect from the day that such goods are delivered to the Exhibition Centre and such insurance should remain in force until their exhibits are removed. Exhibitors are required to take out adequate insurance cover against the kinds of risks they will incur in connection with the exhibition, especially Public Liability Insurance, All Risks on Property, Employer's Liability and Personal Accident to Staff.

### Goods Insurance

The organiser does not have an insurance policy which covers exhibitors' goods. You are therefore advised to extend your Property Insurance Policy to cover loss of stock and display equipment due to theft or damage.

### Public Risk Insurance

Exhibitors are required to ensure that they are adequately covered for Public Liability Insurance. This refers to damage or injury caused to third parties/visitors on or in the vicinity of an exhibition stand. If you prefer, we have retained the services of an Insurance brokerage to

provide Public Liability coverage, arranged with QBE Insurance (Australia) Limited, for a cost of \$85.00 including GST based on an indemnity of \$10,000,000 any one occurrence.

The insurance has effect from the first day of move in to the final day of dismantling, being Monday 17 August to Sunday 23 August.

**\*\*\* FFTSE must site a Certificate of Currency from each exhibitor PRIOR to the opening of the show. Please supply this AS SOON AS POSSIBLE. If your certificate of currency is not sited you will be unable to exhibit.\*\*\***

• *Complete the Insurance Form located in Section 6.12 of this handbook.*

## Internet & Network Solutions

The Centre's infrastructure provides fast, high quality data, internet, voice and video services from any point in the venue. Internet and Networking requirements must be specified a minimum of fourteen (14) days prior to the event. Cancellations advised after 10:00am, three (3) business days prior to event commencement will incur a cancellation fee. Additional requirements advised after 10:00am, three (3) business days prior to event commencement will incur a 20% late adjustment fee. The Centre will do its utmost to accommodate any additional requirements advised within three (3) business days, however cannot guarantee this service.

The Centre provides services such as:

### Internet:

Wired internet is available from over 1000 data outlets throughout the Centre. Speeds can be scaled from 256k - 10MB, with larger services available on request, delivering fast web browsing and email, essential for meeting high-speed access demands and for the creation of an internet lounge in any part of the Centre. Wireless internet is available throughout the Centre, wireless internet cards are available for purchase at the Exhibitor Services Desk and Bayside Business Centre for \$20 for 24 hours or \$10 for 1 hour.

### Phone Solutions

The Sydney Convention and Exhibition Centre can provide analogue and digital phone lines, via the PABX system.

Analogue Lines are required for

- Fax machines
- Modems
- EFTPOS

*Digital Lines* are supplied with handsets (only one handset per line) for

- Local lines (cannot call mobile phone numbers)
- STD lines (can call national and mobile phone numbers)
- IDD lines (can call international, national and mobile phone numbers)

For the above lines:

- The Centre's PABX analogue phone line system is capable of 33Kbps (if used with compatible equipment).
- Telephone numbers can be pre-allocated by request – please ask your Event Manager.

*Dedicated Lines* (also known as Direct or Exchange Lines)

Ten (10) dedicated lines are available for hire. Please refer to your Event Manager for charges. These lines are also known as PSTN Lines (Public Switched Telephone Network) or POTS (Plain Old Telephone Service).

*ISDN Lines*

A limited number of ISDN lines are provided through the Centre's Alcatel Digital PABX system.

Please contact your Event Manager for the costs associated with any of the above phone solutions.

• *Exhibitors should complete the Section 6.14 Phone Services Order Form along with the Section 6.7 Exhibitor Account Form and return it to the Centre no later than fourteen (14) days prior to the move-in of each event.*

## L

### Lighting & Power

Please note during move-in and move-out lighting in the halls will be at 50% of the maximum level.

Each nine square metre shell scheme will be supplied with two 120 watt spotlights and one four amp single power outlet. Additional power, electrics and lighting can be ordered from the official service provider Harry the Hirer (refer to brochure found at back of handbook). Please note any on-site changes will incur a fee for late bookings.

All lights are to be turned on in the morning and turned off at night. This task is to be carried out with appropriate care and vigilance. Please

report any failures so that they can be attended to promptly.

• *Complete the Lighting & Power Order Form located in Section 6.13 of this handbook.*

### Loading Dock

The access ramp and driveway for the exhibition halls is a one-way directional system accessible via the signed entrance, "Exhibition Centre Loading Dock", directly off Darling Drive (north to south).

The Centre has a manned vehicle checkpoint that will monitor access to assist in the orderly flow of traffic in accordance with move-in / move-out schedules.

The driveway and ramps are classified as tow-away zones to ensure a continuous flow of traffic to the exhibition halls.

Infringement notices will be issued to vehicles that do not obey the rules sign posted on the condition of entry notices, located at the vehicle checkpoints and on the loading docks. Marked thoroughfares must be kept clear at all times.

The Centre accepts no responsibility for the safety of vehicles and their contents within Centre premises.

### General Access Guidelines

Exhibitors should be aware that:

- It is a condition of entry to all persons who require access to the loading docks that vehicles, equipment and personal belongings, ie, bags etc may be randomly searched by Centre Security staff upon entering and exiting the loading docks.
- Upon request, all drivers of vehicles who require access to the loading docks must present their drivers licence to Centre Security staff to verify their identity.
- A 15 minute unloading limit applies to all vehicles in this area. Times for larger vehicles are at the Dock Traffic Controller's discretion. Parking fines can be incurred.
- Any person wishing to gain access to the Exhibition Centre outside the scheduled hours should notify the Centre through the organiser at least twenty four (24) hours in advance.
- There is no parking available to contractors or exhibitors on the loading dock during the move-in, operation and move-out of an exhibition unless the organiser has

prearranged this with either their Event Manager or the Logistics Control Coordinator.

- Access into the Exhibition Centre for build-up and / or breakdown will be via the loading dock only, unless permission has been granted by Centre management. Under no circumstances should event equipment be moved in or out via front of house areas.
- The security company contracted to the event is responsible for allowing access from the loading dock to the exhibition halls.
- The loading or unloading of equipment from Darling Drive or the garbage collection area at the southern end of Exhibition Hall 1 is not permitted. No responsibility will be taken by the Centre in the case of an accident and / or damage to equipment.
- Access to the exhibition halls via the western bi-fold doors during operational hours is strictly prohibited once an event is in progress.
- By law, the Centre is required to maintain clear access for egress from all emergency exit doors leading onto the loading docks.
- There is a holding lane on the western side of Darling Drive (southern end) where vehicles can wait for loading dock access when required. All drivers must stay with their vehicles at all times whilst in the holding lane in order to avoid receiving infringement notices from the NSW Police or Centre Security staff.
- Darling Drive is patrolled by the NSW Police, operates as a public road and is subject to current roads and traffic regulations.

**\*\*\*Please note that Centre Security will issue parking fines on the loading dock or Porte Cochère in the event of non-compliance with the above.**

### Logo

The Organisers encourage you to incorporate the show logo in any advertising you may undertake prior to the show. To obtain the show logos electronically please email [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com).

## M

### Map of Venue

Maps of the venue and surrounding areas have been included for your use. Please refer to section 2 of this handbook.

### Media Plan

The organisers of the Full Frontal Tile & Stone Expo (FFTSE) have appointed Sydney based events specialist Public Relations agency Avviso to provide media publicity and marketing support for the expo. Avviso will focus on distinct target audience groups, particularly architecture and specifiers in the design industry. Avviso will also support the general publicity programme.

Avviso will also provide telemarketing services to promote the FFTSE formal training opportunities and seminars to architecture and design practitioners.

Established in 1992, Avviso is a boutique Public Relations agency, which has a history of dealing with the property, design and architecture audiences in relation to projects, conventions, exhibitions and public events. For example, Avviso was contracted for the Metropolis Congress at Darling Harbour in 2008, to deliver a global convention for the design, architecture, urban planning, environmental and engineering sectors, among others, and to promote the public interest aspect of the event.

Avviso will organise appropriate publicity and advertising, in publications, favoured by these target groups. Advertising will also appear in the *Sydney Morning Herald* and on radio

From an industry perspective every recipient of *Tile Today* and *Discovering Stone* magazines will receive a personal invitation to attend FFTSE. FFTSE will be widely promoted to industry at home and abroad. The expo will be publicised via an extensive campaign of direct and electronic mail.

Our entire marketing campaign will emphasise the educational value associated with attending FFTSE and the opportunity extended to industry and design/construct professionals to gather knowledge about new products.

The second edition of FFTSE is endorsed by leading national and international tile and stone industry associations.

## Media Office

The Media Office will be located in Hall 4, on the second level above the cafe (same area as the Exhibitor Lounge). The Media Office will be available for use by media and will include a computer and internet access.

The Media Office will be open to representatives of the media during the course of the exposition. Exhibitors may prepare Press Kits, including brief media releases and images pertaining to new products or technologies which can be viewed on their stand. Many journalists appreciate material in electronic format.

## Meeting & Function Facilities

If you require a private venue to hold meetings or conduct functions please contact Rowena Rowbotham on phone: + 61 3 9888 3459 before the show or + 61 2 9282 5539 during the show.

Alternatively please email [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com) who will then make arrangements with the venue.

## Move In/Out Schedule

Please refer to "Important information" in section 1.1 of this handbook for the move in/out times. Schenker Australia Pty Ltd. will be in touch with each exhibitor to co-ordinate the logistics and specific timings. All stands must be completely dressed and all rubbish removed from the premises by 9.30 am on Thursday 20 August 2009. Please let us know if you foresee any difficulties in complying with this condition as we may be able to assist.

## N

### Name Board

All Shell Scheme stands are supplied with a fascia panel that shows your company name and stand number. This is called the Name Board and it is supplied in a standard format that may not be modified or removed. To confirm the company name to be shown, please complete the Stand Sign Confirmation form.

- *Complete the Stand Sign Confirmation located in Section 6.18 of this handbook.*

### Noise Level

Exhibitors creating excessive noise which disturbs adjacent exhibitors may be asked to

cease such activities in the interest of the overall exhibition. Any issue that a stand holder has must be referred back to the organiser. The organiser is the sole authority in the case of dispute and the exhibitors must follow their directions in order to resolve any such concern.

## O

### Occupational Health & Safety

Occupational Health & Safety is every employers and employees responsibility (refer to OH&S Act 1983).

Occupational Health & Safety is a major priority for FFTSE Australia and the Sydney Convention & Exhibition Centre. Authorised inspectors carry out OH&S inspections during events. FFTSE Australia will aim to create and maintain a safe working environment for all contractors, exhibitors and visitors. To comply with these standards please note the following requirements in relation to your participation in the Expo.

- Strictly no children are permitted in the Exhibition Centre during move in and move out.
- The wearing of open toe shoes is forbidden during move-in and move-out.
- When an exhibitor employs, or contracts out, work on a stand, the stand becomes a separate 'workplace'.
- All temporary structures built for exhibitions must comply with the Building Code of Australia and all other statutory regulations in place at the time of construction. This includes regulations pertaining to height, fire safety and flammability ratings of materials. All stands must be constructed in accordance with relevant Australian Standards.
- Exhibitors are directly responsible for the safe use and maintenance of every aspect of their stand.
- It is the exhibitor's duty to define and record exact areas of responsibility between themselves and their contractors prior to coming on-site.
- Exhibitors must satisfy themselves that their contractors have undertaken a suitable Risk Assessment for the construction of complex stands or exhibits.
- Exhibitors have a duty to inform the organisers of all potential hazards that they may bring on to the site.
- Exhibitors should take such steps as are reasonably practical to ensure that only authorised persons attend their stands during the build-up and breakdown periods.

#### 4. INFORMATION A–Z *continued*

- Exhibitors are advised that it is in their own interests to monitor their health and safety performance throughout the event. Please ensure that if you are booking a space only stand that you provide the name of your stand builder for custom built stands.

It is a requirement that all venue staff, organiser staff, contractors and exhibitors working on the move-in and move-out of exhibitions within the Centre wear high visibility clothing, to minimise risks associated with plant and vehicle movements within the Centre and its loading docks. These can be in the form of high visibility vests or uniforms and must meet the requirements of AS/NZS 4602.

Specifically, high visibility clothing must be worn:

- At all times on the Centre's loading docks.
- At all times inside the exhibition halls during the move-in or move-out of an event.

Without exception, the above requirements must be observed by the exhibitors working on the event. High visibility clothing should be worn correctly and be appropriate to the tasks the individuals must perform.

Please ensure you SUPPLY YOUR OWN vests for the move-in and move-out duration. Alternatively Full Frontal vests will be made available for HIRE ONLY from the organiser's office by leaving a form of identification in a driver's licence or credit card. The vests MUST be returned upon departure each day.

***\*\* Please note if you are wanting to hire vests from the Organiser you must have at least one which you can wear whilst making your way to and from the Organisers Office. No-one will be allowed access onto the SCEC floor unless they are wearing a vest.***

High visibility vests are also available for purchase at Exhibitor Services and the Car Park Payment Booth for \$5.00 for anyone wishing to enter the loading dock or venue areas during move-in and move-out, but who does not have suitable clothing.



***\*\* Any issues or incidents which occur on-site MUST be immediately reported to the Organisers Office on 9282 5539***

#### **Official Events**

FFTSE is arranging numerous events throughout the exhibition where all exhibitors and industry representatives are encouraged to attend. You have to eat somewhere, so why not take the time to relax and engage with your peers in an informative and entertaining environment. The costs are yet to be finalised, but the

charge to you will be reduced by the amount of sponsorship received, so it will effectively reflect the 'at cost' price. The event details are summarised below - further details will be released in due course. To attend any of these events please visit [www.fullfrontalexpo.com](http://www.fullfrontalexpo.com) for further information and payment details.

#### **Opening Breakfast**

*When:* Thursday 20th August 8.00 am – 9.30 am

*For:* Exhibitors & Media

*Cost:* Free of charge to exhibitors.

Exhibitors with stands of 36 square meters or under will receive 2 tickets, exhibitors with stands above 36 square meters will receive 4 tickets.

**Note:** You MUST advise Rowena ([rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com)) if you will be attending.

#### **FFTSE Gala Dinner & Award Presentation**

*When:* Friday 21st August @ 6.30 pm for a 7,00 pm start

*For:* Exhibitors, Media & Industry

*Cost:* \$110 per person or \$1000 for a table of ten

Further details regarding the events will be advised closer to the exhibition.

#### **Organisers' Office**

The Organisers' Office (for the duration of the Exhibition) can be found on the second level in between halls 4 & 5 on the loading dock side. The Organiser's Office will be open from 9.00 am Tuesday 18 August until 5.00 pm Sunday 23 August 2009. To contact the organisers office please call 02 9282 5539 or the relevant mobile phone numbers:

**Anthony Stock** 0416 135 150

**Richard Bowman** 0419 344 052

**Rowena Rowbotham** 0419 391 837

**Felicity Stock** 0410 140 406

**Steve Shannon** 0421 012 483

## **P**

#### **Photographer**

Only the official photographer will be allowed access to the exhibition. Exhibitors wishing to use their own photographer must seek permission from the organiser. Please contact Rowena Rowbotham on + 61 3 9888 3459 or [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com) for further information.

***\*\* To arrange for special photography during the show please call Rowena at the Organisers Office on 02 9282 5539***

## Plants – Indoor

A wide variety of plants and flowers are available from Harry the Hirer. A brochure and price list is located at the back of this handbook for your perusal.

- *Complete the Furniture Order Form located in Section 6.11 of this handbook.*

## Promotion of the Exhibition by Exhibitors

While the organisers are undertaking a major promotion of FFTSE, as outlined in the 'Media Plan', exhibitors will obviously benefit from promoting and advertising their participation. Every advertisement or media release issued or published prior to the event can feature the show logo. Special advertising rates are available for advertisers in Niche media publications, Architectural Review and Inside. To obtain a copy of the logo refer to 'logo'. FFTSE can also assist you in issuing your media releases.

## Promotional Staff

Exhibitor's staff are permitted to roam the Exhibition floor and hand out material, however they must not circulate material within a 6 metre distance of a direct competitor. The organisers have the right to prohibit these activities if any complaints about conduct be received by exhibitors or visitors.

To arrange temporary staff for the exhibition please contact free call 1300 790 330 or visit [www.staffing.com.au](http://www.staffing.com.au)

## Public Address System

The public address system is reserved for use by the organisers. If you would like to organise an announcement you must confer with the organiser prior to commencement of the event, FFTSE will make announcements at their discretion providing they are brief and do not conflict with scheduled announcements regarding Seminar Programmes etc.

## R

### Removal of Goods

Goods may not be removed from the exhibition without a Goods Removal Form which must be completed and attached to all goods removed from the exhibition. Exhibitors removing goods

must wear their exhibitor badge in order for security to verify details against the Goods Removal Form. A welcome information package with further information will be handed to you during move in. Additional removal forms can be collected from the organisers' office during the exhibition.

### Retail Sales

The selling of packaged goods is permitted during the exhibition. Receipts must be attached to all purchased goods and be visible to Security personnel when leaving the exhibition area. The sale of Food & Beverage products is not permitted.

### Rigging

Exhibitors requiring rigging should complete the rigging order form. Please keep in mind that all rigging should be organised no later than 4 weeks prior to the first open day. Requests after this time cannot be guaranteed.

- *Complete the Banner Hanging and Rigging Services Order Form located in Section 6.8 of this handbook.*

### Risk Assessment

Employers have obligations under the Occupational Health and Safety Regulation 2001 to identify any foreseeable hazards that may arise in the workplace and to assess the risk of harm arising from the identified hazards. Employers then have an obligation to eliminate the hazards. If this is not "reasonably practicable" they must control the risks by implementing measures to lessen the risk of harm to the lowest possible level.

## S

### Sampling

The Centre has established the following guidelines for sample servings of food and beverage not purchased from the Centre's catering facility. Samples to be given away free of cost to the visitor must be:

- Items which exhibitors or registered members of the association sell wholesale in the normal conduct of business OR
- Items which are produced by equipment used in the normal conduct of their business.

#### 4. INFORMATION A–Z *continued*

Portions are to be of normal tasting size only and:

- Non-alcoholic beverage samples should be no larger than 100 mls
- Liquor samples are to be no larger than 50 mls
- Solid food should be no larger than bite size (50 grams)

Notification of sampling must be made in writing to your Event Manager. Exceptions to the above require written approval from Centre management. Samples must be offered in such a manner as to avoid being handled by the public, eg, they must be apportioned with toothpicks inserted.

#### **Health Regulations**

If unpackaged food is to be given away, openly stored, displayed or handled, the following facilities and services need to be provided:

- Hand basin with hot and cold water and soap.
- Separate sink with hot and cold water for washing serving implements or utensils.
- Washable impervious floor and walls, where food preparation or cooking is taking place.
- Stand must be located with access to the appropriate service pit if water and drainage are required.
- Refrigerated display and / or storage cabinet if the food is perishable.
- Food should be protected from contamination by a glass or perspex screen or 'sneeze' guards, and trays with fitted covers should be used.
- Condiments such as sauce, mustard etc are to be contained in squeeze type dispensers or in individually sealed packs.
- All eating and drinking utensils must be disposable, eg, paper cups, plastic spoons, plastic wine glasses etc, and must not be re-used.
- Bins must be provided and placed in suitable locations by exhibitors offering food. Such receptacles must be located at or near the stand and the contents shall be disposed of in a manner approved by Centre management.

Please visit this website for further information and email [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com) if you intend on having food on your stand.

<http://www.cityofsydney.nsw.gov.au/Business/ApprovalsPermitsAndNotifications/TemporaryPremises.asp>

#### **Scape Bar & Grill**

In response to the results of our 'Exhibitors Survey' the organisers of the Full Frontal Tile & Stone Expo (FFTSE) have introduced an area dedicated to the display of landscaping and paving products. Suppliers of ceramic and natural stone materials suitable for external application can display their

tiles and pavers in an environment focused on outdoor living and entertainment.

The Scape Bar & Grill will form an integral part of the area dedicated to the display of landscaping and paving products. Visitors to FFTSE can purchase a glass of wine, a beer or a burger in a 54 square metre paved setting which will feature a variety of natural stone, porcelain and terracotta products laid over Innvotech Solutions' environmentally friendly TracLoc product, grouted with Innvogrout, a flexible pre-mix grout. Use of TracLoc will allow participating companies to rapidly remove their tiles at the conclusion of the show.

The Scape Bar will also feature back-lit onyx and glass mosaic.

#### **Security**

Security will be provided by guards operating from 0700 hours on Monday 17 August until move out is complete. While every precaution is taken, the organisers accept no responsibility for any loss or damage which may occur to persons or property at the exhibition from any cause whatsoever. It is your responsibility during show hours to have a staff member present on the stand 15 minutes before opening and until all visitors have left for the day.

It is highly advisable that no personal valuables are left on stands. Report the disappearance of any goods immediately to the organiser's office on 9282 5539.

#### **Seminars & Formal Training Sessions**

FFTSE will feature a comprehensive series of Industry and Architectural seminars which will address important issues related to the selection, installation and maintenance of tile and stone.

Formal training sessions for specifiers which will be staged in a classroom setting. A charge will be made for attendance. Bookings can be made online from May 4. FFTSE will also present an Industry Training Course which will cover historical and contemporary production and design of tile, trims and standards. This will be hosted by Bryan Vadas of Timemasters.

#### **Show Guide**

The FFTSE Show Guide is the official publication for the exposition. A copy will be provided to each visitor in a FFTSE Showbag. This free publication will feature a list of exhibitors, product analysis, and information regarding each

companies nominated architectural product, plus a floorplan and appropriate general information.

It will also contain a review of tile and stone standards and current statistics relating to local and international consumption of tile and stone. The Show Guide will also feature the entire Tile and Stone and Architectural seminar programmes and several important articles. It is anticipated that many industry professionals will retain the Guide as a useful long term reference document.

### Show Guide Advertisements

Each participant is invited to supply a 75 word (maximum) Exhibitor Profile using the form provided, which must be submitted as soon as possible.

Shell Scheme exhibitors should note that the name they enter on the Exhibitor Profile must be the same as the name submitted on Nameboard Details Order Form.

#### Deadlines:

- Free Show Guide Entry Form & 75 word exhibitor profile - ASAP (via form as instructed below)
- Paid advertising material for inclusion in the Show Guide - March 12, 2009 (via email to [design@fullfrontalexpo.com](mailto:design@fullfrontalexpo.com))

You must comply with the above dates to ensure your inclusion in the Show Guide. Call Anthony Stock on + 61 3 9888 3459 or email [tonys@fullfrontalexpo.com](mailto:tonys@fullfrontalexpo.com) regarding advertising opportunities in the Show Guide or banner ad advertising on [www.fullfrontalexpo.com](http://www.fullfrontalexpo.com)

- *Complete the FFTSE Show Guide Exhibitor Editorial Form located in Section 6.16 of this handbook.*

### Smoking

All internal areas of the venue are non-smoking.

### Sponsorship Opportunities

Whatever your exhibition objectives are, sponsorship is a vital way to help you achieve them! We can help boost your presence before and at the show, whilst also complementing your existing marketing campaign and objectives. Being a sponsor you are able to:

- Increase your brand recognition
- Create new partnerships and alliances
- Receive cost effective industry marketing exposure and branding to your target audience, culminating in face-to-face meetings with your best prospects at the event

For further information on the available or potential sponsorship packages please call Rowena on + 61 3 9888 3459 or email [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com).

### Stands – Floor Space Only (Custom Design Stands)

Many exhibitors will require bare floor space for display of natural stone, ceramic tile products and machinery. Exhibitors who are laying tile or stone should refer to the details below or contact Rowena Rowbotham for further assistance.

All other elements of stand construction are the responsibility of exhibitors who are building their own stand. You are required to provide:

1. Lighting & Power
2. Flooring

**Please note:** All raised floors, steps and ramps within the exhibition must comply with all relevant sections of the Building Code of Australia. Exhibitors wishing to arrange for the construction of custom-built stands must advise the Organiser ([rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com)) of their chosen stand contractor and supply full details of the design for approval. The Organisers must site and approve all custom stands being built at least a month prior to the exhibition.

All temporary structures built for exhibitions must comply with the Building Code of Australia and all other statutory regulations current at the time of construction. This includes areas pertaining to egress, fire safety and flammability rating of materials.

All stands must be designed and constructed in accordance with all relevant Australian Standards.

Dimensioned plans, including cross-sectional and elevation views, must be supplied for all stands over 2.4 metres in height, or stands designed to support weight other than light advertising material. Artist's impressions of stands are helpful, but may not be sufficient on their own. These plans are assessed to ascertain if the stand will comply with basic minimum standards. This appraisal does not include any measure of structural design or integrity, or include an assessment of construction methods. The stand builder is responsible for ensuring that each stand has suitable clearance height below the existing ceiling/catwalk and that the stand is of the correct dimensions to fit the allocated stand size. The Centre will not cross-reference the stand plans with the event floor plan, unless specifically requested.

### **Stand Construction Regulations**

The Centre's general regulations for stand construction are as follows:

- A stand that has a roof or ceiling fitted is required to provide additional fire protection equipment, such as the fitting of a smoke detector and portable CO<sup>2</sup> or dry chemical extinguisher. In some cases an extension of the existing sprinkler system will be required.
- Stands designed with a raised floor must conform to the applicable requirements. Please refer to Section -Raised Floors, Stairs and Ramps within Exhibits.
- Where halogen tube lights are to be used, the globe unit must be protected with safety glass to minimise the risk of explosion and fire.
- All temporary spot lights or the like are to be a minimum of 300mm from the partitions or combustible goods.
- Internal aisle-ways within exhibits must have a minimum aisle width of three (3) metres and be clearly defined or have a floor covering with a contrasting colour to the remainder of the stand flooring. At no time during the event can these aisles be partially or completely blocked.
- Any custom-built stand with a floor area of more than fifty (50) square metres is to be provided with at least one (1) alternative means of egress to the walkways. Any door assembly in such a custom-built stand must comply with Building Code of Australia requirements. Any door incorporated into the stand, not providing an alternative means of egress, is to have a sign affixed and labelled "NO THOROUGHFARE".
- Any barriers incorporated into the custom-built stand are to be designed so that they yield to pressure without toppling.
- Where any permanent exit signs are blocked from view by a custom-built stand, the Centre will require additional and supplementary signage within the stand to comply with the Building Code of Australia and relevant standards.

### **Fire Hydrant and Hose Reel Cupboard Regulations**

General regulations relating to fire hydrant and hose reel cupboards are as follows:

- All exhibits must provide clear access to fire fighting equipment and be designed in accordance with the Building Code of Australia and to the satisfaction of Centre management.
- Where the location of any fire hydrant and hose reel is obscured by an exhibit, additional signage will be required.
- Replacement signage must be as per Australian Standards AS1319 and should be clearly visible. Architecturally finished signage is not

permissible as a replacement. Replacement signage will be at a cost to the Exhibitor.

- Permission must be granted from Centre management to remove the doors from any fire hydrant and hose reel cupboard. If agreed, all removal and replacement must be carried out by Centre Building Services at a cost to the exhibitor. Exhibitor Services can coordinate this service which must be ordered prior to the commencement of the event move-in.

### **Structural Engineer's Certificate**

For multiple storey structures, the Centre requires the stand builder to provide drawings showing all features, including access / egress points and stairways, plus elevators. Full dimensional drawings are required, plus a structural engineer's certificate for perusal and appraisal.

A structural engineer's inspection and further certification is required once any multiple storey structure is built on-site. This further/second certificate must be provided to the Centre prior to the stand being occupied by exhibitors or visitors.

In cases where a stand design looks like it does not comply with the Centre's requirements, the Centre will require the stand builder to obtain a structural engineer's certificate to verify the integrity of the structure or compliance with the Building Code of Australia.

### **Construction Materials**

Any material used for stand construction or display purposes must conform to the Building Code of Australia and be:

- Non-combustible.
- Inherently non-flammable.
- Flame-proof.
- Self-extinguishing (plastic materials).
- Rendered flame-resistant by a process of impregnation acceptable to the authorities (plywood, hardwood, pulpwood or fibreboard).
- Comply with the Fire Hazard Properties set out in clause C 1.10 of the BCA.

### **Raised Floors, Stairs and Ramps within Exhibits**

All raised floors, steps and ramps within exhibits must comply with the relevant sections of the Building Code of Australia (BCA). The following regulations are essential to reduce the frequency of slip and trip incidences.

General regulations relating to raised floors and ramped edges are as follows:

- All raised floor sections must be clearly distinguishable from areas of the surrounding

floor space and have a minimum 30% contrast as required by AS 1428.1 Design for Access and Mobility.

- All raised floor sections or ramped edges should not contain sharp or dangerous edges and must not cause a trip hazard.
- Ramped edges should be of non-slip construction or coated with a non-slip finish.
- Thin decorative flooring such as carpet, vinyl, matting, wood or the like, should have the edges taped down or firmly secured, and should not be deemed to cause a trip hazard.
- Permission must be granted by Centre management before installation of landscape style flooring such as bark, pebbles, dirt, railway sleepers and other loose materials. This type of flooring should be steady under foot and should not be deemed to cause a trip hazard. Further regulations apply to the installation and removal of these materials from the venue floor.
- The mix of ramped and square edges on any raised area must be kept to an absolute minimum. If a ramp is installed, it should be clearly distinguishable from the remainder of the raised floor surrounding it. To reduce the risk of trip hazards, a handrail, block-off panel or suitable barrier of 900mm minimum in height should be installed.

#### **Raised Floors Under 115mm in Height**

- All raised floors with a height of less than 115mm must have a clearly distinguishable ramped edge installed.
- Ramped edging with a gradient no less than 1:3 is acceptable to prevent a trip hazard on standard 32mm high raised floors; however please note that a 1:3 ramped edge does not constitute a disabled access ramp (see Disabled Access below).
- On raised floors above 32mm and below 115mm it is recommended that the gradient of the ramped edging be decreased to 1:8.
- All ramped edges must be contained within the contracted space, with the exception of ramped edges attached to modular floor sections which are 32mm (or less) in height, in which case an intrusion of 100mm will be accepted.

#### **Raised Floors Over 115mm in Height**

- All raised floors with a height greater than 115mm, but less than 190mm, are considered a step and therefore do not require ramped edging.
- Where the flooring height exceeds 190mm, a series of steps should be constructed as per BCA requirements. Each step should be no less than 115mm in height.
- When a step is installed, an approved stair-nosing must also be installed, as per BCA requirements for steps in public places.

- Where two (2) or more steps (risers) are provided, a handrail is to be provided to at least one side of the steps, as per BCA.

#### **Disabled Access**

- Disabled access to the stand should be provided.
- Disabled access ramps must be clearly distinguishable from the remainder of raised floor surrounding it. To reduce the risk of trip hazard, a handrail, block-off panel or suitable barrier of 900mm minimum in height should be installed.
- The ramp is to have a gradient of no less than 1:8 if the rise is 190mm or less.
- The ramp is to have a gradient of not less than 1:14 if the rise exceeds 190mm.
- The ramp is to be a minimum of 1000mm in width, with a clear landing area of at least 1200mm top and bottom.

#### **Handrails for Ramps, Stairs or Raised Platforms**

- Must be between 900 – 1100mm in height.
- Are required for platforms accessed by two (2) or more steps.

#### **Machinery within Exhibits**

Machinery or equipment likely to jeopardise the health or safety of any person is prohibited. Sensitive equipment, especially with variable speed drives, may cause nuisance tripping of Residual Current Devices (RCDs). Therefore, prior notice is required with all relevant technical specifications.

All machinery should be fitted with guarding, fencing, immobilisation locks etc, to ensure a safe environment for staff and visitors. Signage above the machine is not acceptable as a protective method.



**All stand designs must be submitted for approval by the Organiser at least 30 days (July 17, 2009) prior to the exhibition. The Venue/Organiser reserves the right to refuse any design.**

#### **Stands – Shell Scheme**

Each nine square metre shell scheme stand will include:

**Walls:** Corinthian front runner walls in black – 40 mm thick

**Signage:** Fascia with fascia sign insert, orange writing on a white panel. Company name (up to 25 letters).

**Note:** Cost is included as part of exhibiting fees. Please return form minus payment details.

#### 4. INFORMATION A-Z *continued*

**Lighting:** Two 120 watt spotlights per 9m square  
**Flooring:** Charcoal Gray Carpet Tiles 6mm thick (unless alternative flooring is laid by the exhibitor. Contact Rowena Rowbotham to discuss your requirements). Please note tiles CANNOT be laid directly on top of carpet tiles.

**Power:** One four amp single power outlet

Please note stand numbers will be allocated by the end of April 2009.



**All shell scheme stand exhibitors must complete the Stand Sign Confirmation Form located in Section 6.18 of this handbook.**

#### **Shell Scheme Stand Upgrades**

Stand upgrades are available from the Shell Scheme stand builder. If you would like to upgrade please contact the preferred contractor Harry the Hirer.

#### **Partition Walls**

A number of exhibitors who are building their stands naturally share sites with other companies. One of their prime considerations will relate to construction and decoration of partition walls that divide stands. In most cases companies located on either side of the wall will share the construction cost. Harry the Hirer have designed load bearing timber partition walls which can either be painted in the Dulux colour of your choice, or left raw. Exhibitors can talk to Harry the Hirer about adding shelving or the addition of their name in an appropriate location. Please refer to the attached drawings.

If you require any additional information please contact Rowena Rowbotham, Exhibition Administrator on + 61 3 9888 3459 or speak to Laura Cvetkoski at Harry the Hirer on 02 9666 8699.

#### **Tiling the floor of your stand?**

Numerous floor-pits which house electrical and gas services finish flush with the existing concrete screed. The majority of shell scheme stands, aisle ways and common spaces will be covered with carpet tile. Please refer to 'stands' for details on the required tolerance between your tiling and the adjacent carpet. Companies that wish to lay ceramic tiles or natural stone on their stands can utilise a variety of tiling systems. The following companies listed below manufacture systems which do not incorporate adherence of tile and stone with conventional ceramic tile adhesives. Some of the available tiling systems might be suitable for direct lay over the existing substrate; others must be incorporated in a raised floor structure.

The Innvotech Solutions TracLoc flooring systems can be dry laid directly on to the floor of the Convention Centre. Any slight variations in level can be overcome by using the companies Floor Supports, which are re-useable as are the bases and TracLocs.

Please contact the following companies to discuss potential use of their materials at FFTSE.

#### **Architectural Structural Adhesives**

Ph: +61 2 9725 4666

#### **Ardex Australia**

Ph: +61 2 9851 9199

#### **Innvotech Solutions**

Ph: +61 3 9462 2854

#### **Laticrete Australia**

Ph: +61 3 9933 6111

#### **Mapei Australia**

Ph: +61 7 3276 5000

#### **RLA Polymers**

Ph: +61 2 9609 4755

#### **Stand Tracker**

The purpose of exhibitions is to identify good quality sales leads for the exhibitor, while giving the professional person a contact with the latest products in their industry. The Info Salons™ Tracker Systems provides an efficient and effective method of exhibitor lead management.

A Tracker is a machine sits on the exhibitor's stand. By scanning a visitor's name badge through the tracker, the visitor's details are captured immediately, leaving the exhibitor more time to concentrate on the sale rather than having to manually record the contact information.

#### **Tracker Types**

##### **Info Tracker (2D)**

The Desktop Tracker prints out visitor information to paper and can store it directly onto its internal disk. No PC is required at the exhibition. The Desktop Tracker has a large number of additional features to assist the exhibitor in managing the leads, i.e. an electronic qualifier module to define lead profiles.

##### **Info Mobile Tracker (2D)**

The Mobile Mini Tracker is a hand held wireless battery powered scanning device. The Mobile Mini Tracker scans the visitors barcode name badge and stores all the information electronically. The leads are downloaded by Info Salons technicians at the end of the show. The data is accessed via a password protected URL site.

- *Complete the Tracker Order form located in Section 6.19 of this handbook.*

## Storage

Storage is not permitted on the loading dock or service driveway. There is minimal storage available on-site for a charge of \$8 per day per square metre.

To arrange for storage on-site please contact Jens at Schenker Australia Pty Ltd.

- *Please read & complete the necessary forms located in Section 6.9 of this handbook.*

## Sydney Tourism

Sydney's laid-back outdoor lifestyle and unique attractions make it one of the world's most pleasant cities to visit. All of its prime attractions lie within easy reach of the city centre.

Sydney's harbour is its natural playground, the dominant factor in so much of what the city has to offer. The city has a wide-ranging cultural life, dynamic food scene and vibrant cityscape of outstanding contemporary and colonial architecture. Iconic beaches and five major national parks deliver unforgettable experiences.

For further information on where to dine, where to shop and what to see and do during your time in Sydney, visit [www.cityofsydney.nsw.gov.au/aboutSydney/Default.asp](http://www.cityofsydney.nsw.gov.au/aboutSydney/Default.asp) or [www.whats-onsydney.com.au](http://www.whats-onsydney.com.au).

## T

### Tag & Testing

It is a legal requirement in all temporary Exhibition Work Sites that all electrical equipment be tested and tagged in accordance with SAA 300 Wiring Rules and Code of Practice for Temporary Installations under the OH&S Act 1985. Checks will be carried out to ensure all equipment onsite meets Australian Standards. Non-compliance will result in the owner of the equipment being asked to remove it accordingly.

Hired equipment from contractors and suppliers will be tagged and tested before coming on-site if it does not have a current tag.

FFTSE will be engaging the services of Sydney Electrical Appliance Testing who can conduct

minor repairs on-site, such as the changing of faulty plugs or cords on appliances. The technicians also carry a range of spare power-boards and extension leads. This will be a complimentary service provided by FFTSE.

If you would like to arrange for tag & testing please email Rowena; [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com) prior to the exhibition.

**Please note:** *all equipment provided by exhibitors that will be utilised on-site must be tagged & tested*

### Tips For Success

To assist in making your participation at the Full Frontal Tile & Stone Expo a great success, the team at Full Frontal have put together information on how to make the most out of your participation.

This document can be found in Section 7 of this handbook. For further information on how to make the most out of the show, you may also like to visit [www.exhibitoronline.com](http://www.exhibitoronline.com) for additional hints and ideas.

### Transport

*Refer to Freight Forwarding*

## V

### Visa & Passport Requirements

Australia has varying Visa and Passport requirements for overseas visitors. Please check with your local travel agency or passport office to confirm your Visa requirements, at least eight weeks before travelling to Australia. Visitors from most countries require passports which are valid for at least three months after the travel date.

Please visit [www.immi.gov.au/visitors/index.htm](http://www.immi.gov.au/visitors/index.htm) to access information about your visa requirements.

*If you require a Visa letter to attend the Exhibition, please fill in the form and return to the [rowenar@fullfrontalexpo.com](mailto:rowenar@fullfrontalexpo.com).*

### Visitor Invitation Tickets

Exhibitors will receive a limited number of complimentary Visitor Invitation Tickets for circulation to your most valued clients. Tickets are designed to be distributed to highly

qualified prospective visitors tickets will also be supplied in an electronic format, and dispensers and tickets will be placed in a number of the retail outlets.

### Visual Distraction

Exhibitors that display any controversial or highly distracting visual material on their stands may be asked to move or remove these items in the interest of the overall Exhibition. Any issue that a stand holder has must be referred back to the organiser. The organiser is the sole authority in the case of dispute and the exhibitors must follow their directions in order to resolve any issues.

## W

### Water, Waste & Compressed Air Requirements

#### Compressed Air

Each hydraulic service pit is supplied by 20mm copper line fitted with a local inline, 12.5 millimetre ball valve via 20 millimetre BSP female threaded fitting. Where used, airlines must be the braided clear type, capable of withstanding a minimum pressure of 7600 kpa. Each Hall has one compressor capable of producing 50 litres/second. Connection must be via pressure rated airlines. Regulators must be provided by an installation contractor. Should instrument quality air be required then air driers must be supplied after the pit connection by the end user.

Air quality oil carryover = 5 parts/million min  
– condensate = 15% variable.

#### Exhibition Halls 1 to 5:

Approximate pressure 600-kpa (100 psi) or normal industrial quality at the most disadvantaged point; share pit with water access on 12 metre x 6 metre (40 ft x 20 ft) grid.

#### Hydraulic Services - Water

##### Exhibition Halls 1 to 5:

Approximate pressure: 500 kPa (72 psi) over fifty (50) access points per hall on a 12 x 6 metre grid. Each hydraulic pit is supplied by 20 mm copper line with a local tap, fitted with a 20 mm BSP female threaded fitting.

#### Hydraulic Services – Drainage

##### Exhibition Halls 1 to 5:

100 mm drain with grate in separate service pits, alongside water pits on a 12 x 6 metre

grid. An air-break must be provided between the service pit and drain.

• *Exhibitors should complete the Section 6.21 Water / Compressed Air Form along with the Section 6.7 Exhibitor Account Form and return to the Centre no later than fourteen (14) days prior to the move in of the event.*

### Waste & Environmental Services

The Centre will clean all aisles, the public space, stands (vacuuming only) and remove rubbish throughout the operational hours of an exhibition.

With regards to cleaning during exhibitions, Exhibitors should:

- Ensure all rubbish is placed in the aisles for disposal by the Centre's WES staff.
- Ensure no item is affixed to the Sydney Convention and Exhibition Centre walls, doors, glass, floors etc.
- Ensure that all materials, eg, bricks, timber, sand, metal frames etc, are removed from the site.
- Ensure that paint brushes are cleaned in the appropriate location and paint waste is removed off-site.
- Notify your Event Manager of specific waste requirements, especially toxic, grease, oil etc. Correct disposal methods should be discussed with your Event Manager.
- Ensure that the disposal of waste complies with all local, state and federal statutory requirements and Environmental Protection Authority guidelines.

#### 3.14.1 Recycling

The Sydney Convention and Exhibition Centre is committed to raising the awareness of staff and all users of the Centre regarding environmental issues surrounding all activities in the venue. A recycling system has been implemented in all back-of-house areas, as well as the exhibition halls. During move-in and move-out stages of an event, waste materials are now separated into three bins:

- Green bins labelled "Cardboard Only" for cardboard and paper waste.
- Grey bins with red lids for food and non-recyclable waste.
- Green bins with yellow lids for glass, PET bottles and tin / cans.

These bins will be located within the recycling and waste stations that will be clearly signed and located around the hall.

Exhibitors and Contractors are encouraged to utilise these bins to assist in the sorting and waste removal process.

**Note:** untreated timber (such as pallets) can also be left on site for recycling by Centre Staff, by prior arrangement only.

During operational hours of an event, waste materials are now separated into two bins:

- Bins with red lids for food and non recyclable waste.
- Bins with yellow lids for recyclable waste (eg, PET bottles, tins / cans, glass and paper).

• *Please refer to the Waste Management and Recycling information sheet in Section 6.20 of this manual*