

FULL FRONTAL TILE & STONE EXPO Index A-Z

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

A

Access

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ACCESS

Exhibitors and Contractors

Access to the venue during build-up and move-out is through the Sydney Showground loading dock, via Gate 13 off Australia Avenue. Your co-operation with Security is required.

Show days:

Exhibitors and visitors will have access to the exhibition via the front doors of The Dome off Showground Road.

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 third and final payment for your exhibition space must be received by February 21 2008. 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

Website: www.lidoac.com or click on the Lido link located at www.fullfrontalexpo.com

ADMISSION

Admission is open to industry professionals, owner builders and renovators on Thursday 17th & Friday 18th April. Members of the general public (aged 16 & over) are welcome to attend on Saturday 19 April. Members of the public who pre-register will pay \$10 on arrival or \$15 for two, including GST. If visitors register on the day, the cost will be \$15.00 per person including GST.

ARCHITECTS ANGLE

The organisers of FFTSE will invite each exhibitor to nominate a specific product, group of products or service that they regards as having significant merit from an architectural perspective. For example, the material or service nominated may be a revolutionary new tile, provision of literature, or video that facilitates the most efficient use of a product and its specification.

Our Exhibition Show Guide, which will reference innumerable standards, will contain a large floor plan that features a series of coloured and numbered Architects Angles and details of the product or service they refer to.

Architects can quickly survey the list of Architects Angles in the Exhibition Show Guide and ascertain the exact location of each company that nominates their prime featured product for consideration by specifiers. In addition to the Architects Angle, the appearance on the floor plan, the name of the exhibitor and their stand number will feature next to the appropriate Architects Angle in the list of colours and referenced products.

ATM

An ATM is located near The Dome entrance on Showground Road.

AUDIO VISUAL EQUIPMENT

Audio visual equipment is available from Harry the Hirer. All requirements are to be confirmed by Monday 17 March, with any late orders still accepted, but attracting a late fee. Please refer to the flyer included in this handbook or contact Paul Elliott on +61 2 9666 8699 or 0439 519 424. Visit the web-site www.harrythehirer.com.au to gain an idea of your exhibiting requirements.

• Refer to the Audio Visual 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 Awards Breakfast on Friday 18th April. Winners of the other awards will be announced at the gala dinner on Friday 18th April.

C

Car Parking

Care of Building

Cleaning

Code of Behaviour

Compressed Air

Competitions/Lotteries

Computer Hire

Cyberpoints

CAR PARKING

Exhibitors

The most convenient car park for Exhibitors is car park P6-F. When leaving the Loading Dock, turn left into Murray Rose Avenue, take another left onto Australia Avenue and proceed to P6-F. Cost of parking is \$3* per hour to a maximum of \$15.00* per day. Automated parking machines are available that accept either coins or credit cards and are available in car park P6-F.

Visitors

Car park P1 is recommended for Visitors and payment can be made via credit card.

Disabled car parking spaces are located outside the Dome entrance on Showground Road and in all car parks.

People movers will be available to transport visitors/exhibitors between P1, P6, the Novotel and the Dome on all days of the Exhibition.

*Prices subject to change

CARE OF BUILDING

You are not permitted to paint, nail, staple, screw or glue to any floor, ceiling or wall within the Sydney Showground. 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 Venue. The Organiser will inspect the site before move-in and after move-out and advises the exhibitor to do the same.

CLEANING

Sydney Showground will provide cleaning services to external common areas, foyers, catering areas and toilets throughout the duration of the Exhibition. Any items placed in the aisles during move in and during the event will be deemed as rubbish and removed.

Please ensure your daily rubbish is bagged, tied and placed in the aisle after the exhibition has closed for the day. Cleaners will not remove any rubbish that is left on the desks or stands.

Please separate the waste into recyclables and non-recyclables.

Exhibitors will be responsible for cleaning their own stand. However you can pay to have your stand vacuumed by filling in the corresponding form.

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

• Complete the Cleaning/Vacuuming Request Form located in Section 6.2 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 Compressed Air Requirements Order Form located in section 6.3 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 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 Paul Elliott at Harry the Hirer on +61 2 9666 8699 or 0439 519 424. Before making contact with Harry the Hirer please visit the web-site www.harrythehirer.com.au to gain an idea of your requirements.

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

CYBERPOINTS

Two cyber-points will be located within the Dome for the duration of the Exhibition and can be utilised by both Exhibitors & Visitors. Please refer to the floorplan for location. The cyber-point closer to the ASAA stand is wheelchair accessible.

D

Deliveries to the Exhibition Venue

Disabled Facilities

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 assist in the smooth delivery of goods to your stand all deliveries must be addressed as follows:

Full Frontal Tile and Stone Expo, April 17-19 2008

The Dome

Sydney Showground - Loading Dock, Cnr Murray Rose Avenue & Australia Avenue, Sydney Olympic Park NSW 2127

Deliver goods to:

Exhibitor Name:

Stand No: (Check the inside front cover of the handbook for you stand number)

Contact person:

Mobile number:

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

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

Space Only Stands

Tuesday 15 April 12.00 pm - 10.00 pm

Shell Scheme Stands

Wednesday 16 April 7.00 am - 10.00 pm

Your co-operation with security is required.

• Complete the Freight Requirements form located in Section 6.5 of this handbook.

DISABLED FACILITIES & SERVICES

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

There is a lift with disabled access in the Dome Foyer. Please note this lift is for carrying people and cannot be used for goods.

Disabled car parking spaces are located outside the Dome entrance on Showground Road and in all car parks.

E

Emergency, First Aid & Medical

Environmental Issues

Exhibitor Lounge

Exhibitor Name Badges

EMERGENCY, FIRST AID AND MEDICAL

In the event of any accident or emergency during the show, please advise the Security Guards on-site or the Organisers Office immediately on + 61 2 9704 1411.

Sydney Showground has a First Aid Room located in the foyer of the Dome on the ground level, where St Johns Ambulance will be available 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.
- Print non date specific promotional products such as event bags, notebooks, etc so they can be used in following years.
- 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.
- General water saving - minimal usage, no leaks.
- Encourage staff to use public transport to and from the venue.

- Recognise the venues environmental policy by adopting their recycling and energy reduction procedures.

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 Olympic Park's policy please contact Rowena via email rowenar@fullfrontalexpo.com or phone +61 3 9888 3459

EXHIBITOR LOUNGE

The lounge will be located in Southee 3 and will provide an area for the Exhibitors to have some quiet time away from the exhibition floor and enjoy complimentary tea & coffee.

For an entertaining dining option why not look at attending the numerous events FFTSE are arranging throughout the exhibition? 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 which show the exhibitor's company name and the individual's name. To arrange the badges please visit **www.tradeevent.com.au**, follow the Full Frontal link and enter ALL of the staff you will have on-site during the exhibition (including move-in and move-out)

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

Badges and holders are provided free of charge and will be sent to the Exhibitors pre-show. If extra name badges are required during the exhibition please go to the organiser's office which can be found in Dome Room 1 of the Foyer.

• Visit www.tradeevent.com.au and follow the prompts or complete the Exhibitor Name Badge form located in section 6.6 of this handbook.

F

Fire Regulations

Flooring

Floor Plan

Food & Beverage

Freight Forwarding & Shipping Agent

Full Frontal "on-line"

Furniture Suppliers/Package

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 Dome 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 Sydney Showground.

Any LPG installation needs to be carried out by a licensed gas plumber. Sydney Showground can provide this service. Please contact Litsa Ikonomidis on +61 2 9704 1063 Fax: 61 2 9704 1173 or email: likonomidis@sydneyshowground.com.au.

FLOORING

The Dome floor will be covered with Blueberry 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 Exhibitor 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

FOOD & BEVERAGE

The Sydney Showground has exclusive rights to catering. Unauthorised catering goods will not be accepted into the building and will be removed from the premises. The venue can assist exhibitors with any requirements for on-stand hospitality required throughout the Exhibition.

You may wish to order some food to serve during the Architect's Reception to attract people to your stand.

• Complete the On-Stand Catering Order Form located in Section 6.10 of this handbook.

The Rio Bar, adjacent to the Tile & Stone Showcase will serve alcohol and finger food.

The café located within The Dome is operational throughout the Exhibition and sells a variety of hot & cold food and beverage items.

If you wish to dispense complimentary alcoholic beverages on your stand, a liquor licence will be required. Exhibitors can choose to serve the alcohol themselves but MUST show a Responsible Serving of Alcohol Certificate OR you can hire a staff member who is RSA certified to serve the alcohol (via Sydney Showground). If you wish to order wine you must do this by completing the catering form.

• Complete the Sampling Application & Sampling Fee Form located in section 6.12 of this handbook

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 April 22.

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 6.5 of this handbook.

*Having trouble
finding something?*

Contact Rowena Rowbotham on

+61 3 9888 3459

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.

To gain access to the online Exhibitor section of the handbook select "Exhibitor Information" and enter the password: **FFTSE** (non-case sensitive)

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 and click on the exhibition link.

• Complete the Furniture Order Form located in section 6.7 of this handbook.

G

Getting there

GETTING THERE

The Dome is a part of Sydney Showground which is located within Sydney Olympic Park, only 14km from the Sydney CBD, and positioned in the manufacturing hub of Greater Western Sydney.

The venue can be easily accessed via car, bus, coach, ferry or train and there's plenty of parking. Sydney Olympic Station is located directly opposite the Dome.

Catching The Train

Swift access to the venue can be obtained by trains which depart from Central Station, Sydney and Lidcombe. Check local time tables, or visit www.fullfrontalexpo.com for more information related to travel by train, ferry or road. This is subject to change; but the latest information will be available at the time of the exhibition.

By Road

Approximately 30 minutes from central Sydney. Visit www.sydneyolympicpark.com.au/Visiting/transport/driving_directions for specific directions.

Abundant car parking is available (refer to "car parking" for best location)

Directions By Bus

The 401 (Lidcombe) and 525 (Burwood to Parramatta) bus services stop at Olympic Park Railway Station. The Dome is approximately 2 minutes walking distance from this location

– simply follow the signs! The 401 bus travels to Sydney Olympic Park Wharf.

The State Transit Website - 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.

Sydney Ferries

Sydney Ferries has been a part of life on Sydney Harbour for more than 135 years. They're wheelchair accessible and a beautiful way to get around. You'll be able to catch one to or from the exhibition at Sydney Olympic Park Wharf. Visit www.sydneyferries.info for further information.

Car Hire

Walking and catching public transport are the best ways to get around Sydney's CBD. If you're planning day trips out of the city, car hire is another option.

Competitive rates on hire cars are available through the Lido Group. For further information visit www.lidoac.com.au and follow the Full Frontal prompts.

Taxis

Taxis are usually readily available at all hours in the city. Bookings are recommended if you are outside of the CBD. There are several taxi companies to choose from in Sydney. The following are a few services that are available:

Taxis Combined: Phone: 133 300

www.taxiscombined.com.au

Silver Service Taxis: Phone 133 100

www.silverservice.com.au

Legion Cabs: Phone: 13 14 51

www.legioncabs.com.au

For General Information on Sydney Showground go to - www.sydneyshowground.com.au

For General Information on Sydney Olympic Park go to - www.sydneyolympicpark.com.au

H

Helium Balloons

HELIUM BALLOONS

Exhibitors planning to use helium balloons as part of their stand display are required to obtain written approval from the venue. Exhibitors will be charged for the removal of any balloons remaining in the Dome or for any false Fire Brigade call out costs caused by balloons tripping the smoke alarm beams.

Insurance

INSURANCE

Exhibitors are reminded that their insurance for goods and exhibits should take effect from the day that such goods are delivered to the Dome 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 \$82.50 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 15 April to Sunday 20 April.

FFTSE must site a Certificate of Currency from each exhibitor prior to the opening of the show.

• Complete the Insurance Form located in section 6.8 of this handbook.

L

Lighting & Power

Loading Dock Traffic Management

Logo

LIGHTING/POWER

Lighting/ Electrical requirements

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 6.9 of this handbook.

LOADING DOCK TRAFFIC MANAGEMENT

Access to the loading dock is via Gate 13 on Australia Avenue (see Sydney Showground Map in section 2.2). The loading dock is a one-way system. Enter from Australia Avenue and exit at Murray Rose Avenue (Gate 15). Sydney Showground has a vehicle checkpoint at the dock entry to monitor access and ensure orderly unloading.

Neither the Organiser nor Venue Management accepts responsibility for any items delivered to the site in the absence of the Exhibitor, their agent or contractor.

All vehicles entering the Loading Dock will be issued with a 30-minute unloading permit. Please advise loading dock staff if a longer time is required. Extended time for vehicles is at the discretion of the security at the gate.

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 visit www.fullfrontalexpo.com/exhibitor and enter the password FFTSE to access these.

M

Map of Venue

Media Plan

Media Office

Meeting & Function Facilities

Move In / Move Out Schedule

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 Full Frontal Tile & Stone Exposition (FFTSE) will be promoted via an extensive campaign of advertising in a variety of magazines including Architectural Review, Artichoke, Building Connections, Infolink and Inside.

Promotion of FFTSE will include a major campaign on Radio 2UE in Sydney which will include a 15-minute Q&A session on tile and stone with industry authority Colin Cass and a 30-minute live broadcast from the venue on Friday, 18th April 2008.

Advertisements will also appear in the Sydney Morning Herald, culminating in a 4-page feature in Domain on Sunday in the Sydney Sun Herald on Sunday, 13th April 2008.

Invitations in the form of a 6-page brochure (sample enclosed) will be mailed nationally to a minimum of 30,000 design/construct professionals, with a special emphasis on New South Wales, Queensland, ACT, Victoria and major specifiers located in Western Australia and elsewhere. More than 25,000 of these documents will be inserted in relevant publications.

The Full Frontal Tile & Stone Exposition will be heavily promoted in multiple editions of Tile Today and Discovering Stone magazines which reach virtually every importer and retailer of tile and stone in Australia and more than 7,000 leading specifiers and design/construction professionals. In addition, more than 8,000 tile fixers and stonemasons who receive Tile Today and Discovering Stone will be invited to attend.

Multiple FFTSE press releases are being emailed to more than 700 editors of national and local newspapers, life style and related magazines, radio and television stations. Media Monitors have been engaged to report on coverage of FFTSE press releases. Rojay Marketing are assisting with public relations and promotion.

Architectural Review and Infolink will send electronic invitations to FFTSE to a wide audience of specifiers.

Australian Tile Publications will circulate news of the event to thousands of industry members at home and abroad. FFTSE will also be promoted on the Infotile, Australian Tile Council and Australian Stone Advisory Association web sites.

MEDIA OFFICE

The Media Office will be located in the J & S Room in the adjacent Southee Complex, which will also be the venue for several key events including the Press Conference, Architects Lunch, and the Gala Awards Dinner. The Media Office will be available for use by media and will include computer stations 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 9704 1411 during the show. Alternatively please email 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 17 April 2008. Please let us know if you foresee any difficulties in complying with this condition as we may be able to assist.

N

Name Board

Noise Level

NAME BOARD/STAND SIGN

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 6.11 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

Official Events

Organisers Office

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 Showground. 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 Dome during move in and move out.
- The wearing of open toe shoes is forbidden during move-in and move- out.
- Hi-visibility vests must be worn during move in and move out. Access to the exhibition and/or loading dock will not be permitted without a hi-visibility vest. Full Frontal vests will be made available for purchase (\$10.00) and delivered prior to the expo OR you can hire the vests during move-in/out period from the organiser's office and leave a form of identification for security.

• **Complete the Visitor Invitation Tickets / Hi Visibility Vest Order form located in section 6.18 of this handbook.**

- 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.

- 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. All stand builders must forward a copy of their OH&S policy the Rowena rowenar@fullfrontalexpo.com before they will be permitted on-site.



Any issues or incidents which occur on-site **MUST** be immediately reported to the Organisers Office on +61 2 9704 1411

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 for further information and payment details.

Move-in Celebration (FFTSE Rocks)

When: Wednesday 16th @ 7.00pm

For: Exhibitors & Contractors

Cost: Free

Opening Breakfast

When: Thursday 17th @ 8.30 am

For: Exhibitors, industry

Cost: \$TBA

Press Luncheon

When: Thursday 17th @ 1200 pm

For: Exhibitors, industry, press

Cost: \$TBA

Architects Reception

When: Thursday 17th @ 5.00 pm

For: Exhibitors, architects***

*** Drink tickets will be issued to exhibitors. On-stand catering to be arranged by exhibitor.

Exhibitor Awards Breakfast

When: Friday 18th @ 9.00am

For: Exhibitors, industry

Cost: \$TBA

Architects Luncheon

When: Friday 18th @ 12.30 pm

For: Exhibitors, industry, architects

Cost: \$TBA

FFTSE Gala Dinner

When: Friday 18th @ 7.00 pm

For: Exhibitors, industry

Cost: \$TBA

Tile Fixers BBQ

When: Saturday 19th @ 1.30pm

For: Competition suppliers, tile fixers

Cost: Free to competitors and competition sponsors.

ORGANISERS' OFFICE

The Organisers' Office (for the duration of the Exhibition) can be found in Dome Room 1 which is located in the Dome Foyer and will be open from 9.00 am Tuesday 15 April 2008 until 5.00 pm Sunday 20 April. To contact the organisers office please call 9704 1411 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

P

Photographer

Plants - Indoor

Promotion of the Exhibition by Exhibitors

Promotional Staff

Public Address System

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 for further information.

To arrange for the official photographer during the show please call the organisers office on + 61 2 9704 1411

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 6.7 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

Exhibitors 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 Naomi Moore on 0418 883 871 or email: naomi@minxmodels.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 or the Installation Showcase.

R

Removal of Goods

Retail Sales

Rigging

Risk Assessment

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 are 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 Rigging Request Form located in section 6.4 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

Security

Seminars

Show Guide

Show Guide Advertisements

Smoking

Sponsorship Opportunities

Stands - Floor Space & Shell Scheme

Stand Trackers

Storage

Sydney Tourism

SECURITY

Security will be provided by guards operating from 0500 hours on Monday 14 April 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.

SEMINARS

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. With support from Architectural Review, the independent journal of architecture, FFTSE will host a series of related papers presented by leading local and international architects and eco-labelling authorities. These papers will contain educational and informative material which will be of lasting benefit. Some may be published in the Show Guide.

Please refer to the schedule at <http://www.fullfrontalexpo.com/seminars.php> for dates and times of the Tile & Stone industry seminars. If you wish to attend a seminar you **MUST** pre-register on or after January 15 by visiting www.tradeevent.com.au and following the Full Frontal link after Tuesday January 15 2008.

The content of the concurrent programme of Architectural seminars will be published on or before January 15.

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 by March 3 latest.

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 - March 3, 2008 (via form as instructed below)
- Paid advertising material for inclusion in the Show Guide - March 12, 2008 (via email to 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 regarding advertising opportunities in the Show Guide or banner ad advertising on www.fullfrontalexpo.com

• *Complete the FFTSE Show Guide Exhibitor Editorial Form located in section 6.13 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

You can apply to sponsor a number of items at Full Frontal such as visitor internet access, the lanyards, visitor show-bags, interior signage on the aisles, any of the seminar rooms, planned functions or even a VIP speaker. You can have your own hospitality suite, meeting room, car parking space, but what was it that would make a real positive contribution to your business? Let's talk.

For further information on the available or potential sponsorship packages as well as our loyalty rewards scheme, please call Rowena on + 61 3 9888 3459 or email 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) 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 by 17 March 2008.

Where applicable, compliance with the following is required:

- Where a stand has a roof, smoke detectors are to be fitted and a portable fire extinguisher available & visible.
- The edge of the stand must comply with the Building Code of Australia if it features a step of any size.
- The edge of the stand must also comply with Australian Standards 1428.1, plus the DDA (Disability Discrimination Act) for people with disabilities. The raised floor sections or ramps must not contain sharp or dangerous edges and must not cause a trip hazard. A construction tolerance of up to 5mm is acceptable using rounded or bevelled edges. A slip resistant step ramp of maximum 1 in 8 gradient must be used where any construction joint is greater than 5mm. Disabled access to the stand must be provided.
- Any raised floors must be clearly distinguishable from areas of the surrounding floor space. All raised floors with a height less than 115 mm are not regarded as a step, and these floors will require a suitable and clearly distinguishable ramp from the main exhibition floor level or surrounding platform to the raised section. The ramp must be of a gradient no steeper than 1:8 and be contained within the contracted space.
- Any step/edge or ramp or any other part of the display must be wholly within the stand and not extend into the aisle
- In the best interests of public safety and mitigating liability for slips and falls, careful consideration should be given to slip resistance of flooring materials that you will use on your stand.

- Stands with storage areas must have a portable fire extinguisher available. Storage must not include *bulk* flammable items such as styrene, cardboard or paper, chemicals or pressure vessels. Storage areas cannot be used for cooking or heating food/beverages.
- All rigging must be performed by the Sydney Showground accredited riggers (in this case Harry the Hirer) & must be periodically inspected (maintained) during the event.
- Anything rigged overhead must be non flammable or treated with flame retardant.
- If an exhibitor chooses to design a wall taller than their adjacent exhibitor, they are then responsible for both sides of the partition wall 2.4 metres and above. The partition wall must be of solid construction, suitably decorated on the reverse side to the requirements of the adjoining exhibitor, and must not carry any advertising material where the elevation overlooks the lower stand.



All stand designs must be submitted for approval by the Organiser at least 30 days (March 17 2008) prior to the exhibition. The Venue/Organiser reserves the right to refuse any design.

Floor Space plus 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 30 letters).

N.B Cost is included as part of exhibiting fees. Please return form minus payment details.

Lighting: Two 120 watt spotlights per 9m square

Flooring: Blueberry Carpet Tiles 6mm thick (unless alternative flooring is laid by the exhibitor. Contact Rowena Rowbotham to discuss your requirements)

Power: One four amp single power outlet

Please note stand numbers will be allocated by 14 January 2008.



All shell scheme stand exhibitors must complete the form below.

- Complete the Stand Sign Confirmation Form located in section 6.11 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 Sarah Maxwell at Harry the Hirer on + 61 2 9666 8699.

Tiling the floor of your stand?

The Dome is one of the largest clear space venues in Australia, with 7200 square metres of floor space, which can be expanded to 21,600 square metres when adjoining halls are utilised.

The floor of the Dome is remarkably flat. 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 Dome. Any slight variations in level can be overcome by using the companies Floor Supports, which are re-useable as are the bases and TracLocs.

Note that the floors of the Information Centre, the Tile & Stone Showcase, and some of the aisles will be tiled with TracLoc.

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

Make the most of your participation at this year's Expo, by using one of Tradevent's range of Leads Tracker machines. The visitors to the event will be given a barcode when they register so instead of writing down or taking business cards, all you need to do is scan the barcode, and the contacts details will be forwarded to you electronically within 24 hours after the event. The stand tracker also enables you to:

*** Capture the visitors barcode instantly and electronically, creating your database for follow-up after the event**

*** Customise the tracker to include PDF's of your own Products and Services, which can instantaneously be sent to the recipients email address.**

Before you fill in this form, why not order online and save 5% at www.tradevent.com.au/trackerorders

• Complete the Tracker Order form located in section 6.14 of this handbook.

STORAGE

Storage is not permitted on the loading dock or service driveway and there is no storage available on-site.

To assist exhibitors we have made alternative arrangements with the official freight contractor, Schenker Australia Pty Ltd.

• Please read over & complete the necessary forms located in section 6.5 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 or www.whats-on-in-sydney.com.au.

If you (and your fellow exhibitors) would like to nominate a favoured restaurant for formal or casual dining, we will add your nomination to our listing which will be displayed at www.fullfrontalexpo.com closer to the opening of the show.

T

Tag & Testing

Telephones & Internet Connections

Tips

Transport

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.

Please note: ALL EQUIPMENT PROVIDED BY EXHIBITORS THAT WILL BE UTILISED ON-SITE MUST BE TAGGED & TESTED

If you would like to arrange for this to occur please fill in the form and email to Rowena; rowenar@fullfrontalexpo.com or fax to + 61 3 9888 2256 prior to the exhibition.

Please note the flat rate for all tagging and testing is \$5.50 and will be billed directly from Full Frontal Tile & Stone Exposition.

Sydney Electrical Appliance Testing 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.

• Complete the *Test & Tagging Form* located in section 6.15 of this handbook.

TELEPHONES & INTERNET CONNECTIONS

The venue can provide a wide range of services including a limited number of telephone, fax and data lines. To order, please fill in the appropriate form and return to the venue. Maximum number of lines is 16.

• Complete the *Temporary Communications Services form* located in section 6.16 of this handbook.

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 6 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 for additional hints and ideas.

TRANSPORT

Refer to Freight Forwarding

V

Visa & Passport Requirements

Visitor Invitation Tickets

Visual Distraction

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 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.

• Complete the *Visa Letter Request Form* located in section 6.17 of this handbook.

VISITOR INVITATION TICKETS

Exhibitors can 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 and should not be given away at random.

As all Visitor Tickets will be issued with a company specific barcode, post-exhibition Full Frontal can provide you with the number of people who utilised the tickets you issued.

Please indicate the number of tickets required by completing the form.

• Complete the *Visitor Invitation Tickets Form* located in section 6.18 of this handbook.

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, Gas & Compressed Air Requirements

WATER, WASTE & GAS REQUIREMENTS

Exhibitors requiring water, waste, gas or compressed air on their stands must fill in the appropriate form and return to the Venue.

The cost of the service and the installation is not included in the Contract Fee.

• Complete the *Water/Waste & Gas Requirements Order Form* located in section 6.19 of this handbook.