

# Summer Trade Show 2022

Trade Show Exhibitors



# Thank you for participating in the upcoming Woolworths Summer Trade Show.

In this deck you will find a copy of the floor plan and other logistical information you will require for your stand.

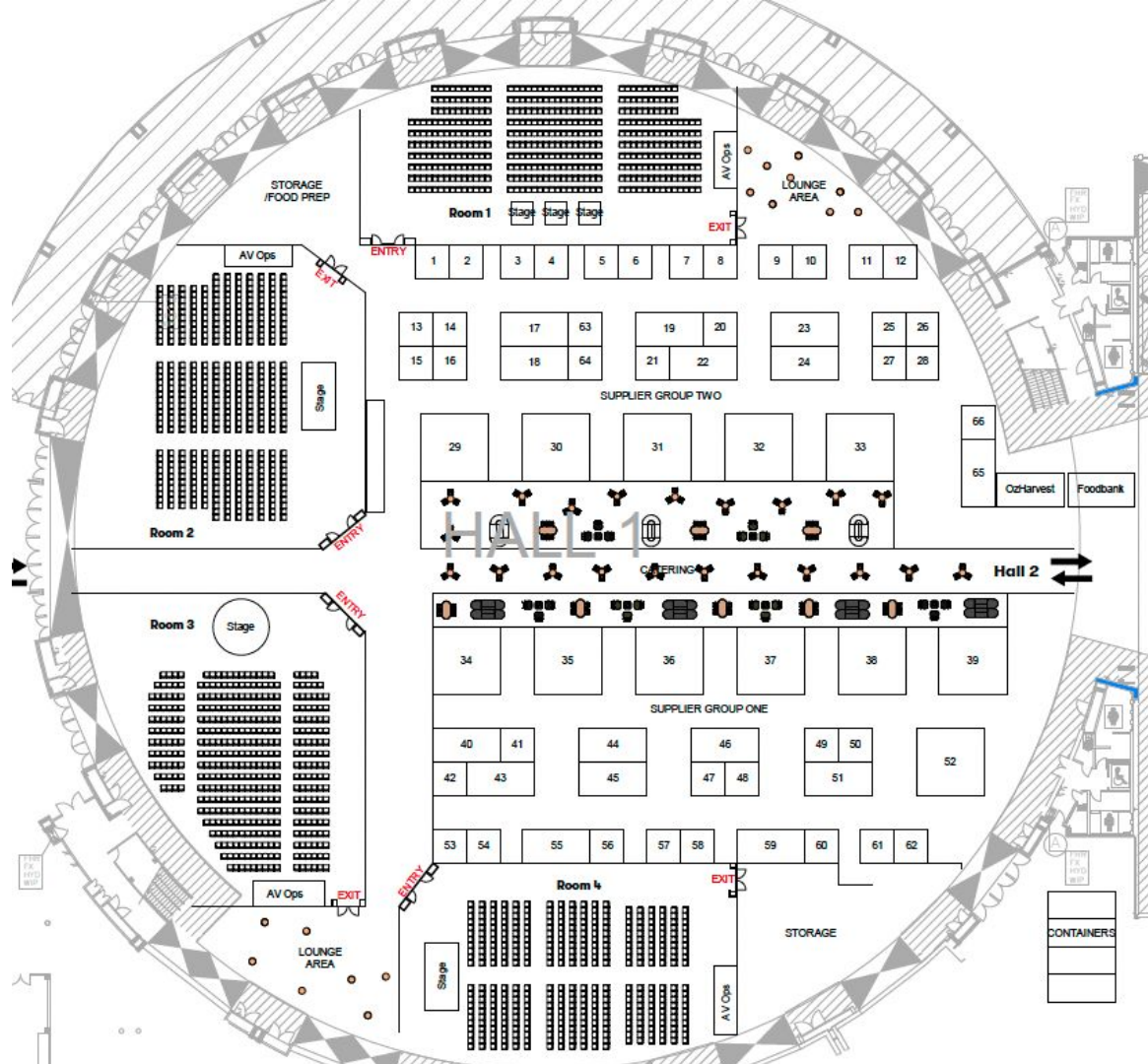
Your stand number has been emailed to you.

Once again we have partnered with Harry the Hirer for the expo build, including any required custom builds, and Gel Events for logistic services.

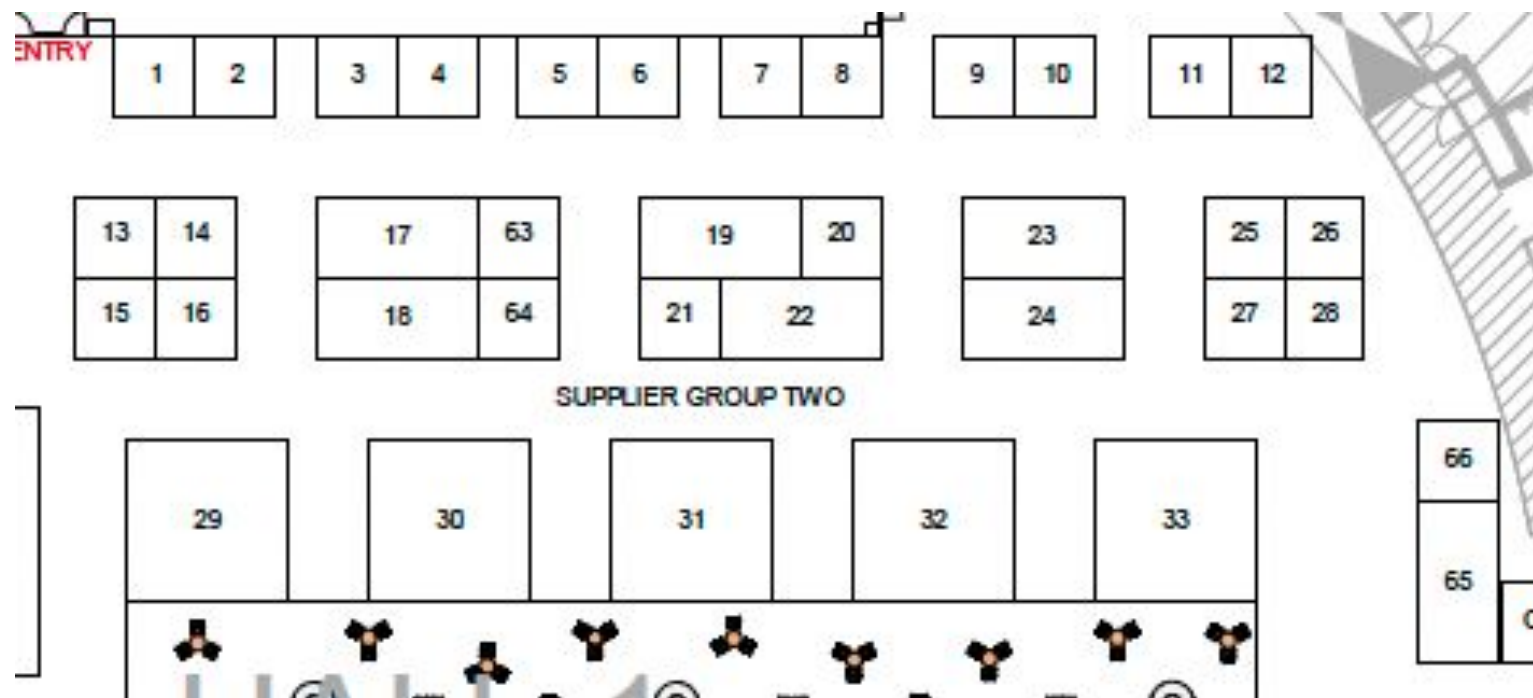
If you have any general queries, please contact via email:  
Lauren Chick - [lauren@redjelly.com.au](mailto:lauren@redjelly.com.au)



# Floor plan



# Floor plan





## Floor plan



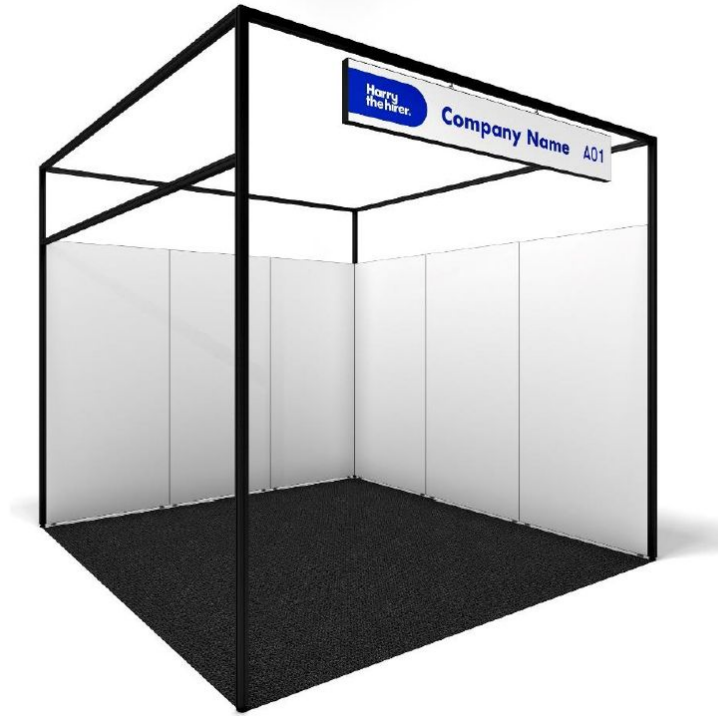
## Tier stand size

**Tier 1:** 6 x 6m

**Tier 2:** 6 x 3m

**Tier 3:** 3 x 3m





## Tier 2 and 3 stands

We will be using the the Nero exhibition modular stand for Tier 2 and 3 stands.

The stand design combines a modern flush finish with a feature black-profile frame encompassing the stand space.

Each wall panel is a complete set consisting of an aluminium frame skinned with 3mm white PVC.

Screws, nails, bolts, glue, paint and double-sided adhesive tape and Velcro will permanently damage the panels, exhibitors are requested not to use them.

## Tier 2 & 3: What is included in the package you have purchased:-

A Nero stand which comes with the following:

A printed fascia sign including stand number and company name suspended from a black powder coated aluminium frame.

Woolworths will produce the fascia artwork, no action required.

The clear height under the fascia is 2400mm.

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2 x LED spotlights are supplied per 9sqm, mounted behind the fascia.

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1 x single 4amp power point per stand.

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Flooring consists of 1m x 1m tiles in grey.







Example of a stand build using the nero stand



**Do you require printed walls, furniture or additional power for your stand?**

Please email: Francesca Gao  
[francescag@harrythehirer.com.au](mailto:francescag@harrythehirer.com.au)

Harry the Hirer will then be in touch regarding next steps and to provide a quote for your requirements.



## Will you be providing samples of food or drink?

All food sampling must be registered via the Sydney Showgrounds portal, as sampling needs to be approved by the Parramatta City Council.

<https://rasnsw.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=3&OrgCode=10>

If the sampling is not registered, you will not be allowed to hand out samples.

### **Food Suppliers sampling option**

The sample should be an individual serve. E.g. a can of drink, not a 6 pack.

**Non-Food Suppliers sampling option** (This is strictly for non-food suppliers only).

A small product that fits in the palm of your hand. E.g. a branded stress ball, not a beach ball.

### **Approvals**

All samples food and non-food must be approved by Woolworths using this Google form <https://forms.gle/wcgKnxU3wWiYxi5L9>

If you require sampling staff please email:

Instore Demonstrations team - [instoredemo@woolworths.com.au](mailto:instoredemo@woolworths.com.au)





## Additional services

If you are planning on having the following services at your stand you need to order them from the Sydney Showgrounds microsite: <https://rasnsw.ungerboeck.net/prod/app85.cshtml?AppCode=COE&CC=3&OrgCode=10>

- Plumbing services
- Gas or compressed air
- Waste collection
- Internet services
- Parking

Any questions or issues with ordering please contact Sydney Showgrounds: [venueservices@sydneyshowground.com.au](mailto:venueservices@sydneyshowground.com.au) or (02) 9704 1265.



## **It is essential to book your stock deliveries, storage, bump in and bump out.**

Gel Events will be our logistics provider.

To organise, and receive a quote for delivery and logistics requirements into the Showgrounds please use this microsite:  
<https://igel.gaffneys.com.au/mod/Logistics/LGQuoteRequestForm.cgi?PARAMS=53616c7465645f5f62ed506395a3a9e0238307d52303e166>

This form must be filled in ahead of the Trade Show.

Once the form is submitted Gel Events will be in contact with your quote. They will also be in contact with you shortly via email.



## Bump in

<b>Bump in:</b>	Sunday 9th October
<b>7am:</b>	Tier 1 (6 x 6m)
<b>11am:</b>	Tier 2 (6 x 3m)
<b>3pm:</b>	Tier 3 (3 x 3m)

## Bump out

Bump out will commence at 2:30pm on Wednesday 12th October.

Bump out must be complete by midnight Wednesday 12th October.

OzHarvest and Food Bank will be accepting donations of left over stock.

All stands must be fully completed by **4pm on Mon. 10th October** as Paul Harker and the team will be doing a tour of the expo areas ahead of the Pre-Trade Show Supplier Cocktail Party which starts at 6:30pm in The Dome.

Further details for your cocktail party tickets will be communicated shortly to your designated contact.

We will also provide an indication of the agenda of when your stand will be visited by the delegates across the two days at the end of August.

## Summary contact list

### Equipment Hire

Harry the Hirer

[francescag@harrythehirer.com.au](mailto:francescag@harrythehirer.com.au)

### Stand build

Harry the Hirer

[francescag@harrythehirer.com.au](mailto:francescag@harrythehirer.com.au)

### Power

Harry the Hirer

[francescag@harrythehirer.com.au](mailto:francescag@harrythehirer.com.au)

### Venue

Sydney Show Grounds

[Microsite here](#)

### Logistics

Gel Events

[Microsite here](#)

### Sampling

Sydney Showgrounds

[Microsite here](#)

### Water / Gas

Sydney Showgrounds

[Microsite here](#)

### Internet / parking

Sydney Showgrounds

[Microsite here](#)

