



AROMA FESTIVAL

THE FINEST BLEND

An invitation to exhibitors



Sydney Harbour
Foreshore Authority

therocks.com

INVITATION TO EXHIBITORS

Dear Exhibitor,

Following the success of the last two years the Sydney Harbour Foreshore Authority (SHFA) will continue to focus on unique, emerging and authentic coffee for Aroma 2015.

Now in its 18th year, the event has become the largest coffee festival in the Southern Hemisphere. A coffee lovers' favourite and a highlight of Sydney's winter festival season, this year The Rocks Aroma Festival will be held on Sunday 26 July from 10am to 5pm.

The Foreshore Authority invites applications from micro, small, medium and large businesses specialising in organic, Fairtrade, all-Australian, single origin or unique coffee blends and high quality food products that complement coffee.

The primary focus of The Rocks Aroma Festival 2015 will be to showcase Australia's premium and boutique coffee roasters. In addition to the one-day festival, Aroma invites the coffee industry to host forums and workshops within The Rocks' tenancies and temporary pop-up spaces during the weeks leading up to 26 July.

The Rocks Aroma Festival provides a unique opportunity for coffee roasters to build on product and brand awareness and to generate sales. It is an event that should not be missed by anyone in the coffee industry.

Please note the following changes made to the festival in the last two years, which will continue in 2015:

- Roasters, tea merchants and chocolate connoisseurs will be permitted to serve beverages in 8oz and 12oz company branded cups (cups must be 100% recycled and biodegradable).
- Stall holders will also be permitted to sell 6oz samples, however these must be sold in Aroma Festival event branded cups.
- Stalls must sell 6oz, 8oz and 12oz cups at set market prices (\$2 – 6oz, \$3 – 8oz and \$4 – 12oz).
- Stall fees are tailored to the size of the exhibitor's business.

Successful elements from 2014 being further developed in 2015 include:

- Workshops
- Industry forums
- Special invitations to reviewers/bloggers/coffee snobs/coffee critics for industry events
- Intimate coffee experiences, such as coffee cupping

If you would like to host an industry forum or a workshop in The Rocks in the weeks leading up to 26 July, please contact Averil Yeo on (02) 9240 8853 or aroma@shfa.nsw.gov.au to discuss opportunities.

If you would like to be part of this exciting event, SHFA is seeking your registration. All applicants will be assessed and added to an eligibility list for allocation to the limited stalls available. If available, please provide images of your product and display to assist the selection committee with this process.

To participate, please complete and return the attached registration kit, signed operational guidelines, registration fee and copies of insurance by **Friday 10 April** to:

Aroma Stalls Coordinator
Sydney Harbour Foreshore Authority,
Level 6, 66 Harrington Street,
The Rocks NSW 2000

or
PO Box N408, Grosvenor Place NSW 1220

For more details, contact the Aroma Stalls Coordinator at aroma@shfa.nsw.gov.au or phone (02) 9240 8853 or fax (02) 9271 5341.

An event license agreement will be sent upon acceptance into the festival. Stall locations will be determined upon your requirements and product and are at the sole discretion of SHFA. A map indicating your location, along with bump-in information, will be sent to you by 10 July 2015.

Yours sincerely,

Sofia Gibson
Head of Programming
Sydney Harbour Foreshore Authority

EVENT DETAILS

Date: Sunday 26 July

Time: 10am – 5pm

Venue: The Rocks*

*Please note that due to public works, the Authority reserves the right to change the footprint of The Rocks Aroma Festival.

- The Rocks Aroma Festival is a free public event and the largest coffee festival in the Southern Hemisphere.
- Coffee roasters are invited to showcase their signature roasts and blends in the heritage heart of Sydney.

THE FACTS

- Australia's original coffee festival
- In 2014 more than **119,000** people came to Aroma
- In 2014 more than **8,000** litres of milk was used



119 657
PEOPLE ATTENDED
LAST YEAR'S FESTIVAL

**THE LARGEST
COFFEE FESTIVAL
IN THE SOUTHERN
HEMISPHERE**



DOMESTIC COFFEE MACHINE DISPLAY AND SALES PACKAGE

Domestic coffee machine exhibitors who register to participate in The Rocks Aroma Festival will receive:

- a 3m x 3m covered stall with side and back walls. NB: If a participant's infrastructure requires an area of more than 3m x 3m, the roaster is required to purchase an adjoining stall. A maximum of two stalls will be provided per exhibitor
- 3 x trestle tables (1 x 2.4m and 2 x 1.8m)
- stall signage with nominated name (maximum 25 characters) in a standard typeface
- signage will be installed by Sydney Harbour Foreshore Authority and must not be removed, replaced or covered by other company signage, Aroma branded chalkboards and chalkpens will be provided for any handwritten signage required. *Please see note re stall signage below
- milk supplies (full cream and light) NB: soy milk must be supplied by individual stall holders
- access to mobile cool rooms for milk supplies
- NOTE: There is limited power available. The festival will endeavor to provide sufficient power to meet exhibitor's requests, however some restrictions may apply
- access to required power source (mains and/or generator). NB: power will only operate between 9.30am and 5.15pm
- access to water supply (mains and/or tanks)
- provision of liquid waste bins
- collection of rubbish NB: all rubbish must be placed within bins provided
- coffee machine mechanical assistance and repairs if required throughout the day
- 6oz Aroma Festival cups, to be purchased at cost price. NB: It is a requirement of the festival that roasters purchase 6oz event branded cups directly from the Foreshore Authority. Note that 8oz and 12oz cups with your own branding can be used as long as they are 100% recycled and biodegradable.

In addition, the Foreshore Authority will coordinate all marketing, event management and production for The Rocks Aroma Festival 2015.

The hire fee for a coffee roaster is \$1,540 for 3m x 3m or \$3,080 for 6m x 3m space (including GST).

Exhibitors are responsible for:

- supplying all coffee equipment including espresso machines, grinders, knocker tubes, waste buckets, ice, soy milk and ice buckets for temporary milk storage and staff

- compliance with City of Sydney (CoS) regulations for temporary food stalls, including applying for a CoS temporary food stall permit (<http://www.cityofsydney.nsw.gov.au/business/regulations/food-and-drink-businesses/temporary-food-stalls>). NB: CoS and the Authority have the right to refuse trade if stallholders do not comply with their trade rules and regulations. CoS food permit number is required post acceptance into the festival
- the security of monies/cash float and stock
- public liability insurance for the amount of \$20 million and workers compensation
- table covers
- 8oz and 12oz cups, these cups may be branded with your own brand but must be 100% recycled and biodegradable.

*Note that any signage/individual branding will have to be hung on the back wall (facing inside) within the confines of your stall. No signage may be hung on the outside of your stall unless it is written on the chalkboard provided. You may also bring branded table covers. The Sydney Harbour Foreshore Authority reserves the right to remove any unapproved signage from your stall unhindered. See the picture below for signage examples. Detailed signage guidelines will be sent post acceptance to the festival.



To register, please complete the enclosed registration form, copies of insurance and signed operational guidelines, and return with payment by **Friday 10 April 2015** to:

Aroma Stalls Coordinator
Sydney Harbour Foreshore Authority,
Level 6, 66 Harrington Street,
The Rocks NSW 2000

or
PO Box N408, Grosvenor Place NSW 1220

If you have any queries, please contact the Aroma Stalls Coordinator at aroma@shfa.nsw.gov.au or phone (02) 9240 8853 or fax (02) 9271 5341.

AROMA FESTIVAL DOMESTIC COFFEE MACHINE EXHIBITOR REGISTRATION FORM 2015

Enquiries can be directed to the Aroma Stalls Coordinator, Sydney Harbour Foreshore Authority at aroma@shfa.nsw.gov.au or phone (02) 9240 8853.

Company name: _____

ABN: _____ Contact person: _____

Address: _____ Postcode: _____

Telephone: _____ Facsimile: _____

Email: _____

Contact person on the day: _____ Mobile: _____

Stall name (for signage, must be less than 25 characters):

1. Number of stalls requested: _____

3m x 3m stall at \$1,540 (including GST). If two stalls are purchased, they will be positioned together (a maximum of two stalls will be located in a row). NB: There are a limited number of stalls available, register early to guarantee participation at The Rocks Aroma Festival. Stalls will only be confirmed and allocated after payment, proof of public liability insurance and workers' compensation certificate is received. Final stall allocation and positioning is at the discretion of Sydney Harbour Foreshore Authority.

2. Please list the appliances you intend to use on the day. An additional charge of \$140 will be incurred for each non-standard power connection (any connection greater than 20 amp single phase).

Appliances	Amps	Quantity

3. Please list items/products that you intend to sell
(items not listed will not be permitted to be sold).

Item	Pre-packaged yes/no

4. To assist with the selection criteria please answer the following:

(i) Is your business a franchise? (Franchises will not be accepted.) YES/NO

(ii) Does your company have a NSW Food Authority Food Business Notification Number and Food Safety Supervisor Certification? (Company must be registered to be accepted into festival.) YES/NO

(iii) Have you provided images of your product and previous festival displays? YES/NO

(iv) What makes your product unique? _____

(v) Please select the type of business which best describes your company
(note: franchises will not be accepted):

☐ Micro business (less than 5 employees)

☐ Small business (5–20 employees)

☐ Medium business (20–200 employees)

☐ Large business (200 or more employees)

(vi) Is your product from Australia, if not where is it from? _____

(vii) Are you registered with Fairtrade? YES/NO

5. Please provide your company mission statement:

6. Please provide a description of your product/company for listing within marketing materials:

Website _____

Facebook _____ Twitter _____

7. Please indicate if you are interested in participating in events and activities in The Rocks in the week leading up to Aroma: YES/NO

If so, please describe the experiential activity that your company can offer, e.g. hosting a workshop or forum (note: you will be contacted to further discuss possibilities and logistics).

8. Exhibitors wishing to sell 6oz beverages must use event branded cups. Exhibitors are required to purchase cups from Sydney Harbour Foreshore Authority (available at cost price), to be collected at the festival.

Quantity of 6oz cups required (\$100 per 1,000) _____

TOTAL AMOUNT TO BE PAID (fill in relevant amount and calculate total below):

Domestic coffee machine stall hire fee (\$1,540 or \$3,080 per stall) \$ _____

Optional non-standard power connection (\$140 per point) \$ _____

Payment due for 6oz event branded cups (\$100 per 1,000) \$ _____

Total amount due: (All fees include GST) \$ _____

Method of payment (please tick) ☐ Cheque ☐ Money order ☐ Credit card ☐ EFT

Note: If you provide credit card details the payment will not be deducted until after you are accepted as a stallholder. Payments by cheque, money orders and EFT will be deducted upon receipt and refunded if you are not accepted as a stallholder.

- Cheque and money orders are to be made payable to Sydney Harbour Foreshore Authority.

- EFT details

Westpac – The Rocks
Sydney Harbour Foreshore Authority
BSB: 032 100
Account number: 00 00 04

Please insert your company name and 'Aroma' in the reference field and provide a copy of the remittance with your registration form

- Credit card payments (Visa or MasterCard) can be made either by filling out details below, over the phone or in person Monday to Friday 9am – 5pm at:
Sydney Harbour Foreshore Authority, Level 6, 66 Harrington Street, The Rocks

☐ Visa ☐ MasterCard

Name as shown on card: _____

Card number: _____

Expiry : _____

CCV: _____

Signed: _____

Print name: _____

Date: _____

Cancellation: A 50% refund will be payable if cancellation is made 30 days prior to event. There will be no refund of stall fees if cancellation is made less than 30 days prior to event. All requests for refunds must be made in writing. In the case that your application is not successful a full refund will be provided.

I understand by signing this registration form that I acknowledge Sydney Harbour Foreshore Authority cannot control attendance, inclement weather or poor trading. While endeavouring to ensure all stallholders are strategically placed to ensure maximum exposure to the public, Sydney Harbour Foreshore Authority cannot be held responsible for crowd movement on the day.

Final checklist for The Rocks Aroma Festival domestic coffee machine registration:

- ☐ All sections of the registration form have been completed, signed and dated
- ☐ Payment or credit card details are attached (payable to Sydney Harbour Foreshore Authority)
- ☐ One copy of the operational guidelines has been signed and is attached
- ☐ Copy of public liability insurance and workers compensation certificate is attached
- ☐ City of Sydney food permit number due post acceptance into Aroma Festival.

Completed forms and payment to be returned by Friday 10 April 2015 to:

Aroma Stalls Coordinator
Sydney Harbour Foreshore Authority,
PO Box N408, Grosvenor Place, NSW, 1220
E aroma@shfa.nsw.gov.au
T (02) 9240 8853
F (02) 9271 5341

THE ROCKS AROMA FESTIVAL DOMESTIC COFFEE MACHINE SALES AND DISPLAY

OPERATIONAL GUIDELINES

All applicants must abide by and adhere to the following conditions while participating in The Rocks Aroma Festival 2015.

1. Booking conditions

Please complete and sign these conditions and return one copy with the attached application form and forward to Averil Yeo, Sydney Harbour Foreshore Authority, PO Box N408, Grosvenor Place, NSW, 1220. An Aroma Festival licence agreement will be sent upon acceptance into the festival.

2. Risk

The applicant accepts all risks and liability arising from any act or omission of itself/ themselves that may cause damage during its use of the open space. The applicant will therefore indemnify Sydney Harbour Foreshore Authority (SHFA) for any such act or omission causing damage to any person or property. For the avoidance of doubt, this clause is not limited to the actual event time but applies to the entire period during which the space is used for the purposes of participating in the event.

3. Insurance

As a condition of hire, the applicant is to take out the following insurance policies and keep them in force for the period of the event:

- Certificate of public liability for the sum of no less than \$20,000,000. This policy is to be in the names of the applicant and noting SHFA as an interested party.
- Workers compensation insurance in respect of any employee of the applicant who is employed in connection with the use of SHFA's open space for the event.

Evidence of these policies must be supplied to SHFA before The Rocks Aroma Festival 2014. The period of the event includes all times the applicant is onsite in The Rocks precinct, including bump-in and bump-out times.

Where the applicant contracts any third parties to work at The Rocks Aroma Festival, the applicant must provide a list of names containing all such persons and a copy of the public liability insurance and workers compensation insurance that covers each third party (including any casual employees of the third party). The public liability insurance policy

must note SHFA as an interested party on the certificate indemnified under that policy for this event and any actions arising there from.

4. Consequences of negligence

All applicants and associated personnel/ employees shall not with intent, cause, instigate or engage in any action/ behaviour, prior, during or after The Rocks Aroma Festival or at any time while in The Rocks precinct as or in connection with this event booking that may warrant a claim of negligence against SHFA. Any action/behaviour resulting in a claim will be evaluated by the Authority and at its discretion may deem such action/behaviour as negligence by the applicant. SHFA reserves the right to refuse an application.

5. Application fee

The application fee covers direct and indirect costs associated with participation in The Rocks Aroma Festival 2014. No applications will be processed without accompanying payment for the FULL AMOUNT. No part payments will be accepted.

6. Prohibited activities

Activities that are not permitted at The Rocks Aroma Festival or on SHFA open space areas include but are not limited to:

- Distribution of flyers, brochures, business cards and promotional/advertising material from outside the designated exhibition stand area.
- Distribution of balloons, stickers or any similar branded merchandise which may adversely affect the environment by noise, land, air or water pollution.
- Third-party signage, promotions, merchandise, advertising or competitions (external or internal).
- Sale of merchandise other than domestic coffee machines.
- Any activity deemed to be ambush marketing.
- External signage – this includes free-standing signs or signage affixed to the outside of the stand walls/frame.
- Coffee bean throwing.
- Sale of alcoholic beverages of any kind.
- The driving of vehicles on grassed areas.
- Use of the Authority rubbish bins for events (designated for public use only).

7. Hours of business

All participants must be operational and trading from 10am to 5pm on Sunday 26 July 2015.

8. Sales product, display items and promotional material

Sales product, display items, promotional audio visual and advertising material shown at the stand must be coffee related. Sale and promotion of non-coffee appliances is not permitted, unless permission is obtained from SHFA prior to the event.

9. Bump-in schedule/ running schedule

SHFA will provide a site map and event bump-in schedule 14 days prior to The Rocks Aroma Festival. When driving onsite applicants must drive with caution at walking pace and ensure hazard lights are activated at all times. Pedestrians have right of way at all times within the event area including George Street when closed.

Exhibitors are responsible for any damages incurred within the festival footprint as a result of their negligence during festival bump-in, operations and bump-out.

10. Parking

SHFA does not provide parking at The Rocks Aroma Festival. We recommend you use the street parking or parking stations located throughout The Rocks area. Please allow plenty of time to park your vehicles. Parking stations are located in Harrington Street and George Street. NO vehicles are permitted to remain onsite during The Rocks Aroma Festival.

11. Security

The applicant must follow/adhere to the guidance of The Rocks Aroma Festival personnel and/or SHFA security and rangers at all times.

12. Clean up

The clean up of the stall area is the responsibility of each participant. The area must be cleaned immediately upon event close.

13. Amplification

Participants are not permitted to have any amplification equipment in operation from their stall.

14. Power

NOTE: There is limited power available. No generators or mains power is to be accessed or used without authorisation from SHFA or its contractors. The Authority will supply electrical distribution including connecting leads as

required for appliances as listed in the application form. Late requests or on the day requests for power may not be met. The Authority reserves the right to limit the amount of power or number of points supplied

to an individual stall if the amount is considered by the Authority to be excessive. All electrical appliances supplied by stall holders must be in good working order and must be tested and tagged as described in Australian Standard AS/ NZS 3760: 2003.

15. Stall signage

Stall identification signage produced by SHFA must be installed at the top of the stall on the front facing panel and must not be covered by other signage. Any other stall signage must be placed below this stall identification signage. Any handwritten signage must only appear on the Aroma branded chalkboards that will be provided by SHFA to all stallholders prior to the event. Non compliance with these signage guidelines will require immediate removal of signage items and may preclude stallholder from future festival involvement.

Please see approved signage images below:



16. Advertising

No external advertising is permitted; no third party advertising is permitted. Certain bans apply including tobacco advertising, fixed advertising, flyer distribution and advertising involving the use of dyes on the grass.

17. Work health and safety

The applicant must comply with the laws governing work health and safety for its workers. For information on work health and safety laws visit smallbusiness.workcover.nsw.gov.au.

18. General conditions

SHFA reserves the right to reject any application as non-conforming if the proposed use does not conform to the current policy of The Rocks Aroma Festival. SHFA and its authorised officers have the right to remove any person exhibiting anti-social behaviour i.e. anyone causing annoyance, nuisance or injury to another person or the community.

Emergency vehicle access must be kept clear at all times. Fire extinguishing equipment must remain accessible at all times.

While every effort will be made to locate your stall in your preferred location, final stall allocation is at the discretion of the Authority.

All stallholder database contact details will be provided to The Rocks Aroma Festival sponsors.

19. Cancellation

All cancellations must be received in writing. If a booking is cancelled, the following charges will apply:

30 days prior	50% refund
Less than 30 days prior	No refund

The Authority may for any reason and at its sole discretion cancel or change the date of the Aroma Festival, upon 40 days prior written notice to exhibitors. In the event of cancellation, a full refund will be provided. In the event of date change, exhibitors will have the option to participate on the new date or receive a full refund.

I confirm I have read and understood the guidelines for participation in The Rocks Aroma Festival 2015. If you do not sign the operational guidelines, we cannot accept or process your application.

An Aroma Festival license agreement will be sent upon acceptance of your application into the festival. It is essential that this agreement be signed and returned to the Authority.

Signed

Organisation/company

Please print name

Date