



EXHIBITOR PROSPECTUS 2024



CONTENTS

Contact Information	2
Important Dates	2
Message from Chairperson	3
Welcome from McIntosh & Son	3
Board of Management	3
Application and Payments	4
Site Information	5
Food Vendors	6
Full Site Map 2024	7
Site Information	8
Optional Extras	9
General Information	11
Accommodation and Services	13
Corporate Partnerships	14

IMPORTANT DATES

Applications Due	4th June
Bump In	3rd - 7th Aug
EXPO	8th - 9th Aug
Bump Out	10th - 12th Aug

GATES OPEN TO PUBLIC

8am - 4pm Thursday 8th August
8am - 3pm Friday 9th August

Available online at
www.mmwe.com.au

Prospectus 2024
Application Forms
Terms and Conditions
General Information
Corporate Partner Matrix

Event Coordinators

Rikki Smith
Event Manager
E: finance@mmwe.com.au
E: bookings@mmwe.com.au

Sarah Christie
Event Coordinator
E: admin@mmwe.com.au

Find Us

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Mingenew
WA 6522
Phone: 0499 006 690
www.mmwe.com.au
[@mingenewexpo](https://www.instagram.com/mingenewexpo)



WELCOME



Message from the chair

Welcome to McIntosh and Son Mingenew Midwest Expo 2024. Despite 2023's challenges, we successfully celebrated our 40th year with seven exhibitors receiving appreciation plaques for exhibiting all 40 years. The event saw increased exhibitor numbers, especially in the Home & Living Pavilion, vibrant entertainment, and a community-focused approach. We aim to enhance profitability, relevance and sustainability in 2024, addressing lessons learned from 2023 and moving days to Thursday & Friday. Thanks to volunteers, exhibitors, partners, and suppliers, we anticipate making Expo even more significant in the years ahead.

Andrew Cosgrove, Mingenew Midwest Expo Chairperson

Message from our Diamond Sponsor

McIntosh & Son takes immense pride in being the diamond sponsor of the Mingenew Midwest Expo, as it aligns with our commitment to community growth and agricultural advancement.

We believe Expo serves as a vital platform for knowledge exchange, showcasing cutting-edge technology, while fostering innovation and collaboration in our industry.

As we embark on another year of partnership, we're excited to see the positive impact Expo has on the community, empowering farmers and local businesses to cultivate and thrive. Looking forward to another successful year.



Craig Ajduk, Branch Manager
McIntosh & Son Geraldton and Andrew Cosgrove.

2024 Board of Management

Andrew Cosgrove - Chairperson
Billi Marshall - Vice Chairperson/Exhibitor Liaison
Norah Flanders - Secretary/HR
Matt Fanning - Treasurer
Jamie McTaggart - Logistics & Set Up
Shannah Kanny - Marketing
Scott Morgan - Site Crew & Volunteers



Mingenew Midwest Expo board of management 2023

APPLICATIONS AND PAYMENTS

SECURE YOUR PLACE AS AN EXHIBITOR

1. Read the exhibitor information as well as the terms and conditions which apply to all exhibitors and their representatives.
2. Complete the application form relevant to your display, online at www.mmwe.com.au
3. Attach a copy of your Public Liability Certificate of Currency to your application.
4. Make your payment in full within 14 days of receiving your invoice.

APPLICATIONS

For the best chance of securing your preferred site, submit before Tuesday 4th June.

Applications received after Tuesday 4th June will incur a late fee of \$50.

Late applications will be accepted up until the 31st July, however your company details will not be published in the official program.

PAYMENT

Full payment is required within 14 days of processed application. After this time, unpaid site may be reallocated.

Invoices are emailed unless stated otherwise.

CANCELLATION POLICY

1. No credit will be extended to any exhibitor. Payment must be received by the deadline or the booking will be cancelled. Cancellations must be received in writing.
2. Cancellations received before and inclusive of 28th June 2024 will receive a 100% refund on any amounts paid.
3. Cancellations received between and inclusive of 29th June 2024 and 12th July 2024 will receive a 50% refund on any amounts paid.
4. **Cancellations received after and inclusive of 13th July 2024 will not be eligible for a refund.**

GATE PROGRAM

The official gate program is a free booklet provided to patrons and contains event information, exhibitor listings and maps.

Exhibitors can contact Countryman, direct to arrange advertising requirements.

- See media partners online at www.mmwe.com.au

SPECIAL GUESTS

We want to highlight the offerings you bring to Expo. If you have special guests, exciting competitions, or exclusive deals planned, let us know! We're here to cross-promote and ensure your unique offerings take center stage. This is your chance to captivate our diverse audience and make your exhibit an unmissable destination. Contact us at admin@mmwe.com.au to discuss how we can collaborate and elevate your Expo experience.



Aleisha Power: Mingenew Midwest Expo 2023, special guest of CSBP.

SITE INFORMATION

AGRICULTURE AND ASSOCIATED INDUSTRIES ARENA

Example business types: agricultural machinery dealers, chaser bins, silos, boomsprays, light aircraft, transportable housing, livestock handling, spray equipment, tanks, engineering, fabricaton, trucks, caravans, camping, 4wd etc.

OVAL

Includes the Bar, Main Stage and Food Court. Example business types: commercial and merchandise exhibits including banks, grain agents, car dealers, outdoor furniture, fuel suppliers, hardware and tools etc, (max capacity 3 tonnes).

HOME AND LIVING PAVILION

Sites include several size choices. Example business types: clothing and accessories, handmade items, arts, crafts, education displays, manchester etc

No second hand or bric a brac items permitted.



Nutrien Ag Solutions Mingenew Midwest Expo 2023.



SHARING OF SITES

All sharers whether they be exhibitors, or any other party must be declared. Sharing incurs a fee payable by the main exhibitor. Please ensure you order additional extras including power and exhibitor passes to accommodate your sharers.

Declarations of all site sharers ensures exhibitors comply with Mingenew Midwest Expo terms and conditions.

The known location of all exhibitor's present, will assist with visitor enquiries.

All know sharers will receive their business in the A-Z exhibitor listing in the official program.

DAMAGE TO SITES

Exhibitors are responsible for any and all damage to sites, water pipes and electricity cables running under their site.

When erecting marquees, digging holes or driving posts into the ground, exhibitors need to be aware of the lines marked on the ground.

RED lines represent **DANGER** as power cables

BLUE lines represent **water pipes** underground.

Holes more than 5cm in diameter are not permitted on the football oval or racetrack.

It is the exhibitors responsibility to inform marquee providers of these conditions.

FOOD VENDORS

APPLICATION PROCESS

We have changed the application process for food vendors. Applications for food vendors will open on Friday 1st March. Application forms are an expression of interest. Applications will close on Friday 3rd May. All food vendor applications, will be assessed after this date and a selection process will take place. Food vendors will be notified if successful or not by Thursday 25th May. Unsuccessful applicants will be placed on a wait list, and will be contacted should a food vendor site become available.



TRADING & RESTRICTIONS

Food vendors with premium oval sites will be required to trade on Thursday Evening until at least 8pm. Various food vendors and coffee vans are required for several locations around the grounds.

Mingenew Midwest Expo is pleased to offer breakfast and operate a Burger Bar during lunch. During the hours of 11am to 2pm, food vendors are kindly requested to adhere to specific item restrictions. It's important to note that the proceeds from the Burger Bar contribute to our community fundraising initiatives. We appreciate your cooperation in ensuring the success of this endeavor.



FOOD PERMITS

Food permits are required to be submitted with the [Shire of Mingeneu](#).

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FULL SITE MAP 2024

MAP IS SUBJECT TO CHANGE - MMWE RESERVE THE RIGHT TO MAKE CHNAGES AT ANY TIME INCLUDING DURING THE EVENT.

Home & Living

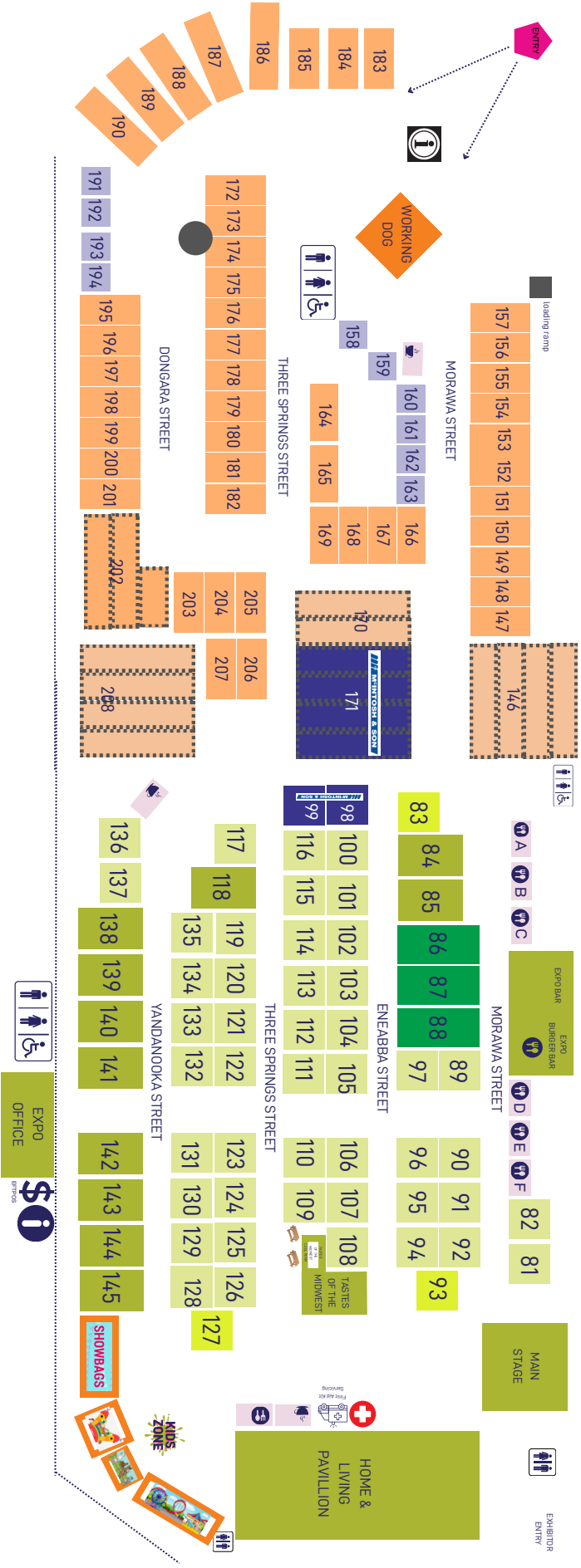
- 5m x 5m corner site - large
- 5m x 2m site - medium
- 3m x 3m site - small, premium
- 3m x 3m site - small

Oval

- 10m x 10m - small
- 10m x 10m - premium
- 10m x 15m - large
- 10m x 20m - XL

Machinery

- 10m x 10m site - small
- 10m x 20m site - large
- 10m x 40m site - mega



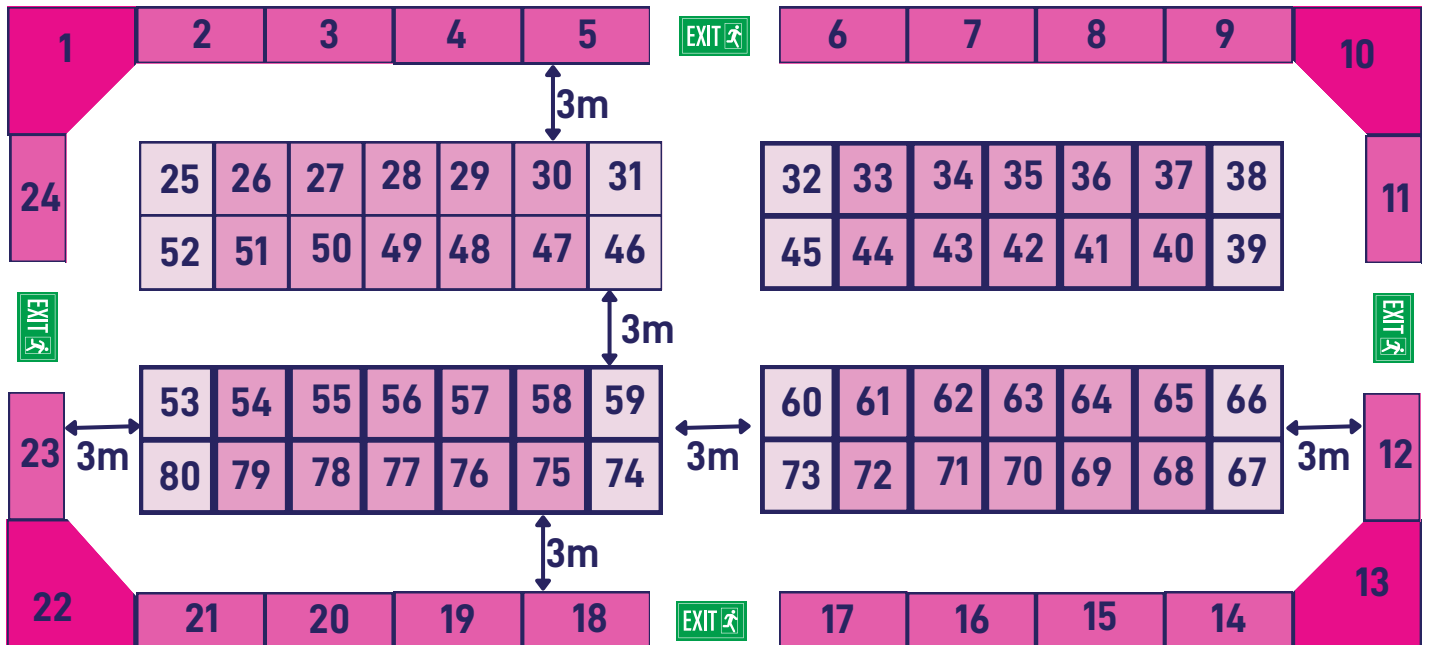
SITE INFORMATION

PRICES EXCLUDE GST

Site Area	Size	Front	Depth	Total	Price	Surface	Inclusions
Machinery	Mega	10m	40m	400sqm	\$ 1290	Rye Grass	2 Exhibitor passes
	Large	10m	20m	200sqm	\$ 675	Rye Grass	2 Exhibitor passes
	Small	10m	10m	100sqm	\$ 563.64	Rye Grass	2 Exhibitor passes
Oval	X Large	10m	20m	200sqm	\$ 925	Turf	2 Exhibitor passes
	Large	10m	15m	150sqm	\$ 730	Turf	2 Exhibitor passes
	Premium	10m	10m	100sqm	\$ 730	Turf	2 Exhibitor passes
	Small	10m	10m	100sqm	\$ 675	Turf	2 Exhibitor passes
	Home &	Large	5m	3m	15sqm	\$ 785	Turf
Living Pavilion	Medium	5m	2m	10sqm	\$ 620	Turf	2 Exhibitor passes
	Small Premium	3m	3m	9sqm	\$ 510	Turf	2 Exhibitor passes, corner site
	Small	3m	3m	9sqm	\$ 450	Turf	2 Exhibitor passes
Food Vendors	Normal				\$ 225	Turf/Rye Grass	2 Exhibitor passes 1 power connection
	Premium				\$ 340	Turf/Rye Grass	2 Exhibitor passes 1 power connection

HOME AND LIVING PAVILION

5m opening/door emergency exit
near race track



OPTIONAL EXTRAS

ELECTRICITY/POWER

Electricity is supplied by generator power, standard 10 amp supply. Please order the number of outlets to suit your appliance needs to eliminate overloading. If you have a laptop, eftpos, mobile device chances are you may need power.

Exhibitors must book and pay for the use of power. DO NOT connect to an electrical point if you have not booked power. Exhibitors who do so will be charged accordingly.

Exhibitors are responsible for supplying extension cords on their site. Please ensure cords have been appropriately tested and tagged.

The Expo Board, Staff and Volunteers will not be held responsible for any damage to electrical items that may be caused by fluctuating power or overloads.

Power will not be connected until 3pm Wednesday 7th August 2024. Supply before this time cannot be guaranteed.

Exhibitors are not permitted to run generators from their exhibit site at any time or on the camping grounds after 8pm.



Exhibitor sundowner Mingenew Midwest Expo 2023.

LIQUOR LICENSE AND ALCOHOL

Exhibitors who wish to provide alcohol to clients in a social setting at Expo ('Sundowner') must complete an application form. No provision of alcohol is permitted without a letter of approval from MMWE.

Exhibitors are responsible for following the rules and regulations regarding the service of alcohol set by the Department of Racing, Gaming and Liquor.

Wine and spirit exhibitors will be covered under the Mingenew Midwest Expo license and will be permitted to offer tastings and sell packaged liquor from 8am until 4pm Thursday 8th August 2024 and 8am until 3pm Friday 9th August 2024.

No alcohol is to be brought onto the grounds, other than approved exhibitors. Sundowner exhibitors are required to purchase their drinks and ice through the Expo Bar. Expo Bar staff will pack up your order, cool and deliver your drink/ice to your site. You will need to supply your own esky.

Alternatively, bar drink tickets can be purchased from the Expo Office and provided to your clients in lieu of a sundowner.

MARQUEES

Marquees are available for hire from the Mingenew Midwest Expo. Marquees will be erected on your allocated site.

If the exhibitor is sourcing marquees from outside of Expo, it is the exhibitors responsibility to inform marquee providers of all the conditions and information contained in this booklet and ensure adequate pegs are covered for safety. Marquees can be erected on the grounds from 6am Monday 5th August 2024 and must be removed by 5pm Monday 12th August 2024.



Create a lasting **IMPRESSION**

Reece's Event Hire is Perth's Premier Party Hire & Events Management Company.



reece's
EVENT HIRE

Reece's Event Hire are the largest marquee supply company in Western Australia. We stock the best range of custom finishes including curved roof marquees, clear roof skins, silk linings, glass hard walling, and hard wood flooring options. We stock gable width marquees ranging from 3m, 6m, 8m, 10m, 13m, 15m, 20m, 25m, 30m and 50m.

CALL :

08 9378 4711

FOR MORE INFO:

Contact Lesley

lesley@reeces.com.au

www.reeces.com.au

GENERAL INFORMATION

BUMP IN/BUMP OUT

BUMP IN

3rd - 8th August 2024

NO access to sites or camping for any exhibitors or their suppliers (marquee and deliveries) is permitted before 3rd August 2024.

All displays must be in place by 6pm Wednesday 7th August 2024, and not removed until after 3pm Friday 9th August 2024.

NO items to be delivered onto Machinery Sites until Monday 5th August 2024.

Pavilion and market stall exhibits can be set up from 6am - 8am on the morning of Thursday 8th August 2024.

Vehicles must be removed from the grounds and away from the pavilion by 7.30am

BUMP OUT

All displays should be removed as soon as possible after 3pm Friday 9th August 2024. Oval and Machinery Arena MUST be cleared and ALL ITEMS removed by Monday 12th August 2024.

EXHIBITOR PASSES

It is the responsibility of all exhibitors to ensure that all staff have a pass for entry into the event.

Mingenew Midwest Expo will not be responsible for failure by any exhibitor or their staff to produce a pass on entry.

All exhibitors are issued with two (2) passes per site. Additional event passes may be purchased online via our online ticketing system.

FORKLIFT AND TELEHANDLER

Services are available for lift on/off. Please provide your own straps. Bookings are available on your exhibitor application form, or you can arrange when you come onsite. Contact the Expo office bookings@mmwe.com.au in advance if you have any special requirements i.e. over 3.5T, standard pallet forks.

ANIMALS

Dogs and other pets are strictly prohibited from all Expo grounds. Exemptions are provided for service dogs. Special conditions apply for working dogs nominated for the amateur working dog competition.

LOADING RAMP

A ramp is available at the back of the Machinery Arena, please see location on the map provided in this publication.

VEHICLE MOVEMENT

All vehicles not part of a display MUST be removed to the exhibitor parking areas by 7.30am on event days.

STRICTLY NO MOVEMENT of vehicles on site between 8am until 4pm Thursday 8th August and 8am until 3pm Friday 9th August except for marked service and emergency vehicles.

INSURANCE AND PUBLIC LIABILITY

All exhibitors must have their own public liability insurance with an indemnity amount of not less than \$10 million covering against any occurrences attributable to their activities of any persons from whom they are directly responsible.

Compulsory insurance is not a decision of the Mingenew Midwest Expo Board of Management but is a requirement of all insurance companies involved in any public event.

GENERAL INFORMATION

BANNED ITEMS

Items considered to be unsafe for minors (ie children under 18 years) are not permitted to be sold. This includes, but is not limited to: laser pointers, cap and pop guns, illegal smoking implements.

See Product Safety Guide for Businesses at www.productsafety.gov.au

BIOSECURITY

Biosecurity is the responsibility of the exhibitor. The use of diseased plant or animal material in displays must be appropriately managed. It should not be displayed in such a way so that it can be directly handled by visitors. All material must be safely removed at the end of Expo.

Failure to adhere will incur strict penalties and the exhibitor will be liable for any fees associated with removal.

GRAIN HANDLING EQUIPMENT & HAY

Exhibitors are requested to ensure that all seed and grain harvesting equipment is cleaned before entering the Expo event site to avoid transference of foreign seeds.

All exhibitors displaying or using grain, seed or hay obtained outside of the Mingenew Shire, shall notify the Expo Office as such by Monday 24th June 2024.

NO hay is permitted on the Oval or Race Track.

AWARDS

Exhibitors can enter in the "Best Site Display" awards, forms are available online.

Exhibits are judged on their layout, design and appeal.

Judging takes place on Thursday 8th by an independent judging panel. The judges decisions are final.

FOOD/COOKING

Any cooking or food preparation on exhibitor sites is strictly prohibited in compliance with the Environmental Health Regulations.

All food vendors and food exhibitors must meet local government health regulations and provide a copy of their Health Application & Insurance Cover. Mingenew Shire Food permits can be found at www.mmwe.com.au

PRINTED MATTER

Permission WILL NOT be granted for exhibitors to hand out printed materials on the Expo grounds, at the gates or in the carparks.

Exhibitors are only permitted to hand out materials from their own site/s and must remove all rubbish/printed materials from the site upon departure. Failure to do so will result in a removal charge.

ROAD SIGNAGE

No signs are to be placed along the entrance or main roads unless prior approval is granted from Main Roads WA and a copy of the authorisation is provided to the Expo Office.

SECURITY

Exhibitors are responsible for the security of their site on all days and must have a staff member present at their site from 8am until 4pm on Thursday 8th August and 8am until 3pm on Friday 9th August. Expo security will be patrolling from 4pm to 6.30am Wednesday, Thursday and Friday. The Expo Board strongly suggest exhibitors do not leave sites unattended outside of these hours.

The Mingenew Midwest Expo Board, Staff and Volunteers are not liable for the loss or damage to the exhibitors property whilst on the Expo grounds.

MARKETING

As valued exhibitors of Mingenew Midwest Expo, we appreciate your commitment to making this event a success. To maximise the impact of your participation, we kindly request that you inform your clients and customers about your presence at Mingenew Midwest Expo. We will provide you with digital promotion material to streamline this process. By leveraging your existing networks, you not only enhance your visibility but also contribute to the overall success of the event.

ACCOMMODATION AND SERVICES

ACCOMMODATION/CAMPING ONSITE

The Expo Camp Ground is a temporary site with temporary amenities. It is a convenient option for exhibitors who have their own van or tent.

Exhibitors must purchase a camping pass on arrival at Expo. No camping on exhibitor sites is permitted before Monday 5th August 2024.

As per the Shire of Mingenew policy, no unauthorised camping on or around the Expo grounds, including carparks and on/in exhibitor sites will be permitted.

For further accommodation please visit the [Shire of Mingenew website](#).

FOOD

Mingenew Hotel/Motel	0477 210 097
Mingenew Spring Caravan Park	08 9928 1019
Mingenew Supermarket	08 9928 1780

MEDICAL FACILITIES

Mingenew Silver Chain - Nursing Post
Phillip Street, Mingenew
Clinic Hours 9am -4pm Monday - Thursday
Closed 12.30pm - 1.30pm
08 9928 1043

Nearest Doctor

Three Springs, Dongara, Geraldton

Nearest Chemist

Dongara

Nearest Accident & Emergency

Geraldton (100km)

AIRSTRIP

For permission relating to the airstrip, please contact the Shire of Mingenew 08 9928 1102

TELEPHONE

Only Telstra network is available

The Mingenew Midwest Expo Board of Management, Staff and Volunteers are not responsible for the reliability of the telephone or data coverage.



For all your requirements for Expo 2024 call our office and we will be only too happy to discuss this with you.

MARQUEES

10m Structures
6m Structures
6m x 6m Marquees
3m x 3m Marquees
6m x 9m Marquees

EQUIPMENT

Chairs
Trestle Tables
Round Tables
Heaters
Wine Barrels
Cocktail Tables
Bar Stools



CORPORATE PARTNERSHIPS

Our Corporate Partner negotiations are still ongoing. Please contact admin@mmwe.com.au if you would like to become a Corporate Partner.

DIAMOND



PLATINUM

GOLD



SILVER

BRONZE



MEDIA PARTNERS

Countryman

Farm WEEKLY

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