

Australia's Greatest Cake, Baking, Cookie & Sweet Show



## 2024 VENDOR & SPONSOR BOOKING FORM



Shopping Baking Cakes Cookies Sweets Celebrity Chefs Classes  
Demonstrations Live Shows Huge Sugar Features Competitions





# ICSA 2024 BOOKING FORM

12-14 April, 2024

Brisbane Exhibition & Entertainment Centre

Company name (for marketing purposes) \_\_\_\_\_

Company name (for invoicing purposes) \_\_\_\_\_

Contact \_\_\_\_\_ Position \_\_\_\_\_

Address: \_\_\_\_\_ Town \_\_\_\_\_

State \_\_\_\_\_ Post Code \_\_\_\_\_ Country \_\_\_\_\_

Phone (incl Country/Area Code) \_\_\_\_\_ ABN \_\_\_\_\_

Email: \_\_\_\_\_ Website \_\_\_\_\_

Yes, I have read and agree to the Vendor & Sponsors Terms and Conditions below.

## AUTHORISED BY:

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date Signed: \_\_\_\_\_

- Please note Vendor Stands and Sponsorship Packages cannot be reserved until booking forms are returned. Please email your completed Booking Form to [icsa.ceo@gmail.com.au](mailto:icsa.ceo@gmail.com.au)
- Stands are allocated on a first booked first served basis. Payment Plans can be arranged, however a minimum of 50% deposit is required to secure your stand or sponsorship. The remainder must be paid by 28<sup>th</sup> February 2024. Bookings after 28<sup>th</sup> February must be paid in full at the time of booking.
- 15% discount has been included in prices for stands larger than 3m x 3m.

# EXHIBITOR STAND PACKAGES

## Select Your Preferred Location & Stand Size

Once booked, we will provide you with the floorplan (once complete) and discuss all options with you prior to locking in your final stand location.

Main Area  Cookie Zone  Bridal Zone  Sweet Street  Space Only

### A. Exhibition Hall 4 – Main Show Area & Bridal Zone

✓	SIZE		PRICE EX GST	TOTAL
	3m x 1.5m	Exhibitor Shell Scheme Booth (Available for Bridal Expo Zone Only) Including Light, Standard Power & Fascia Board Signage	\$1,500	\$
	3m x 3m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$3,000	\$
	3m x 6m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$5,100	\$
	3m x 9m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$7,650	\$
	3m x 12m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$10,200	\$
	6m x 6m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$10,200	\$
	6m x 9m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$15,300	\$
	6m x 12m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$20,400	\$
		<b>SUBTOTAL</b>		<b>\$</b>
<b>A</b>		<b>TOTAL</b>		<b>\$</b>

### B. Exhibition Hall 4 - Sweet Street (Sweet or Baked Products Only)

✓	SIZE	EXHIBITION BOOTH TYPE	PRICE EX GST	TOTAL
	3m x 3m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$2,000	\$
	3m x 6m	Exhibitor Shell Scheme Booth Including Light, Standard Power & Fascia Board Signage	\$3,400	\$
<b>B</b>		<b>TOTAL</b>		<b>\$</b>

### C. Dedicated Sink Required

✓	ITEM	ITEM DESCRIPTION	PRICE EX GST	TOTAL
	Sink	I require a dedicate sink with water supplied with my stand	\$342	\$

### D. Calculate Total Stand Costs

Total from A above:	\$
Total from B above:	\$
Total from C Above:	\$
<b>SUBTOTAL:</b>	<b>\$</b>
Paying in Full? Calculate 5% Discount (applicable ONLY if paying in FULL)	\$
<b>D TOTAL:</b>	<b>\$</b>

# WANT MORE BRAND EXPOSURE?

## Lock in Your Sponsorship Package

### E. Event/Attraction Sponsorship Opportunities

✓	SPONSORSHIP AREA AND ( ) QUANTITY AVAILABLE	PRICE	TOTAL
	Show Headline Sponsor (1) – exceptional branding benefits apply!	\$45,000	SOLD
	Australasian Cake Oscar Awards Gala Dinner Headline Sponsor (1)	\$15,000	
	Australasian Cake Oscar Awards Category Sponsor – Your Category Choice (27)	\$1,500	SOLD
	Ultimate Australian Cake Decorating Competition – Headline Sponsor (1)	\$15,000	
	The Ultimate Australian Cake Decorating Competition Class Prize Sponsor * (Includes 1 <sup>st</sup> , 2 <sup>nd</sup> & 3 <sup>rd</sup> Prizes) (24 classes)	\$450	
	Walk-Through Sweet House of Horror – Headline Sponsor (1)	\$15,000	
	Battle of the Sugar Giants Zone – Sponsor (All Features) (1)	\$5,500	
	Superstar Stage Sponsorship - Main Stage - Key Branding Opportunity (1)	\$5,500	
	Live Laugh & Learn Stage – Branding Rights – Program organized and operated by ICSA (1)	\$5,000	
	Kids Learning Hub – Branding Rights, Full Area Design, Operation & Program Control & Responsibility (1)	\$5,000	
	Fondant Cookie Make & Take Mini Class Zone – Includes Naming Rights - Full Branding, Design & Program Control (Option for Program, Teachers & Assistance to be provide) – joint marketing. ICSA responsible for ticketing (1)	\$5,500	
	Cupcake Make & Take Mini Class Zone – Includes Naming Rights - Full Branding, Design & Program Control (Option for Program, Teachers & Assistance to be provide) – joint marketing. ICSA responsible for ticketing (1)	\$5,500	
	Royal Icing Make & Take Mini Class Zone – Includes Naming Rights - Full Branding, Design & Program Control (Option for Program, Teachers & Assistance to be provide) – joint marketing. ICSA responsible for ticketing (1)	\$5,500	
	Fondant Animal Modelling Make & Take Mini Class Zone – Includes Naming Rights - Full Branding, Design & Program Control (Option for Program, Teachers & Assistance to be provide) – joint marketing. ICSA responsible for ticketing (1)	\$5,500	
	Haute Couture Wedding Cake Designers Marquee – Featuring the work of Australia’s top Haute Couture Wedding Cake Designers. – This is one of the most popular features at the show. It receives extensive media exposure (1)	\$5,000	
	Workshop Zone – Branding rights. Includes 20 workshops over four days.	\$10,000	
<b>E</b>	<b>TOTAL</b>		<b>\$</b>

*\* Contact the ICSA CEO for a full list of sponsorship benefits. If sponsoring an Award or Competition Class a list will be supplied*

## SHOW PROGRAM ADVERTISING

### F. Advertise in the Show Program to a huge Captive Market!

✓	SPONSORSHIP	PRICE	TOTAL
<input type="checkbox"/>	Full Page Colour Advertisement	\$650	
<input type="checkbox"/>	Half Page Colour Advertisement	\$450	
<input type="checkbox"/>	Quarter Page Colour Advertisement	\$250	
<b>F</b>	<b>TOTAL</b>		<b>\$</b>

## PRODUCT SPONSORSHIP

### G. Showcase YOUR PRODUCTS without Breaking the Budget!

✓	SPONSORED PRODUCTS	PRICE	TOTAL
	ICSA Show Bag Sponsor – <b>Huge Low-Cost Branding Opportunity</b> 1,500 bags and content to be provided – Given to first 500 visitors each day	N/A	
	Cake Oscar Award Gift Bag Sponsor – Branding Opportunity – Logo included in prime location on the gift bag every attendee receives	\$2,000	
	Cake Oscar Awards Gift Bag Product Donation	N/A	
	Show Lanyards – Prime Branding Opportunity – Name Printed on Show Lanyards	A\$3,000	
	Exclusive appliance sponsor partner – only one partner will be appointed per appliance range – Appliances to be provided – Extensive promotion applies	N/A	
	Naked Baked Cake Product Sponsor	N/A	
	Cup Cake Product Sponsor	N/A	
	Chocolate / Modelling Chocolate Product Sponsor	N/A	
	Fondant Product Sponsor	N/A	
	Colour Product Sponsor	N/A	
	Edible Image Sponsor	N/A	
	Wafer Paper Sponsor		
	Raffle Prize Product Sponsor	N/A	
	Bridal Magazine Partner – Donation of \$1,000 prize and editorial promotion for Haute Couture Wedding Cake Designers Marquee and Bridal Zone Expo	\$1,000	
	Event Theming Partner	N/A	
	Media Partner	N/A	
	Printing Partner	N/A	
	Industry Partner (Associations/TAFE)	N/A	
<b>G</b>	<b>TOTAL</b>		<b>\$</b>



Contact ICSA CEO for a List of Product Sponsorship Benefits

## H. CALCULATE YOUR FEES PAYABLE

Total from D	Total Stand Costs	\$
Total from E	Event /Attraction Sponsorship Opportunities	\$
Total from F	Show Program Advertising	\$
Total from G	Program Advertising	\$
Total from E	Product Sponsorship	\$
<b>Sub Total</b>		<b>\$</b>
<b>Add 10% GST</b>	GST is a legislative requirement	<b>\$</b>
<b>TOTAL PAYABLE</b>		

## SELECT YOUR PAYMENT METHOD:

<input type="checkbox"/> We wish to pay by Direct Deposit. Please Issue an invoice. We understand payment is due 7 days within receipt of your invoice	<input type="checkbox"/> We wish to pay via credit card. If you tick this box, we will contact you to arrange payment.
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## LAST STEP... Please help us make things easy for you:

*I will be selling cake, baked, chocolates or sweets for consumption at the show.*

**\*If selling food for consumption at the show:** *I have a food vendor license or temporary food license which is required to sell food at the show and understand all packaged food sold for consumption must be labeled with an appropriate ingredients list as per Australian Food Regulation Standards.*

*I will not be selling food for consumption at the show*

### **PUBLIC LIABILITY INSURANCE:**

*I have a current certificate of currency for \$20m or more and will email a copy of my certificate of coverage to the show organiser NO LESS than 28 days prior to bump in.*

**Please email your completed booking form to  
icsa.ceo@gmail.com. Once of our staff will then contact you to  
finalise your booking.**



HOSTED BY ACADA

## *Vendor & Sponsors Terms & Conditions, Rules & Regulations*

### **Contract & Contracted Parties:**

This contract is between the "Organizer" International Cake Show Australia (ICSA) ABN 39 331 168 and the "Sponsor" or "Vendor" (the Exhibitor), being the individual or company making application for exhibition space, sponsorship and services or paying for such services. This contract replaces all previous contracts or agreements and can only be varied in writing and authorised by the organiser's appointed representative. These terms and conditions are effective from the date of signing by both parties and terminate 7 days after the event has finished. Submission of the "Exhibitor's" booking application form and payment of deposit, part payment or payment in full constitutes acceptance of the Organiser's terms and conditions of business.

### **Interpretation:**

The word "Persons" shall include corporations. Words importing the masculine gender shall include all genders as the case may require and vice versa. The headings of clauses have been inserted for guidance and do not and shall not be deemed not to form part of this agreement. In the event of a Space being allocated to several Exhibitors each such Exhibitor is jointly and severally liable for any monies payable hereunder. The Organizer shall have full power to interpret and to make or amend these Conditions, Rules and Regulations provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor under this Agreement and shall not operate to increase the liabilities of the Organizer.

### **Allocation of Exhibition Space:**

Exhibitors booths may initially be allocated a location based on a temporary floor plan. The Organizer will endeavor to provide the requested booth/location however they reserve the right to reallocate exhibits, where necessary, due to a change in floor plan or in the interests of traffic flow, safety or exhibitor exposure. Once the final floor plan is completed your stand number and location will be supplied. All efforts will be made to ensure all booth allocation is fair to all. Exhibitors booking larger booth areas have preferential space allocation.

### **Exhibitor Cancellation:**

In the event the Exhibitor cancels prior to three months before the event all monies will be refunded less 25% administration fee. In the event cancellation occurs within 3 months of the event, no refunds will apply.

### **Event Cancellation by the Organizer:**

In the event the organizer cancels the event, or the event is cancelled due to a factor outside the control of the sponsor, such as Force Majeure (including but not limited to an act of God, war, revolution, riot, or threat of terrorism) a full refund will apply and be payable within 30 days of the date of cancellation. In the event of cancellation, it must be done in writing. The liability of the organizer shall not be liable for any other loss or expense. The sponsor shall not be liable to refund travel, accommodation or any other expense of registrants, exhibitors or visitors.

### **The Organizer's Responsibilities:**

The organizer is responsible for holding the show as per the agreement, promoting the show and to make reasonable efforts to provide you with the exhibition space, sponsorship and/or advertising requested and agreed to. The Organizer does not agree to guarantee visitation numbers or sales. However, they do agree to make reasonable public relations and marketing efforts to attract both visitors to the show and online visitors. This includes the appointment of a professional marketing and public relations company to promote the show, nationally.

### **Exhibition Changes:**

We may change the show including but not limited to:

- a. The addition or exclusion of advertised key attractions or talent that may be deemed in the shows best interest
- b. Changes or reduction of exhibitor floor space or location due to floor plan changes. This will only occur if essential. If this happens you will be reimbursed for any lost space which may occur.
- c. Changes in the shows date, duration, timing or location
- d. Extending the show to include additional locations

The organizer does not agree to exclusivity of product or services, nor do we agree that similar products or services will not be in a nearby location or adjacent to your stand. Some areas specialised zones. These have been organized to maximize exposure and visitation.

**Subletting:**

Subletting or sharing the cost of exhibition space is prohibited. The exhibitor agrees not to assign, sublet or apportion the whole or any part of the space allocated at the event.

**Solicitation of ICSA Cake Artists**

Exhibitors and Sponsors are prohibited from soliciting cake and food artists employed by ICSA, to work on their stands or for demonstration purposes without the prior approval of the ICSA CEO. Should you wish to utilize the cake artists their travel and accommodation costs must be shared.

**Move In & Set Up:**

Exhibitor move in is on the Thursday prior to the show. Access is available from 7am – 5pm. A trolley jack will be available for exhibitor's use. Should you require the use of a forklift this is the exhibitor's responsibility. Forklifts can be arranged by the Organizer, however there will be an hourly cost billed to the exhibitor. Any charges will be at cost, based on provision of these services by the Venue. You must notify the organizer a minimum of 14 days prior to the event if you have forklift requirements. Traffic wardens will direct exhibitor vehicles during the bump in and bump out period. All exhibition booths must be manned and operating during all hours the show is open to the public. High visibility safety vests and enclosed shoes must be worn during Move In & Move Out by everyone. No children under 16 permitted during bump in and bump out. No exceptions will apply.

**Move Out & Dismantling:**

Booths are to remain open until 4pm on Sunday. Dismantling and moving out is not to occur until 5pm (after competition cakes are collected) or instructed by the organizer. Traffic wardens' instructions must be obeyed. High visibility vests and enclosed shoes are to be worn **at all times** during pack up and dismantling

**Exhibition Booth Care:**

Exhibitors must follow the booth supply company's terms and conditions of use. These will be provided to you prior to your stand's construction. In the event your exhibition booth is damaged during the show, the exhibitor will be billed for repairs.

**Advertising & Signage:**

You must not display signs or erect displays that protrude outside your allocated area, obstruct a neighboring booth, or booth belonging to any other exhibitor or display. No signage is to be erected in sponsored or show areas unless you have paid for sponsorship in that area. Wandering spruikers handing out brochures outside your paid exhibition stand, in front of other exhibitors stands or around the general show area is prohibited.

**Noise:**

The Organizer has the right to stop any excessively noisy activities that interfere with the peaceful running of the show or that impact on other exhibitors.

**Alcohol, Sale & Sampling of Consumable Products:**

The sale, distribution or consumption of any form of alcohol is prohibited at the show. Any exhibitor or visitor visibly impaired by the effects of alcohol will be evicted from the show.

The sale and/or sampling of non-consumable products or services direct from booths is permitted. The sale of consumable cake, sweet, baked or chocolate products is permissible, providing you comply with food and regulatory standards and display your Temporary Food License always. In accordance with food regulatory standards all food items for sale must have all

**Cordial Conduct and Respect for Attendees and Other Exhibitors:**

All exhibitors are required to act within the law and to treat others (including competitors and other exhibitors) with respect. No disrespectful, racial, discriminatory or religious brochures, displays, literature or behavior will be tolerated. Your products and services must be presented in a professional manner. No unsavory or aggressive sales tactics will be permitted.

**Common Show Areas:**

The show entrance, corridors, walkways, aisles, restrooms, demonstration areas, stages and the food and beverage areas are deemed common areas. No exhibitor is permitted to use these areas for the display of promotional material, banners or distribution of pamphlets or display products or services. Workshop and or academy areas are exclusively for the use of those teaching, working in, or attending classes in these areas. The workshop area is off limits to the general public and exhibitors unless they are officially sponsoring an area.

**Exhibition Booth Inclusions:**

All Exhibition Booths costs are exclusive of GST. All booths include:

- ✓ Octanorm Shell Scheme – White 3mx3m paneled walls with aluminum framing 2.5mH
- ✓ Your choice of design for stand-alone booths (walls or no walls)
- ✓ 2 x cool LED track lights per 9m2 stand
- ✓ Name digitally printed in white on all aisle facing fascia boards (pink)
- ✓ Standard power with option to upgrade (depending on appliance requirements)

**Options available at cost:** Our friendly, professional exhibition partners have booth upgrades, feature signage and furniture available \$45 extra will be charged for each corner where the booth size ordered is less than 3m x 9m. No corner charges are applied to booths larger in size.

Exhibitors must assume all responsibility for food sampling products, packaging and ingredients they bring onto site. Exhibitors must comply with current State food legislation. Sampling must be conducted in such a way as to minimize any possibility of contamination. All food products must be clearly labelled and dated. All food items to have an ingredients list prominently displayed to ensure correct information can be given to people with allergies or special dietary requirements. Any high-risk items will need to be assessed by the Venue. Food sold by vendors cannot conflict with the catering offered by the Venue at the event. For example, vendors cannot sell coffee or set up a coffee cart.

All exhibitors selling food items for consumption at the show must have hold and display the relevant legislated food safety license.

**Pricing and Terms of Payment:**

50% of full payment must be made at the time of booking in order to reserve your stand and/or location. The remainder is payable no later than 1<sup>st</sup> February. Once payment is made a tax invoice will be provided. If you are paying via credit card a 1.7% credit card fee applies. This is the fee we are charged by our bank. Profit is not derived from any credit card fees applied.



ingredients clearly displayed on packaging. To be able to provide sampling from a temporary food stall/stand the exhibitor must comply with the current Queensland Food Act. <https://www.health.qld.gov.au/public-health/industry-environment/food-safety/regulation/act-standards/default.asp>.

**Proper Booth Care:**

All booths must be attended by a minimum of one staff member during the times the show is open to the public. Booth representatives must ensure their booths are clean and tidy throughout the show. Any rubbish must be removed and placed into the mini skips provided within the storage area. Any excessive containers or boxes should be hidden under tables or stored in the designated storage area. A trolley mover will be available for your use throughout the show. All efforts will be made to secure one for you. However, no guarantees can be made. A minimum of 7 days' notice is required. We may be able to arrange this for you, through the Venue at cost. To ensure visitor safety, exhibitors are prohibited from moving pallets during the hours the show is open.

**Covering of Booth Tables:**

In an endeavor to present the show professionally, all exhibitors are required to dress display and product tables in floor length black table clothes. Any exception must be approved by the organizers and be in writing. In the event you do not have black table clothes, these can be provided by the organizer at a modest hire cost.

**Risk & Public Liability Insurance:**

All exhibitors must supply to the organizer a current certificate of coverage for a minimum of \$10,000,000 public liability insurance. Any exhibitor who hasn't provided their certificate of currency to the organizer within 30 days of the show, will not be permitted on site.

You agree that exhibitions and shows can be hazardous and acknowledge the organizers are not responsible for any damage caused by you, your acts or admissions.

**Warranties & Liabilities:**

You acknowledge we do not make any representations or warranties about you, or your exhibition booth. We are not liable for any person's death, personal injury, property damage, economic loss or any special or consequential damages to do with ICSA. You indemnify ACADA and ICSA from and against any claims, damages, losses and costs we may incur because of any breach of the contract you may make.

**Pictures & Publicity:**

You acknowledge that both professional photographers, members of the media and members of the public may take photographs or videos of you, your products or your exhibition stand at the show. Photos may also be used for future promotional purposes or posted to the internet. You release the organizers from any claim to exclusivity or copyright for any such photos or videos taken at the show or used prior to the show for promotional purposes.

**Electrical Testing & Tagging:**

The exhibitor is liable for testing and tagging costs. Testing and tagging of all electrical equipment being used within your exhibition booth, is a legislative requirement. Any testing and tagging costs, will be billed to the exhibitor at cost.

days. Payment can be made via EFT (account details are listed on all invoices) Alternatively you can pay by Credit Card. All credit card payments incur a surcharge of 1.5%. All prices are exclusive of GST and in Australian Dollars.

**Late Payment:**

Late payment of invoices will be charged a 1.5% late payment fee

**Internet Access:**

Internet access is available for exhibitors directly through the venue at a nominal cost.

**Stock Loading, Receipt & Handling:**

Receipt of stock, loading or handling of exhibitors' stock prior to or after the event will incur a handling cost. Should you require use of a forklift please contact the organizer.

**Remedies:**

A party's failure or delay in exercising a power, right or remedy pursuant to this agreement does not operate as a waiver of that power, right or remedy.

**Governing Law and Jurisdiction:**

The agreement recorded in this document is governed by the laws of the State of Queensland. Each party submits to the non-exclusive jurisdiction of courts exercising jurisdiction there about all matters concerning the agreement recorded in this document.

The exercise of a power or right does not preclude its future exercise or the exercise of any other power or right.

**Severability:**

If any provision of these terms and conditions (the agreement) is determined by a court or other competent tribunal or authority to be void, voidable or unenforceable then:

- a. Where the offending provision can be read down to give it a valid and enforceable operation of a partial nature it must be read down to the extent necessary to achieve that result; and
- b. Where the offending provision cannot be read down then that provision must be severed from the document in which event, the remaining provisions of this document operate as if the severed provision had not been included.

But only to the extent that is consistent with giving substantial effect to the intentions of the parties under this document /agreement.

**Variation:**

The terms of this agreement can only be amended by a further written agreement signed by both parties.