





THIS IS FREMANTLE



Fremantle is known for its bright culture and rich history. The port town is the major hub of fisheries in Western Australia and holds cultural significance within the industry. In addition, Fremantle is home to many of WA's marine industry, with many boat manufacturers and boat and sailing clubs in the local area.

The Fremantle Boat Show and Seafood Festival will be held from Friday 11th to Sunday 13th March 2022 and is set to attract 15,000 - 20,000 people across a weekend. It will be designed to be the "Sanctuary Cove Boat Show" for Western Australia, with a strong focus on the on-water displays.

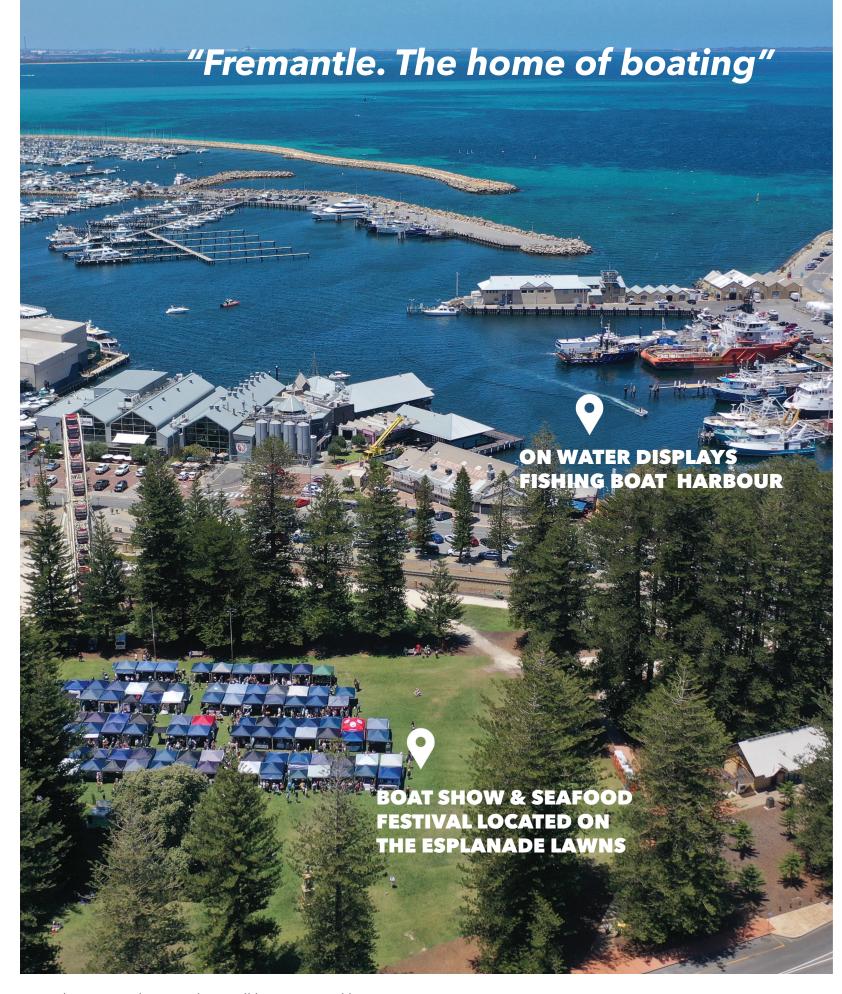
The Fremantle Boat Show will allow ample room for big boat and sailing boat displays on water; with a new walkway being built within Fishing Boat Harbour. The Show will also incorporate hardstand displays on the Esplanade for trailer boats, fishing gear, boating accessories and government displays. Restaurants and cafes within Fishing Boat Harbour will be open during the Show to cater for visitors and to offer exhibitors options for function facilities.

The Show will also incorporate hardstand displays on the Esplanade for trailer boats, fishing gear, boating accessories and government displays from Department of Transport and Fisheries -Department of Primary Industries and Regional Development.

The 2022 Fremantle Boat Show will include:

- Big Boat displays
- Motor Yachts and Sailing Yacht displays
- Engel Aquatank Fishing Show with special guests
- Australian sailing displays
- Tackers sailing for kids
- Opportunity for industry functions
- Seafood Festival





The Fremantle Boat Show will be presented by:























Celebrate Western Australian seafood. Fremantle Seafood Festival is part of the Fremantle Boat Show.

In the late 19th century, Greek and Italian immigrants settled in Fremantle and helped develop the budding fishing industry; and ever since the State Government built the first fish market in Fremantle in 1908, Fremantle has become iconic as the place to go for fresh West Australian seafood. Through the latter half of the 20th century, fishing families built shops, markets and restaurants along Fishing Boat harbour to serve the greater community, and many are still family owned and operated today. It is the rich fishing history that gives Fremantle it's unique ambience and is the ideal setting for a Seafood Festival in WA.

The Fremantle Seafood Festival celebrates the abundance of seafood and the history of the industry that the Fremantle Port city is famous for. With a strong focus on fresh organic local produce, the Fremantle Seafood Festival also promotes the states premium wines, and boutique beverages. The Fremantle Seafood Festival will include the Tastes of Fremantle Stage, Seafood Masterclasses, WAFIC stage, Westerns Rock Lobster display, Wine and Seafood Tastings, Fresh Seafood Market and Festival village with food stalls.

The Seafood Festival component will be in Fishing Boat Harbour, Bathers Beach and will incorporate a Stage area featuring local chefs and seafood cooking demonstrations, seafood tasting, market stalls and information from WAFIC and Fisheries related industries. In addition, we will incorporate Craft Beer into the event, with stalls and beer tastings. Local restaurants will be involved, offering special Seafood Festival menus and attractions across the festival weekend.

The 2022 Fremantle Seafood Festival will include:

- Tastes of Fremantle Stage a stage area that will feature cooking demonstrations from local chefs who will all present their signature seafood dish
- Celebrity chefs and special guests
- Seafood Masterclasses
- Wine and Seafood Tastings
- Festival village with food stalls
- Opportunity for industry functions
- Fresh Seafood Market visitors can buy fresh seafood off the back of the boat
- WAFIC stage and barbecue







11th - 13th March 2022

Boat Show Opening Times

Friday 11 March 2022 9am to 5pm Saturday 12 March 2022 9am to 5pm Sunday 13 March 2022 9am to 5pm

Move in

Tuesday 8 March 2022 8am to 6pm Wednesday 9 March 2022 8am to 6pm Thursday 10 March 2022 8am to 6pm A move in schedule show. Your move in schedule will be sent out to all exhibitors closer to the time must be adhered to.

Move out

Sunday 13 March 2022 5.30pm to 8pm Monday 14 March 2022 7am to 5pm Tuesday 15 March 2022 7am to 5pm

Security inside Fremantle Esplanade will be in place from the beginning of move in. On water security will be in place from 6pm on the Tuesday of move in.











Invitation to Exhibit

Manufacturers, dealers, retailers and government agencies are invited to exhibit at the 2022 Fremantle Boat Show. There will be two types of exhibition areas within the Show.

Hardstand Displays

Floor space displays will be available within Fremantle Esplanade. Ideal for trailerable boats and larger corporate displays.

On Water Berths

On water berths are available within Fremantle Boat Harbour.

Refer to the Show layout for stand sizes and placement. Please note that only new boats may be exhibited at the Show.



Event Marketing

The Fremantle Boat Show and Seafood Festival will be promoted by a combined marketing campaign that includes television advertising, magazines, press, radio, digital and social media advertising, posters and flyers, websites and EDMs.

Via a partnership with 7West Media, the Fremantle Boat Show and Seafood Festival will be promoted with a TV special on Channel 7 the week prior to the event. The 1-hour TV special will tell a story of WA seafood and fishing industry, and will include cooking segments with local and celebrity chefs, a focus on local restaurants, an overview of the history of the industries, and a promotion of the event.

There will also be a special 32-page magazine published in the West Australian the weekend prior to the event. The magazine will be a guide to west Australian Seafood, with relevant articles, recipes, Festival information and advertising support from exhibitors. On the flip-side of the magazine will be the Fremantle Boat Show promotion, with information about the event, new boat reviews and general Show information.

The event will be supported with a strong, targeted social and digital advertising and promotional campaign, radio promotions and television advertising, electronic newsletters, and collaborations with stakeholders to further promote the event.

VARIOUS SIZED STALLS (see map for sqm) OUTSIDE FOOD STALLS 3x3 sqm each in an open display space. 3x3 sqm each under a large marquee with flooring **MAP KEY FERRIS WHEEL BOOTHS 1-33** 12 324 sqm PARKING TICKETS (A) TOILETS ٥ FOOD 44 | 45 | 45 | 46 | 36 | **FREMANTLE** 41 | 42 | 42 | 36 SEAFOOD STAGE 15 PARK SHADED SEATING AREA AQUATANK FISHING STAGE 40 ∞ SEATING :00D STALLS - F1-F14 23 9 **25** 24 48 **a** 27 **26** 30 လ က 29 28 **5** 112 sqm EXIT الم 80 sqm 180 sqm 4 က ENTRY Joe's Fish Shack 2022 SHOW MAP DISPLAYS/ WATER MIMILIA **BOAT SHOW FISHING BOAT** FREMANTLE. **FREMANTLE** FREMANTLE HARBOUR **@** Cicerello's Fremantle Char Char staurant & Bar

HARBOUR



Exhibitor Rates

Open Air Display Space

(All prices are plus GST and \$200 admin fee)

Up to 70sqm \$42/sqm 71 - 149sqm \$39/sqm 150 - 299sqm \$35/sqm 300 - 499sqm \$33/sqm 500sqm + \$30/sqm

Booths

(All prices are plus GST and \$200 admin fee)

3x3sqm \$1,595 6x3sqm \$2,310

Other sizes available, please ask for pricing.

Outside Food Stalls (Sites F1-F14)

(All prices are plus GST and \$200 admin fee)

3x3sqm \$600

These stalls are outside display sites only.

Boats

(All prices are plus GST and \$200 admin fee)

First boat up to 15m \$2,310 First boat over 15m \$2,915 Additional boats up to 15m \$1,980 Additional boats over 15m \$2,585

Minimum booking fee of \$600 plus admin and GST applies regardless of site size.

Booking your Space

- Complete the "Application to Exhibit" Form.
- Attached payment for 50% deposit, plus \$200 administration, plus GST. Payable by direct deposit or credit card payable to Fremantle Boat Show.
- Email your booking form and payment to:
 Premiere Events bookings@premevents.com.au

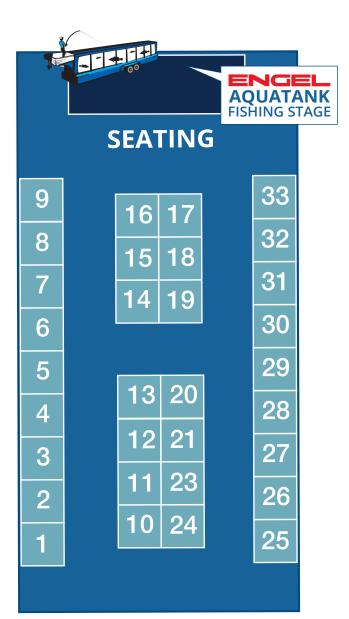
1 2 3 4 5 6 7 8 9 10 11 12 13 14 FOOD STALLS - F1-F14

Marquee Booths



Booths 1 - 33 are set up as per above image under a large marquee with flooring, accompanied by the Engel Aquatank Fishing Stage.

Outside Food Stalls are 3x3sqm open display space sites.



BOOTHS - 1-33

Application to Exhibit

Company Na	ıme (f	or invoici	ng)			ABN			
Please ensure	e that	spacing ar	nd capitalisat	ion of st	and name is co	rrect, as this is what will please ensure that the	be displayed in	promotional mate	
						•			code
PhoneFax						Email			
Contact Person						Mobile			
Signature of Responsible Officer.						Date			
Please print name/position									
In signing this	form v e also	we accept t agree to fi	the rules and ully pay for o	regulat ur space	tions of the 2021 by 1 st February	1 Fremantle Boat Show y 2021 . Applications wil	as contained in	the terms & condit	ions at the back of this
For marketing	gory (purpo	(required ses please	select ONE	category	y from the list be	elow which best describ used where possible, in	es your compan	ny .	
Boat Acces	Boat Accessories		s Engines		Electronics	Big Boats	Trailer B		
Canoes/Kayaks Fishing		Motor Yachts Diving		Sailing Yachts Tenders		Jet Skis Other	Accesso	ories Clo	thing
Calculating	your	space c	ost:						
Floor Space Site Preference		1 2		3 4				SITE TOTAL	50% DEPOSIT
Please refer to site plan an		d state your preferred site num		ber/s in the boxes above.		Floor space + + water ber	booth space th subtotal =		x 50% =
	- !	@		= \$			nistration Fee	\$200	\$200
	Total	m²	\$/m²	ı	Floor space subtotal	n Public Liabil	(Non-refundable) lity Insurance	¢4.50	·
Booth Space Site Preference		1	2	3	4		ving own insurance)	\$150	
Please refer to site	plan an		referred site num	7		1	GST 10%	• • • • • • • • •	• • • • • • • • • • • • • • • • • • • •
	Total	m ²	\$/m²] = [\$ Booth space		TOTAL	\$	\$
_ [_	subtotal ur boat sizes below.			BIA MEMBER % discount applies)	YES NO	
Water Berth Number of boats			If more than email throug		to book, please t of sizes.	NOTE: If a copy of your Public Liability Insurance is not provided at the time of booking, you will be charged \$150 (+GST) to be covered under our policy.			
Size of boats (Metres, LOA, Bo	Size of boats (Metres, LOA, Beam)		BOAT 2	2 BOAT 3 BOAT 4		Your space will not be confirmed until payment is received.			
Payment op Direct De	eposit	t I/we Acco Thes	ount name se funds ha	Fremar ve bee	ntle Boat Show n directly depo	osited on//	Account not from the acco	umber 23 896 98	307
Credit Ca	ard	Card	Please note credit card payments incur a 1% plus GST surcharge. Card No						
			dholder's N ppears on card			Card holders signature			
Plaasaar	mail	hookin	a form						

Please email booking form with attachments to:

bookings@premevents.com.au



Additional Costs

Electrical bookings:

Power does not come with the stand; if you require power on your stand, you must book it through the Electrical Booking form which will be supplied with the Exhibitors Kit distributed closer to the show date.

Marquee Hire:

Details on marquee hire and pricing will be sent out with the Exhibitors Kit.

Additional Entry Passes:

Free passes are allocated to exhibitors on the basis of stand size, as follows. Additional passes may be purchased at \$12 each.

Up to 18sqm	2 passes
19 - 49sqm	4 passes
50 - 99sqm	5 passes
100 - 149sqm	6 passes
150 - 249sqm	7 passes
250 - 300sqm	8 passes

Every 50sgm over 300sgm and up to 500sgm will receive 1 additional pass.

Notes on exhibitor passes:

- » Additional exhibitor passes may be pre-purchased at \$12 each.
- » Pre-purchased passes can be bought up to 7 days prior to the first day of the show.
- » Allocated and pre-purchased exhibitor passes are valid for all days of the show.
- » After the deadline, only single day passes can be purchased through the onsite show office at a cost of \$12 per pass per day.

All exhibitors will receive an Exhibitor Kit in due course, which includes forms for booking electrical connections, entry passes, etc.





Exhibitors Please Note:

- Public Liability Insurance A charge of \$150+GST for cover under our public liability insurance will be
 added to your balance invoice if a copy of your public liability insurance is not received at the time of
 the balance invoices being issued. If you do have your own cover please feel free to forward a copy
 with your booking. Your policy must clearly state that you are covered for the Show duration including
 move in and out.
- All accounts must be paid in full on or before the 8th February 2022. Passes will not be issued until payment is received in full.
- Security is provided throughout the Show, however, please be aware that all goods are displayed at your own risk and must be adequately insured.
- Exhibitor Pass requirements must be submitted at least 7 days prior to the start of the show and will only be available for collection on the receipt of full payment for your space.
- Marquees: please note that due to health and safety regulations, all marquees must be installed by our preferred supplier Reeces Hire. This is to ensure that all standards and legal requirements as set by the City of Fremantle are adhered to. The installation of a marquee by any other company will not be accepted. Steps and Staging must have appropriate hand rails in accordance with council regulations please see terms and conditions.
- All exhibits must be in place by 6pm on the Thursday before the start of the Show. No vehicle access will be allowed into the site after this time.
- No BYO alcohol.
- Freight Forwarding Please ensure that you are on site to receive and send your goods to and from the Show. On site Event Staff WILL NOT BE RESPONSIBLE for the receipt of any goods.
- All stands must be manned until the close of each Show day.
- A move in schedule for the Show will be sent out with the exhibitor information. Please ensure that you are aware of your move in time.
- Exhibitor functions or early entry to the venues for boat cleaners and detailers must be advised to boat show management prior to the start of the Show. This information must be lodged with our security for access to be granted.
- Cancellation of space Please see terms and conditions.
- Applications will be dealt with strictly in order of receipt.
- If you will be conducting demonstrations of your product on your stand please read our terms and conditions located in the back this prospectus.
- Space bookings will be confirmed upon receipt of a completed booking form and payment.



Exhibitor Safety

The Exhibitor Safety Rules have been prepared to advise you of the safety precautions which have been put in place for the safety of all staff, volunteers, exhibitors and members of the public. Please read and disseminate this information to all those who will be assisting you with your display.

PLEASE NOTE: In signing the Application to Exhibit form you acknowledge that you have read and understood the below and have informed your staff of the safety requirements for the Show.

Hazard Identification

Hazard identification is the responsibility of all staff, volunteers and exhibitors. Please report any hazards to the boat show office immediately.

First Aid

There will be a first aid post on site during the show. During move-in and move-out trained first aid staff will be on site. First aid kits will be located at the boat show office and main ticket box. In the event of injury please make your way to, or contact, the boat show office. Please ensure that you and your staff are familiar with the location of the first aid post and boat show office.

Fire

In the event of a fire please phone 000 immediately and report the fire, then inform the boat show office.

Electrical Safety

Please read the electrical safety rules on the Electrical Bookings form and ensure that you and your staff are familiar with them.

Lost Children

Lost children should be accompanied to the boat show office where they can await collection by their parents.

Structural Safety

All marquees and staging at the Show must comply with Australian Standards. Please check that your marquee complies with them. Marquees exceeding 50m2 must be certified by a qualified structural engineer. Copies of this certification must be sent to Premiere Events prior to the Show. If you have a stand build for your display, the stand design must be approved by the venue.

Trip Hazards

Exhibitors and caterers must ensure that walkways and paths (including those within their display) are clear and safe. Any potential hazards not within your control should be reported immediately to the boat show office.

Alcohol

BYO alcohol is not permitted within the Show under the licensing laws of City of Fremantle. Any BYO alcohol will be confiscated.



Safety Vests

Safety vests must be worn for the move in and out at all times. No Children are allowed on site during move in and move out.

Evacuation

In the event of evacuation you will be advised over the public address system of the reason for the evacuation, the area to be evacuated, the nominated exit point and the gathering or muster point. If the evacuation is not in response to an immediate and dangerous threat you will also be advised of procedures for re-entering the Show.

Show Closure

In the event of an extreme weather warning from the Bureau of Meteorology or a threat posing significant danger to exhibitors and the public, the organisers will close the Show until it is safe to return to the venue.

Risk Management Plan

A full copy of the event Risk Management Plan can be viewed at the boat show office.

Move-In

Hardstand and Marquee Exhibitors

A move in schedule will be issued to all exhibitors as part of the exhibitor information. This schedule will be set out as such to alleviate any congestion in the Show grounds during the set-up of the Show. Please make sure that you adhere to the plan. If you have any special requirements with regards to move in or out please contact event management staff.

Water Berth Exhibitors

A schedule will be sent out to you outlining your arrival time and day.

Move-Out

Floor space Exhibitors

Move out will begin at 5:30pm on the final day of the Show. Move out passes will be issued to exhibitors towing boats. Please ensure that you order your move out passes in advance through the form in the exhibitors kit.

Water Berth Exhibitors

A schedule will be sent out to you outlining your move out time and day.

Please note that there is **NO ONSITE STORAGE**. All trailers, pallets and boxes must be taken off site for the duration of the Show. If you have goods that need to be stored during the Show, you will need to source your own storage facility.

Terms and Conditions

GENERAL

The exhibitor shall indemnify and keep the organisers indemnified against all losses, claims, demands, actions, proceedings, damages, costs or expenses or other liability arising in any way from the use of the site by the exhibitor except to the extent that the same is caused or contributed to by the negligence of the organisers.

BOOKING OF SPACE

All space bookings must be in writing with a booking form completed and sent in to the Premiere Events office. It is the exhibitor's responsibility to make sure that the booking has been placed and received by the show organisers. Once booked in exhibitors will receive a confirmation email with their invoice. If you do not receive an email from Premiere Event please contact us direct to ensure that the booking has been placed.

DEPOSIT/ PAYMENTS

A 50% Deposit is required to confirm a site booking and final payment must be received in full no later than the payment deadline. Failure to remit final payment by the due date could result in your site being sold or discounted to another exhibitor with the full price still payable by yourselves. A late penalty fee of 10% of the total site cost will be imposed for late payments.

PAYMENT OF BOOKING

Full payment of your booking must be made by the exhibiting company no later than the payment deadline. Failure of payment by this date will result in cancellation of space. Please see Cancellation of Space, for refund policy.

EXHIBITOR PASSES

Exhibitor passes are issued to each company for staff members working during the show only. They are not to be given to any other persons to gain access to the show. Show management reserves the right to take exhibitor passes off any persons found to be wearing them who are not working at the show and charge the exhibitor for entry to the show accordingly. The show makes available presale tickets to the exhibitor at a discounted price. These tickets can be purchased through the online ordering system in advance of the show.

LEGAL REQUIREMENTS

Exhibitors must comply with all applicable laws, industrial agreements, industrial awards, occupational health and safety and consumer protection practices.

INSURANCE

If providing your own coverage, the Exhibitor must produce to the organisers a certificate of currency of public liability insurance police with coverage of Ten Million Australia dollars (AUD\$10,000,000) endorsed for the show duration including move in and move out. The Exhibitor shall be responsible for the insurance of all property brought by the Exhibitor onto the Show Site. The Exhibitor must hold adequate workers compensation coverage for staff working on stands. Where a supplier to an Exhibitor is displaying on the site with the Exhibitor, they must also send through a copy of their public liability insurance to Premiere Events. If this is not received then the Exhibitor will be held liable for any claims that may arise on their site.

CONDUCT OF EXHIBITOR

The Exhibitor shall ensure that their stand is open to view and staffed by competent representatives during the official opening hours of the Show

The Exhibitor shall not exhibit its products or conduct its business from any other than their allocated space.

The Exhibitor shall not conduct or permit to be conducted any auction, lottery, raffle, guessing competition, or other game of chance, whether for charity or otherwise, at the Show without written consent from the organisers. The Exhibitor shall ensure that the aisles, passageways and walkways on or adjacent to their space are kept completely free from obstruction during the Show.

Sound levels caused by the Exhibitor's use of display equipment such as videos and televisions shall not be intrusive to other Exhibitors. The organisers reserve the right to terminate the use of such equipment on the basis of unacceptable sound levels.

The Exhibitor shall not use individual public address systems in the Show site unless written permission has been obtained by the organisers. Where such permission is obtained the PA system must comply with the above noise levels.

The Show PA system is for the notice of an Emergency Evacuation and as such shall not be tampered with at any stage, any exhibitor found to be tampering with the PA system and or equipment shall be liable for

any damage or costs incurred.

SITE MARK-OUT AND BOUNDARIES

All sites will be marked out and numbered prior to move-in. All exhibits must remain within their boundaries and displays are not to creep into walkways, aisles or other exhibits. Any exhibitor seen to be outside their boundary will be asked to reposition their display, however if the display does not fit within the space ordered a new site may be allocated with an additional charge being incurred. Failing this the exhibitor may be asked to remove items that clearly do not fit within their display area.

Show management can ask an exhibitor to change the design of their stand if it is deemed that a line of sight through the show cannot be maintained.

SUBLETTING OF STANDS

Subletting of stands is NOT permitted. The Show director reserves the right to remove any signage or display stock not considered as part of the range specified for display and normally sold by the exhibitor. Any person or persons seen selling separately to the site who hold the booking will be asked to leave the grounds immediately. Failure to do so will have both the sub lessor and the exhibitor removed without refund

RECEIPT OF BOOKED EQUIPMENT AND SERVICES

Exhibitors must notify the Show organisers before the conclusion of the Show if any pre-booked equipment or services (e.g. electrical bookings) have not been provided. Refunds will not be given for non-supply if notification is not made.

ELECTRICAL INSTALLATION

All electrical work will be carried out by the Show's official electrical contractors

DISPUTES

Staff and Management of the Show will not involve themselves in disputes between Exhibitors.

FOOD, DRINK, TOBACCO

The Exhibitor shall not sell, distribute or give away any item of food, drink or tobacco on the Show site without prior written consent of the organisers. No BYO alcohol is to be brought onto the site.

STEPS AND STAGING

Any steps or landings that rise to 1m or more off the ground need to have continuous balustrades. This applies to platforms 1m high or more and steps that lead to a platform 1m high or more. Steps need to be between 280mm and 355mm and rises should be between 115mm and 180mm.

MARQUEES

Marquees must be obtained through the preferred supplier for the Show. Marquees over 55sqm have to be certified structurally sound. In order that we can conform to the City's regulations a preferred supplier will be used. Installation of marquees other persons or companies will not be accepted.

SELLING AND PRODUCTION LIMITATIONS

Exhibitors are to only sell products and services that are part of their everyday business.

ALTERATIONS TO SPACE BY SHOW MANAGEMENT

The organisers reserve the right at any time to make such alterations to the space they consider necessary in the best interest of the show, including altering the size, shape or position of the space. Where possible Exhibitors will be informed of any changes ahead of the show.

POSTPONEMENT, ABANDONMENT OR CANCELLATION

If, for any cause beyond the reasonable control of the organisers, the holding of the Show is postponed or abandoned or the Show site becomes wholly or partially unavailable for the holding of the Show, the organisers may at their discretion cancel the Show and return such portion of the sums paid to it by the exhibitor in respect of the Show as it shall determine.

In any case, the organisers shall not be liable, and are hereby released from liability, for any damage, loss (including consequential) or expense incurred by the exhibitor as a result of the postponement, abandonment or cancellation.

CANCELLATION OF SPACE

Cancellations must be advised in writing. If you cancel your space 72 days prior to the start of the show, you will receive a refund of monies paid less the applicable admin fee (plus GST) if the site is sold to another exhibitor for the same price or within 25% of the original price. Cancellations after the 72 day deadline will forfeit the deposit paid regardless of the site being sold to another exhibitor.



FREMANTLE.

SEAFOOD FESTIVAL

11th - 13th March 2022 Fremantle, WA

Principal Partners



















