



Sheepvention 2020

Rural Expo **24**

Sunday
4 August

Monday
5 August

Sheepvention Rural Expo 2024

Hamilton Pastoral & Agricultural Society
PO Box 276
Hamilton VIC 3300

Emmelie Nijskens
Business and Events Manager

M: 0409 039 086
E: Info@hamiltonshowgrounds.com.au

For all event information, please visit our website:
www.hamiltonshowgrounds.com.au

**CONDUCTED BY THE HAMILTON
PASTORAL & AGRICULTURAL
SOCIETY IN CONJUNCTION WITH
THE HAMILTON AND WESTERN
DISTRICT SHEEP SHOW.**

Stay up to date

 @Sheepvention

 @Sheepvention_hamilton

 @Sheepvention Rural Expo

NEW!

President's Message

Hello Exhibitors - Past, present and future,

On behalf of the organising committee and myself, I'm happy to invite each and every one of you to exhibit at Sheepvention Rural Expo. Your participation and contributions to this event are invaluable, and we are honoured to have you join us for this celebration of rural excellence.

Sheepvention Rural Expo has been a cornerstone event in our Western District agricultural calendar for over 40 years, showcasing the very best of our industry and providing a platform for innovation, collaboration, and growth. As we come together again, I am filled with anticipation for the captivating displays, demonstrations, and discussions that will undoubtedly take place over two fantastic days.

Your dedication to excellence in your respective fields makes Sheepvention Rural Expo unique. Whether you are showcasing the latest in agricultural technology, presenting top-quality livestock, or offering essential services to our farming community, your presence here enriches the experience for all attendees. As exhibitors, you play a vital role in shaping the future of agriculture, driving progress, and fostering connections. I encourage you to seize this opportunity to network, learn from your peers, and forge partnerships to propel our industry forward.

In addition to the countless business opportunities that Sheepvention Rural Expo offers, I hope you also take some time to enjoy the camaraderie and spirit of community that permeates this event. Whether you're catching up with old friends or making new ones, I do not doubt you'll find inspiration and encouragement in the shared passion for agriculture that unites us all.

While the name of our event prominently features sheep, we are not exclusively dedicated to sheep-related activities. The event has developed in many aspects over the last 40+ years. It also serves as a comprehensive platform encompassing various facets of the agricultural sector, showcasing the diverse avenues and opportunities available within the farming community.

Every year, we put a lot of thought into bringing together a diverse range of exhibitors, topics, and activities that



Photo Caption: Sheepvention President David Botterill (Seated) with incoming Vice President and long-serving volunteer Darren Schurmann.

speak to the interests and requirements of farmers across different agricultural pursuits and the wider rural community. We aim to create a welcoming atmosphere that promotes networking, sharing knowledge and working together for everyone involved in farming, which really resonates with the wider agricultural community.

We understand that the name may lead to misconceptions for some, and we appreciate the opportunity to clarify the nature of the event moving forward, allowing us to continue to develop and grow over time.

As we embark on another year together, I want to thank each of you for your continued support and commitment to Sheepvention Rural Expo. Your hard work, creativity, and dedication make this event possible, and I am confident that this year's event will be the best one yet.

Thank you once again for choosing to exhibit at the Sheepvention Rural Expo. I wish you all the best for a successful and rewarding experience, and I look forward to seeing your contributions make a lasting impact on our industry.

David Botterill
President, Sheepvention Rural Expo
Hamilton Pastoral & Agricultural Society

Why exhibit



Develop and strengthen your brand and image



Generate high, quality leads



Connect with existing and prospective clientele

Whats on offer



The sheep show and ram sales attract industry players who compete, showcase, educate, and celebrate achievements in their respective breeds.



Celebrate the latest advancements within the agricultural industry.



Offers a diverse range of products and services that cater to the whole family.

An important note

While the name of our event prominently features sheep, we are not exclusively dedicated to sheep related activities...

As the event has developed in many aspects over the last 40+ years, it also serves as a comprehensive platform that encompasses various facets of the agricultural sector, showcasing the diverse avenues and opportunities available within the farming community.

Annually, the event is carefully curated to include a wide array of exhibitors, topics and activities that cater to the interests and needs of farmers involved in various agricultural enterprises.

Patrons can expect to find exhibitions, workshops, and demonstrations covering a broad spectrum of farming practices, including but not limited to livestock management, crop cultivation, sustainable agriculture, agribusiness and technological innovations in the field.

Our goal is to foster an inclusive environment that encourages networking, knowledge sharing, and collaboration among individuals engaged in various farming enterprises, that resonates with the broader agricultural community.

We understand that the name may lead to misconceptions for some, and we appreciate the opportunity to clarify the nature of the event moving forward, allowing us to continue to develop and grow overtime.

Indoor Area



Innovations Hub

Includes Education, government departments, community groups, inventions competition, smart spaces and innovations.

Pricing:
3m x 3m: \$690.00



The Producers' Market

Includes clothing, homewares, gourmet produce, demonstrations and agricultural producers.

Pricing:
3m x 3m: \$650.00



Home Paddock

Concreted shed, which will focus on wool, crafts and gardening. Trade sites, exhibitors and demonstrations will be included in this pavilion.

Pricing:
All Home Paddock enquiries are to be made directly via email to info@hamiltonshowgrounds.com.au



SheepTech

Located within the Sheep Pavilion shed. Includes Sheep studs, breeders and livestock genetics. From \$695.

Pricing:
3m x 3m: \$655.00
5m x 3m: \$865.00



Sheep Pavilion & Ram Shed

Located within the Sheep Pavilion (Showing) shed or Ram Sale Shed.

Pricing:
3m x 3m: \$345.00

Outdoor Area



General Outdoor

All outdoor sites.

Pricing:
120 sq m: \$1,035.00 (Approx 20m x 6m)
60 sq m: \$630.00 (Approx 10m x 6m)
9 sq m: \$365.00 (Approx 3m x 3m)



All sites and additional extras must be fully paid for prior to event commencement.

Optional Extra's

Power Outlet (10 OR 15 AMP)
Pricing:
\$115.00 each

Limit of 1 outlet per site

Power Outlet (Coffee Machine)
Pricing:
\$155.00 each

Straw Bales (Small squares)
Pricing:
\$13.00 each

Woodchips (Cubic Metres)
Pricing:
\$75.00 each

Car Park Passes (Additional)
Pricing:
\$15.00 each



Food & Beverage

All food & beverage services.

Pricing:
\$820.00

Coffee

Coffee van only.

Pricing:
\$710.00

Entry Tickets

To prevent confusion with any 'missing' tickets in the week prior to the event. Exhibitor tickets will NOT be included in the site cost. All exhibitor tickets, must be purchased directly through the website closer to the date, at a reduced cost.

Site costs have been reduced to allow for this change.

What our exhibitors say. . .

"Thank you so much for another wonderful Sheepvention. The team put on a wonderful event, the effort put in by the committee was noticeable, and we really appreciated their support. For my knitwear business, The Woolly Brand, Sheepvention is a highlight of our year. We can't wait to come back in 2024. "

"We really enjoyed our time at sheepvention being a first time exhibitor, will be planning to return next year to exhibit again. Sheepvention is well organised & the lay out is easy for patrons to walk around. It was a great place for us to showcase our products that we sell into a farming region."

"We have been exhibiting at sheepvention for many years and find the sales from repeat customers is what keeps us coming back.

We always get some new customers each year as well which is fantastic and they will purchase again and again if they love your product.

The committee is pro active in trying to better the event every year and listens to feedback in order to do this successfully. I would encourage any one with a stand out business to attend Sheepvention as it is great exposure to a great country crowd!"

"We love the Expo. The organisers are always friendly and very helpful. Our aim is to keep everyone caffeinated and fed and we kept quite busy so hope we succeeded. We definitely hope we can cater again next year. Looking forward to 2023 Expo "

"The best part is catching up with like minded people who are passionate about the future in agriculture. The exposure and quality conversations with sheep producers is a real driver for our business going forward and exhibiting gives us that opportunity."

"As first time exhibitors at Sheepvention we were thrilled with the outcome for our business. By creating a boutique space at Sheepvention, we were able to showcase our business to a broader audience and create brand awareness throughout our region. This also enabled us to direct new business to our store in Gray Street, which we are still seeing the flow on effects in store today.

I would encourage any business to consider exhibiting."

"Sheepvention, was, once again, a fabulous event. It really is the gateway to the Western District, with huge reach and real local relevance. We connected with so many people over the two days, from past students and parents to prospective families, and current families. It's a must do for us."

Application Process

Exhibitor applications will open on Friday 1 March and will close on **Friday 24 May at 5pm.**

All exhibitor applications must be completed through the online portal on the Sheepvention Rural Expo website. Any applications submitted on writing or via email will be rejected.

To ensure the events objectives are met, the Events Manager has the right to reject any applications.

At the time of closing, the team will begin to allocate sites and exhibitors will be notified of their allocation.

Previous exhibitors will have first option on their site. The team has the discretion to allocate sites as they see

fit and will not enter into correspondence regarding the allocation of particular sites.

TO PREPARE FOR YOUR ONLINE APPLICATION (Allow 30 minutes to complete)

>> Read and clearly understand ALL the information outlined in this document.

>> Have your business public liability document ready.

>> Have the 'Exhibitor Site Safety Plan' form completed, ready for upload. Form can be found on our website: 'Sheepvention Rural Expo' > 'Exhibitors' > 'Exhibitor Forms' > 'Exhibitor Site Safety Plan'



Advertising Opportunities



Event Program

A 'Pocket map style' program, distributed to all patrons and exhibitors upon entry into the event.

Art size & requirements:

75mm (W) x 105mm (H)
PNG or JPG Format only

Pricing:

\$475.00



Ram Sale Catalogue

A DL sized catalogue outlining all ram sale vendors and ram details, distributed to Ram Sale buyers prior to, and throughout the event.

Art size & requirements:

Half Page:
92mm (W) x 97mm (H)
PNG or JPG format only

Full Page:
92mm (W) x 195mm (H)
PNG or JPG format only

Pricing:

Half Page
\$150.00

Full Page
\$210.00



Big Screen

A 4.5m LED screen, located in the Ram Shed, displaying advertisement on rotation throughout both days.

Art size & requirements:

Still image:
1080px (W) x 566px (H)
PNG or JPG format only

Video (30 seconds)
1080px (W) x 566px (H)
Format to be advised

Pricing:

Still Image
\$450.00

Video
\$700.00

With thanks to



Sponsorship Opportunities

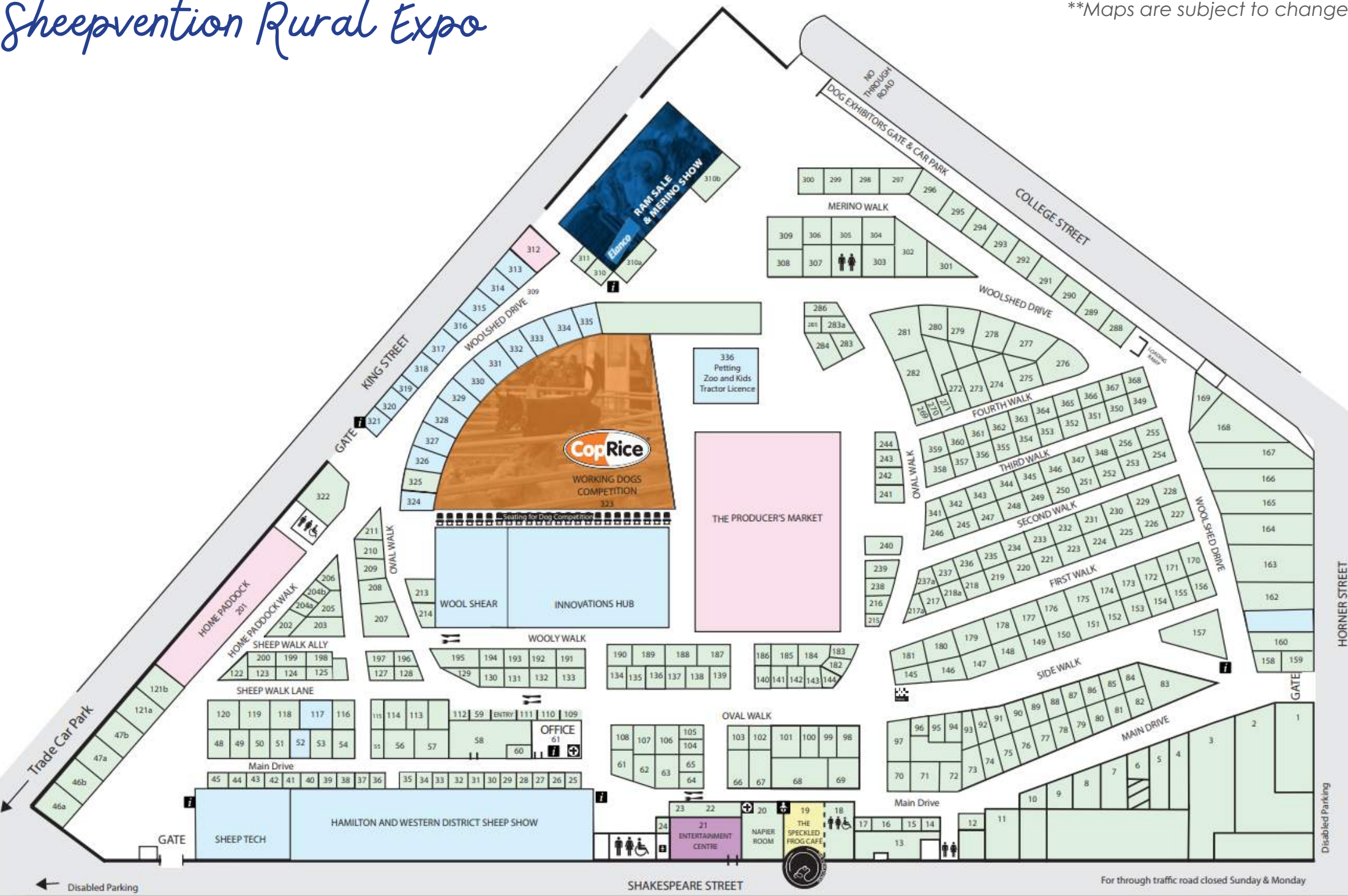
Being a not for profit organisation, we rely heavily on the generous sponsorship of businesses. Just like volunteers, our sponsors are the backbone of our event and we couldn't do it without them. We're on the hunt for businesses who are willing to support us in continuing to grow Sheepvention Rural Expo in all aspects of the event.

View our sponsorship prospectus on our website.

Our sponsorship packages are flexible and can be tailored to your specific business.

Sheepvention Rural Expo

**Maps are subject to change

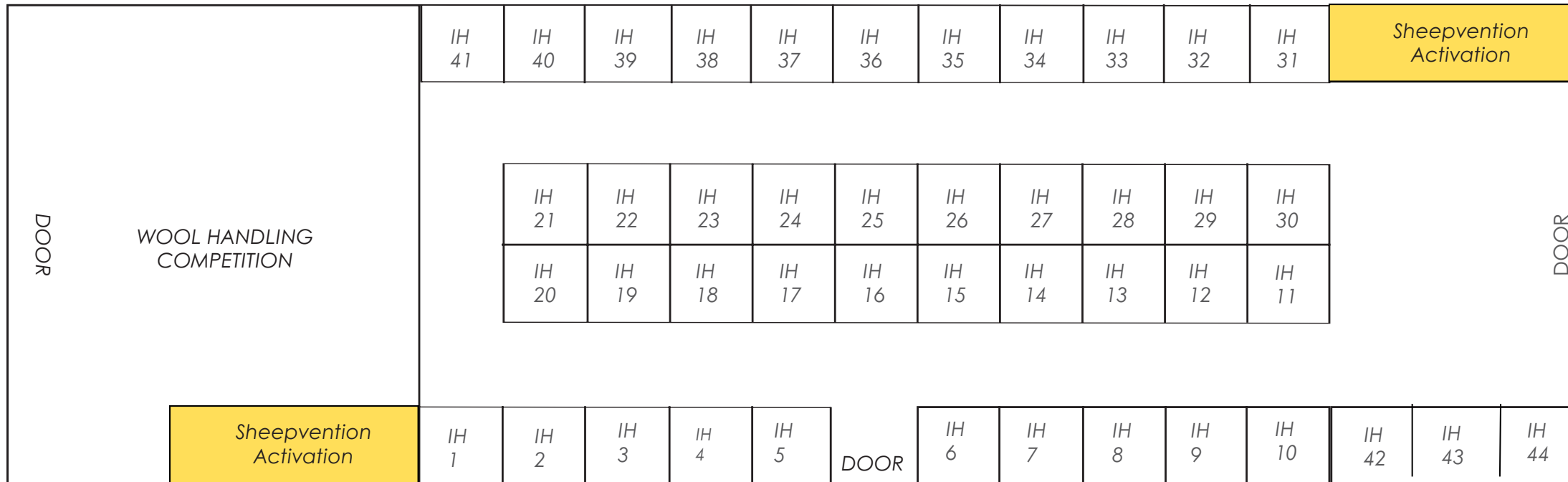


Disabled Parking

SHAKESPEARE STREET

For through traffic road closed Sunday & Monday

To Coprice Farm Dog Championships



To Wooly Walk

Corporate & Business Volunteering

Volunteering provides your company with the opportunity to develop staff skills, build teams and bolster your reputation within the local community.

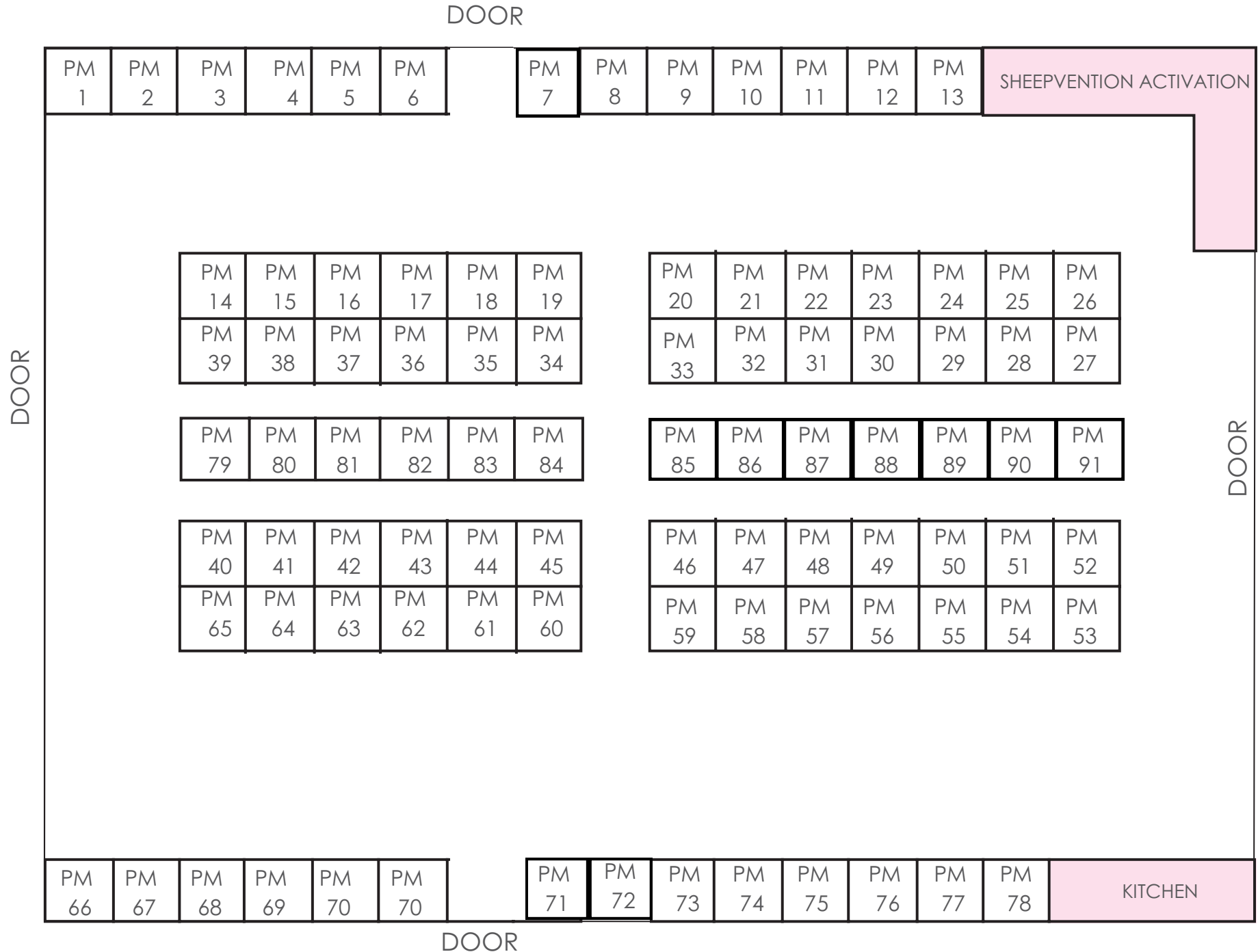
Does your business run a corporate volunteering program, and is looking to fulfill hours? **We have just the opportunity for you!**

Join us for a few hours, or a day - Anytime from Monday 19 July until Thursday 8 August to assist with the setup or packdown of the event. Every little bit helps!

The Producers Market

To Innovations Hub

**Maps are subject to change



To
Petting Zoo

Sheep Tech

To Shakespeare Street

DOOR

DOOR

DOOR

DOOR

ST 1	ST 2	ST 3	ST 4	ST 5	ST 6	ST 7	ST 8		ST 10	ST 11	ST 12	ST 13	ST 14	ST 15
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To
Hamilton & Western
District Sheep Show

ST 15	ST 16	ST 17	ST 18	ST 19	ST 20	ST 21	ST 22	ST 23	ST 24	ST 25	ST 26
ST 27	ST 28	ST 29	ST 30	ST 31	ST 32	ST 33	ST 34	ST 35	ST 36	ST 37	ST 38

ST 39	ST 40	ST 41	ST 42	ST 43	ST 44	ST 45	ST 46	ST 47	ST 48	ST 49	ST 50	ST 51
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DOOR

To Showgrounds

DOOR

Exhibitor Hour

Save the date! Sunday 4 August 2024 @ 5.30pm

Trade Exhibitors >> Information

Accommodation

For accommodation options, please contact the Hamilton & Grampians Visitor Information Centre on 1800 807 056. Sheepvention Rural Expo will no longer be facilitating the Home Hosting program.

Admission Tickets

To prevent confusion with any 'missing' tickets in the week prior to the event. Exhibitor tickets will NOT be included in the site cost. All exhibitor tickets, must be purchased directly through the website closer to the date, at a reduced cost. Site costs have been reduced to allow for this change.

Advertising

Limited advertising will be available in the pocket program and on the big screen. For any advertising enquiries please contact info@hamiltonshowgrounds.com.au.

The PA System is for programmed events and emergency information only. To enquire about radio or newspaper advertising, please see 'Media Coverage'.

Alcohol sales

Exhibitors intending to sell alcohol must have a current Liquor Licence covering this event and the sales person must hold a current Responsible Serving of Alcohol certificate (RSA).

Allocation of trade sites & application process

All exhibitor applications must be completed through the online portal on the website. Any applications submitted in writing or via email will be rejected. To ensure the events objectives are met, the Events Manager has the right to reject any applications. Previous exhibitors will have first option on their site. The team has the discretion to allocate sites as they see fit and will not enter into correspondence regarding allocation of particular sites.

Arrival of exhibits

Setup of trade sites will be available from 9am, Thursday 1 August 2024 from which time security will be onsite. Entry prior to these hours is available by arrangement with the office only. All trade sites are to be setup prior to 07.30am on Sunday 4 August 2024, at which time the movement of vehicles will also be prohibited. Gates will be open to traders at 6.00am on both days.

Audit

Exhibitor sites will be subject to inspection/audit by the Sheepvention Safety Officer and may be subject to inspection by Work Safe Victoria and Energy Safe Victoria inspectors at any time prior to and during the event.

Car & vehicle passes

Car park passes will be distributed via e-mail and must be printed and displayed on your dashboard at all times. No parking will be available within the showgrounds, unless your vehicle fits on your trade site. Parking is available in adjacent streets or car parks.

- Your vehicle pass must be displayed on your dashboard and be clearly visible throughout the entire duration of the event, including bump in and bump out.
 - Car pass colours will indicate the gate you may enter:
 - RED Shakespeare Street
 - YELLOW Horner Street Gate
 - BLUE College Street Gate

- All traffic must exit via King Street gates left turn only. No entry will be permitted via King Street.
- A vehicle pass does not allow free admittance to the ground, a trade pass or admittance ticket is still required for all occupants.
- No vehicles will be permitted on the grounds between:
 - 07.30am – 17.00pm on both days

Damage to sites

Exhibitors shall be responsible for any damage to pipes and electricity cables running through their sites. Permission must be obtained prior to erecting marquees, digging holes or driving pegs or stays into the ground.

Dangerous Goods & Equipment

Exhibitors must display correct warning signs and Material Safety Data Sheets (MSDA) for any dangerous goods displayed or stored on site.

EFTPOS

Eftpos and cash-out facilities are available in office the block.

Electricity

Requests for power must be made in the application process. Exhibitors must supply own tagged extension leads. No power is available for heaters.

Espresso Coffee Machines

Unless at designated food / coffee sites, any general trade exhibitor wishing to use an espresso coffee machine, will incur a power charge. You must apply for this on your application form. Due to power restrictions, only a limited number of coffee machines can be used.

Exhibitor Passes

To prevent confusion with any 'missing' tickets in the week prior to the event. Exhibitor tickets will NOT be included in the site cost. All exhibitor tickets, must be purchased directly through the website closer to the date, at a reduced cost. Site costs have been reduced to allow for this change.

Exhibitor Trading Times

All exhibitors are expected to trade from 8am - 5pm on both days.

Exhibitor Cocktails

Exhibitors are invited to join us for cocktail on Sunday 6 August from 5pm - 6pm in the Convention Centre.

Food Outlets

A large number of food outlets operate during Sheepvention Rural Expo. Food and refreshments will only be sold from outlets authorised by the Committee. All vendors must show evidence that they are an approved provider.

All food outlets must have "in test" fire extinguishers & display the Gas Safety checklist. All food vendors must submit a statement of trade from 'Stretrader' This can be obtained on the Southern Grampians Shire website www.sthgrampians.vic.gov.au or phone (03) 5573 0244, mobile 0408 103 411.

Forklift

A forklift is available free of charge on site the week surrounding Sheepvention at the following times:

- Thursday 9am to 5pm
- Friday 9am to 5pm
- Saturday 9am to 5pm
- Sunday 7am to 8am
- Monday 5pm onwards
- Tuesday 8am to 5pm

If trade exhibitors require a forklift at any other times, arrangements must be made with the forklift contractor on 0418 583 937. Fees will be applicable.

Frontend loaders, Telehandlers & Forklifts

Any private frontend loaders, telehandlers and forklifts used on the showgrounds must be operated by a qualified license holder.

Furniture

All exhibitors must supply their own equipment.

Gas Heating

All gas heaters designed for use outdoors (IE. Patioheaters) cannot by regulation be used in marquees. Gas heating for inside marquees must be indoor rated. A 'in test' fire extinguisher and a completed gas safety checklist are also required.

Imagery & Photography

Exhibitors and competitors may be photographed during the event. Photographs may be used in promotional material, media or websites to promote Sheepvention Rural Expo or the Hamilton Showgrounds.

Information

Information and assistance is provided at the Office.

Marquees

Exhibitors need to book all marquees direct with the supplier, all marquees must fit within site boundaries and must not intrude into adjacent sites. Exhibitors are responsible for safety issues such as the coverage of pegs or damage to sites. All exhibitors must liaise directly with marquee suppliers in terms of marquee placement within their site, and must meet with the supplier on site. The society will not be held responsible for the placement of marquees. All suppliers to have marquees erected by Thursday 1 August 2024. Marquee Suppliers

Marquees can be arranged directly through any of the below:

- A3 Event Hire Ballarat: 0428 758 959
- Barlens Events: 0404 827 146
- Breuers Hire: 03 5382 2242
- Geelong Marquee Hire: 1300 843 489
- Grand Events: 03 5561 2066
- Harry The Hirer: 03 9429 8688
- Limestone Coast Party Hire: 0418 847 204
- No Fuss Event Hire: 03 9212 2500
- Portland Party Hire: 0427 119 413

Marquee Weighting Guide

Please refer to page 3 of the Hire and Rental Industry Association - Marquee Weighting Guide, to ensure your marquee meets all weighting and pegging requirements.

Marquee Catering

Daily marquee catering is available from Sheepvention Rural Expo, official caterer - The Speckled Frog: 03 5572 5417

Trade Exhibitors >> Information

Media Coverage

The Hamilton P & A Society undertakes extensive media publicity of Sheepvention Rural Expo, in Victoria and nationally. Supplements are produced by:

- Hamilton Spectator (03) 5572 1011
- Stock & Land (03) 9329 7500
- Weekly Times (03) 9292 1600

Radio advertising is provided by:

- 3HA Hamilton (03) 5571 9981

Occupational Health & Safety

Sheepvention Rural Expo has a Safety Policy, Emergency Plan and Risk Assessment for the entire site and the Committee would advise exhibitors to complete a self assessment for their own sites. The site holder and Sheepvention have responsibility for the safety of staff and visitors to your site. The Site Safety Plan must be completed with your application.

Official Trade Program & Directory

An official program of events, a directory listing your name, product range and exhibitor site number reference and up-to-date site maps will be available at all points of entry into the event.

Overnight Camping

No overnight camping or after hours presence of exhibitors on the site is permitted.

Printed Materials

Permission will not be granted for exhibitors to hand out material at the gates, in the car parks or on the grounds. Exhibitors may only do so from their sites. Nature of printed material needs to be non offensive and suitable to all age brackets.

Public Liability Insurance

Our public liability risk advisers require Hamilton P & A Society to ensure that each exhibitor has public liability insurance in addition to the existing Hamilton P & A Society public liability cover. As a part of the application process for Sheepvention Rural Expo 2024, each exhibitor must provide a Valid Certificate of Currency for an amount not less than \$10 million.

Public and Emergency Services

First Aid, Police, CFA, Eftpos, Public Toilets, Infants Feeding and Changing rooms will be available on site.

Removal of Exhibits

No exhibits can be removed prior to 5pm on Monday 5 August, after which time exhibitors are welcome to depart. All exhibits in the Producers Market and Innovations Hub must be removed prior to 7.30am on Tuesday due to the packdown of these marquees.

Sale of Animals

Sales of animals need to meet legislative requirements.

Security

A full overnight security service will be in place from Wednesday 31 July to Monday 5 August inclusive.

Site Awards

Awards will be made for the Best Presented Outdoor Site, Best Presented Indoor Site and Best Interactive Trade Site.

Site Sharing (Piggy Backing)

No Piggy Backing, sub - letting or space farming is permitted at Sheepvention Rural Expo. Only displays that have a genuine company link can be exhibited on the site (ie. unless an exhibitor owns, sells or distributes a particular line of product or service on a normal, continuing basis, it cannot be displayed). If "Piggy Backing" has been found to have occurred, a full fee may be charged (See clause 6 of Trade Exhibitors Conditions of Entry).

If you wish to site share you must liaise with Emmelie.

Sheep

Exhibitors requiring sheep for demonstration purposes must make their own arrangements allowing for fresh sheep each day, food and water. A current National Animal Health Statement must be completed and returned to the office for any livestock on site.

Straw

Straw is available for purchase and is delivered to your site.

Trading Times

All exhibitors are required to trade from 8am - 5pm on Sunday and Monday.

Trestle Tables

Trestle tables will be available for hire from the Sheepvention office on a first in best dressed basis, at \$25.00 per trestle.

Unloading Facilities

Unloading ramps are available.

Woodchips

Woodchips can be pre-ordered on the trade application form. Woodchip cleaning fee will be applicable for those providing their own woodchips.

Livestock

Livestock are permitted on the site with prior approval. A current National Animal Health Statement & Handlers Waver must be completed and returned to the Office for any livestock on site. All livestock must be NLIS tagged which will be scanned by a Sheepvention Rural Expo representative from Saturday 5 August, to have their sighted movement registered on the NLIS database.

As Sheepvention Rural Expo follows the guidelines of the Australian John's Disease Market Assurance Program, please take into consideration the following:

- All stock of eligible species will be required to remain within your site boundaries for the duration of the event.
- All stock must be unloaded/loaded directly from your allocated site.
- All stock should be individually fed and watered from above ground facilities.
- Faeces and contaminated bedding should be removed promptly to a place which stock does not have access.

Ked, lice & foot rot

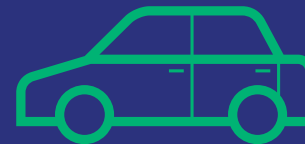
Sheep infested with ked, lice, foot rot or any notifiable disease are ineligible for competition or being exhibited. On notification of infestations, the exhibitor must immediately remove such animals from the Showgrounds or they will be removed at the exhibitor's expense.

Brucellosis requirements

Rams attending Sheepvention Rural Expo must be free from Ovine Brucellosis. The Ovine Brucellosis accreditation number is required to be filled in on the Sheep Health Statement



All sites and additional extras must be fully paid for prior to event commencement.



For the safety of all stakeholders and the general public - There is to be **NO movement of vehicles** within the grounds during public opening times.

This includes the conclusion of the event on Monday 5 August.

All gates will remain locked until the end of the event, unacceptable behaviour will not be tolerated.



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All exhibitor tickets, must be purchased directly through the website closer to the date, at a reduced cost. Site costs have been reduced to allow for this change.



Sheepvention 2024

Rural Expo

Apply Today

