



EASTERFEST

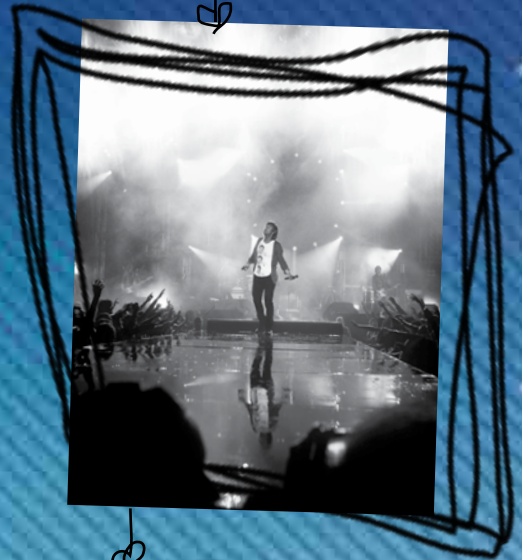
6-8 APRIL 2012 TOOWOOMBA

EXHIBITION | ADVERTISING | SPONSORSHIP

OPPORTUNITIES

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EASTERFEST





EASTERFEST

EVENT SUMMARY

WHO WE ARE

Easterfest is an annual community festival held in the beautiful city of Toowoomba. The festival attracts tens of thousands of people - mostly youth and young families - and includes the largest ticketed drug and alcohol free precinct in Australia.

OUR TEAM

Our team is young, vibrant and innovative. In addition to a small team of full-time employees and professional consultants, Easterfest is powered by 1,000 willing volunteers who give of their time freely.

COMMUNITY

Easterfest is a not-for-profit festival that aims to contribute to the economic and social fabric of the Toowoomba region. In 2011, Easterfest injected over \$10 million into the local economy. Socially we provide a positive entertainment alternative to youth and young families who want to enjoy a safe Easter.

OUR GROWTH

Since the festival began in 1999, Easterfest has achieved incredible growth driven by a high return rate and an effective grass-roots marketing campaign.

AFFORDABLE

Easterfest is one of the most affordable festivals in Australia. Prices for ticketed events are less than one third of the cost of comparable festivals. Easterfest is able to offer an affordable festival thanks to enormous community support.

NATIONAL

Easterfest is regarded as the largest event of its kind in the southern hemisphere and as such has national and international standing. Attendees originate from every corner of Australia with 79% being visitors to the Toowoomba region.

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OPPORTUNITIES OVERVIEW

EXHIBITION SITE

- Premium exhibition area from \$990 *See page 7 for details*
 - Budget exhibition area from \$605 *See page 8 for details*
- All prices include GST*

PROGRAM ADVERTISING

- 1/2 Page \$770 *See page 9 for details*
- Full Page \$1,320 *All prices include GST*

PACKAGES

- Video packages from \$2,200 *See page 10 for details*
 - Exposure packages from \$4,400 *See page 11 for details*
- All prices include GST*

VENUE SPONSORSHIP

- Mainstage \$16,500 *See page 12 for venue sponsorship*
- Big Top \$8,800
- Epicentre \$6,600 *All prices include GST*
- Palace \$5,500
- Alley \$4,400
- Arena \$4,400
- Cafe \$4,400
- Campground \$3,300
- Easterfest Kids \$3,300
- Guest Lounge \$2,200

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BOOKING FORM EXHIBITION, ADVERTISING & SPONSORSHIP

EXHIBITION SITE	QUANTITY	TOTAL
Premium Exhibition		
3m x 2.5m	\$990*	<input type="text"/>
4.5m x 2.5m	\$1,430*	<input type="text"/>
6m x 2.5m	\$1,870*	<input type="text"/>
3m x 2.5m corner	\$1,155*	<input type="text"/>
4.5m x 2.5m corner	\$1,650*	<input type="text"/>
6m x 2.5m corner	\$2,145*	<input type="text"/>
Budget Exhibition		
3m x 3m	\$605*	<input type="text"/>
6m x 3m	\$1,155*	<input type="text"/>

All prices include GST.
Once booking has been approved you will be sent information regarding additional hire and exhibitor ticket bookings

*or 20% gross turnover, whichever amount is greater

PROGRAM ADVERTISING

Full Page	\$1,320	<input type="text"/>
1/2 Page	\$770	<input type="text"/>

PACKAGES

Video Packages

Package 1	\$2,200	<input type="text"/>
Package 2	\$3,300	<input type="text"/>
Additional Mainstage ads	\$1,100	<input type="text"/>

Exposure Packages

Package 1	\$4,400	<input type="text"/>
Package 2	\$7,700	<input type="text"/>

TOTAL FOR BOOKING

VENUE SPONSORSHIP

Venue Name

PAYMENT OPTIONS

Direct Deposit Cheque Money Order Visa MasterCard

Account Name: Australian Gospel

Music Festival Ltd

BSB: 638-080

Account Number: 6844790

(S24 for Heritage users)

Bank: Heritage Building Society

Please use your business name for payment reference

Cardholder Name

Card Number

Expiry Date / **Amount**

CCV Number (last three digits on signature panel)

Cardholder signature

Organisation/Business Name

Contact Name **Address**

City **State** **Post Code**

Phone - Daytime **Mobile**

Email **Web**

Please briefly describe what you plan to promote (ie nature of the organisation, type of product for sale etc).

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Please return this form to: Fax: 07 4641 7344 Post: PO Box 2090, Toowoomba QLD 4350 Email: office@easterfest.com

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PREMIUM EXHIBITION

The Premium Exhibition is located in the Entry Pavilion - the venue through which all attendees enter Easterfest. The Entry Pavilion will once again undergo a facelift in 2012 with a revamped Artist Store and changes to the locations of exhibition sites. Sites are located in the Pavilion and Annex locations (if required).

Please note that the Easterfest site in Queen's Park is a fully ticketed site. All staff working at your site will require an Easterfest ticket (3 Day or current Single Day Pass). For further information refer to conditions document

Included in every Premium exhibition site:

- 1 x 1.8m table
- 2 x plastic chairs
- 1 x single power outlet (max 5amps)
- 1 x vehicle parking pass for parking during festival
- 4 x FREE adult 3-Day Passes (or equivalent in Single Day Passes)
- Paneling forming the back wall of your site
- Access to the exhibitor refreshment room

STANDARD SITE

- 3m wide x 2.5m deep \$990*
- 4.5m wide x 2.5m deep \$1,430*
- 6m wide x 2.5m deep \$1,870*

**or 20% gross turnover, whichever amount is greater, all prices include GST*

CORNER SITE

- 3m wide x 2.5m deep \$1,155*
- 4.5m wide x 2.5m deep \$1,650*
- 6m wide x 2.5m deep \$2,145*

**or 20% gross turnover, whichever amount is greater, all prices include GST*

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BUDGET EXHIBITION

In addition to the Premium Exhibition in the Entry Pavilion there are opportunities for exhibition sites in smaller tents throughout the Easterfest site, located in high traffic walkway areas.

Please note that the Easterfest site in Queen's Park is a fully ticketed site. All staff working at your site will require an Easterfest ticket (3 Day or current Single Day Pass). For further information refer to conditions document.

BUDGET EXHIBITION

Included in every Budget Exhibition Site:

- 1 x 1.8m table
- 2 x plastic chairs
- 1 x single power outlet (max 5amps)
- 1 x vehicle parking pass for parking during festival
- 4 x FREE adult 3-Day Passes (or equivalent in Single Day Passes)
- Access to exhibitor refreshment room

PRICES

- 3m wide x 3m deep \$605*
- 6m wide x 3m deep \$1,155*

**or 20% gross turnover, whichever amount is greater, all prices include GST*

EASTERFEST

EXHIBITION CONDITIONS

1. SITE PLACEMENT. Easterfest reserves the right to make adjustments to exhibition site locations/placements at any time with exhibitor consultation.

2. BOOKING AND PAYMENT. To book your site, please return the completed booking form (page 4) and a minimum of 20% of the total due (booking deposit). Full payment of the site fee is due by 9 March 2012, but you are able to pay the full site fee with your application if you wish. Easterfest will send you a tax invoice once we have accepted your booking form and have received the deposit or full payment. If your application is not accepted, your booking deposit will be returned in full.

3. CANCELLATIONS. Easterfest will retain the 20% booking deposit to cover administration costs. Up until 2 weeks prior to the event, Easterfest will refund any paid site fees less the 20% booking deposit (up to and including 23 March 2012). Any cancellations from the 24 March 2012 will not receive a refund of monies paid and site holders will be required to pay any outstanding payments of the full site fee whether they exhibit at the event or not.

4. TICKETED SITE. The Easterfest site in Queen's Park is fully ticketed. All exhibitors will require an Easterfest pass (3 Day or current Single Day) to work at your site. For information see point 10.

5. FOOD AND DRINK SALES. The sale or giveaway of food or drinks is prohibited from any exhibition site at Easterfest without prior written approval from the event manager.

6. EASTERFEST LOCATION. Easterfest is located in Queen's Park, Toowoomba. Exhibition areas will be located in the Entry Pavilion (premium sites) and around the Easterfest site (budget sites). All sites can be accessed through the main festival entry on the corner of Margaret & Hume Streets.

7. EASTERFEST OPENING HOURS.

Friday 6 April	8am - 12midnight
Saturday 7 April	8am - 12midnight
Sunday 8 April	8am - 12midnight

Exhibition sites are not required to be manned during all of the above opening hours, however we require that sites are operational during these peak hours.

Friday 6 April	10am - 11pm
Saturday 7 April	10am - 11pm
Sunday 8 April	10am - 11pm

8. EXHIBITOR ACCOMMODATION/CAMPING. Information regarding accommodation in Toowoomba can be found at www.toowoombaholidays.info or by calling the Tourist Information Centre on 1800 33 11 55. If you wish to camp onsite at Easterfest please see the information in point 10.

9. CAR PARKING. Easterfest will supply 1 car park for each exhibition site. A car pass will be posted to you prior to Easterfest for use during the event. This car pass will allow you temporary access to the festival ring road (subject to rain) on Thursday, to allow easier gear drop off access. For access to budget exhibition areas be prepared to walk at least 100m to your site.



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10. FREE EASTERFEST TICKETS FOR EXHIBITORS.

- 3m or 4.5m sites will receive 4 x adult 3 Day Passes (including free camping if requested) at no cost, OR the equivalent in adult Single Day Passes ie 1 x 3 Day Pass = 3 x Single Day Passes.
- 6m sites receive 5 x adult 3 Day Passes (including free camping if requested) at no cost, OR the equivalent in adult Single Day passes ie 1 x 3 Day Pass = 3 x Single Day Passes.
- 9m+ sites – tickets to be negotiated.

All exhibitors (both premium and budget areas) MUST have a festival ticket to access their site. Additional passes can be purchased at full price from www.easterfest.com.

11. POLICY REGARDING DISTRIBUTION OF MATERIAL. Exhibitors & sponsors are permitted to distribute fliers, information etc from within the boundaries of their allocated site, however exhibitors & sponsors are not permitted to stand outside their site area, in walkways or block pedestrian traffic to distribute information. This condition will be enforced at Easterfest, and exhibitors may be penalised and/or banned from future events if found to be in breach of this site condition. Music or video/DVD recordings must not be played back at an excessive volume, and exhibitors who wish to use these devices must be willing to cooperate with the exhibition manager in regards to noise levels.

12. BUMP IN. Exhibitors must set up their site between 8am and 10pm on Thursday 5 April Easterfest reserves the right to cancel and/or reallocate your site if you are not set up by 10pm on Thursday night.

13. BUMP OUT. Sites must be fully operational during the peak times listed in point 7. Exhibitors may commence packing up sites after midnight on Sunday 8 April. Bump out must be completed by 12noon on Monday 9 April. Exhibitors may not access the ring road for bump out on Sunday night. Parking on the ring road will be available on Monday morning only.

14. POWER. Each exhibitor has been allocated one power point with a maximum 5amp load if requested. Your single power outlet will be located on a shared circuit (max 5amp load) supplied within 5m of your site.

15. LIGHTING. Each site will be supplied with basic site lighting.

16. INSURANCE. Easterfest requires each individual exhibitor to have public liability insurance while at Easterfest 2012. Please supply your certificate of currency or policy document with your application if available. If you are unable to arrange insurance, Easterfest will require you to sign an indemnity form on arrival releasing Easterfest from all liability, suits, actions and claims relating to your presence at Easterfest 2012. Please fax a copy of your 'Certificate of Currency' to Easterfest on 07 4641 7344.

17. SECURITY. While Easterfest does not accept any responsibility for any goods left on the premises, there will be 24hour security around the site during the festival.

18. SIGNAGE. All signage must be kept within the boundaries of your site.

19. WIRELESS INTERNET. Wireless internet is not available onsite. Please arrange for your own wireless internet if required for your site.

20. CONDITION OF SALE. Exhibitors are not permitted to display or sell any items that would offend the events core constituency and/or be in opposition to the event's traditional Christian values. Easterfest retains the right to enforce this policy.



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PROGRAM GUIDE ADVERTISING

The Easterfest program guide is a quality booklet style program containing everything Easterfest attendees need to know. Incorporating both Queen's Park and City precincts with program guides, artist lists and festival guide the program is a great way to get your message out to Easterfest.

Advertising in the program is a limited opportunity, with under a dozen advertising spots available for sale.

ARTWORK REQUIREMENTS

FULL PAGE

- Trim Size: 120mm (w) x 225mm (h)
- Bleed: 130mm (w) x 235mm (h) (5mm all around)

1/2 PAGE

- Trim Size: 120mm (w) x 112.5mm (h)
- Bleed: 130mm (w) x 122.50mm (h) (5mm all around)

Advertisers are responsible for the design and supply of artwork to Easterfest by the due date.

ARTWORK SUPPLY

- PDF (300dpi) or JPEG (300dpi)
- Bleed marks
- All fonts converted to curves/outlines
- All layers flattened
- Advertisement artwork due 5pm 2 March 2012
- Email to linda@easterfest.com

All effort is made throughout our design, proofing and printing process, however it is possible that errors in some artwork are possible due to the nature of human and computer anomalies. All material for print is handled in such a way to obtain optimum results and in the event of any errors Easterfest, the printer and the designers will not be held liable. Easterfest will not be liable for any errors in artwork supplied by advertisers.

PROGRAM INFORMATION

- Size: 120mm x 225mm booklet guide
- Print Run: 25 000
- Full Page: 120mm x 225mm \$1,320
- 1/2 Page: 120mm x 112.50mm \$ 770

All prices include GST

EASTERFEST

PACKAGES - VIDEO

VIDEO PACKAGES

PACKAGE 1

Ad Length: 30sec video advertisement
**must be supplied by due date according to specifications*

Played: Big Top Between performance sets, on a rotation basis
Palace Between performance sets, on a rotation basis
Other screens Between performance sets, on a rotation basis

Cost: **\$2,200 inc GST**

PACKAGE 2

Ad Length: 30sec video advertisement
**must be supplied by due date according to specifications*

Played: Mainstage Played once during the event**.
Big Top Between performance sets, on a rotation basis
Palace Between performance sets, on a rotation basis
Other screens Between performance sets, on a rotation basis

Cost: **\$3,300 inc GST**

***Additional Mainstage plays \$1,100 per play*

VENUE CAPACITY

Mainstage 15,000
Big Top 6,000
Palace 2,000

ADVERTISEMENT SPECIFICATIONS

Advertisements to be supplied adhering to the following guidelines:

- Broadcast quality
- PAL Standard - 4:3 or 16:9
- Supplied on a playable DVD
- No web quality videos
- Due 9 March 2012

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PACKAGES - EXPOSURE

EXPOSURE PACKAGES

PACKAGE 1

Exhibition Site - Valued at \$1,430

- 4.5m site in the Premium Exhibition OR 6m site in the Budget Exhibition. (see info page 7 & 8)

Video Advertisement - Valued at \$2,200

- 30sec video advertisement (see specs page 12)
- Played on rotation in the Big Top and Palace venues (combined capacity of 7,000).

Program Guide Advertisement - Valued at \$770

- 1/2 Page advertisement (see specs page 11)

Guest Passes - Valued at \$800

- 4 x adult guest passes - giving access to the guest hospitality lounge.

Cost **\$4,400 inc GST - Included value: \$5200**

PACKAGE 2

Exhibition Site - Valued at \$1,870

- 6m site in the Premium Exhibition (see info page 7)

Video Advertisement - Valued at \$5,500

- 30sec video advertisement (see spec page 12)
- Played once per night on the Mainstage (15,000 capacity)
- Played on rotation in the Big Top, Palace & Cafe venues (combined capacity of 8,8000).

Program Guide Advertisement - Valued at \$1,320

- Full Page advertisement (see specs page 11)

Guest Passes - Valued at \$800

- 4 x adult guest passes - giving access to the guest hospitality lounge.

Cost **\$7,700 inc GST - Included value: \$9,490**

EASTERFEST

VENUE SPONSORSHIP

MAINSTAGE \$16,500

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

<i>Add Video Package 1</i>	\$18,700	<i>Add Video Package 2</i>	\$19,800
<i>Add Exposure Package 1</i>	\$20,900	<i>Add Exposure Package 2</i>	\$24,200

BIG TOP \$8,800

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

<i>Add Video Package 1</i>	\$11,000	<i>Add Video Package 2</i>	\$12,100
<i>Add Exposure Package 1</i>	\$13,200	<i>Add Exposure Package 2</i>	\$16,500

EPICENTRE \$6,600

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

<i>Add Video Package 1</i>	\$8,800	<i>Add Video Package 2</i>	\$9,900
<i>Add Exposure Package 1</i>	\$11,000	<i>Add Exposure Package 2</i>	\$14,300

PALACE \$5,500

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

<i>Add Video Package 1</i>	\$7,700	<i>Add Video Package 2</i>	\$8,800
<i>Add Exposure Package 1</i>	\$9,900	<i>Add Exposure Package 2</i>	\$13,200

ALLEY \$4,400

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

<i>Add Video Package 1</i>	\$6,600	<i>Add Video Package 2</i>	\$7,700
<i>Add Exposure Package 1</i>	\$8,800	<i>Add Exposure Package 2</i>	\$12,100

EASTERFEST

VENUE SPONSORSHIP

ARENA \$4,400

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

Add Video Package 1	\$6,600	Add Video Package 2	\$7,700
Add Exposure Package 1	\$8,800	Add Exposure Package 2	\$12,100

CAFE \$4,400

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references

Add Video Package 1	\$6,600	Add Video Package 2	\$7,700
Add Exposure Package 1	\$8,800	Add Exposure Package 2	\$12,100

CAMPGROUND \$3,300

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

Add Video Package 1	\$5,500	Add Video Package 2	\$6,600
Add Exposure Package 1	\$7,700	Add Exposure Package 2	\$11,000

EASTERFEST KIDS \$3,300

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

Add Video Package 1	\$5,500	Add Video Package 2	\$6,600
Add Exposure Package 1	\$7,700	Add Exposure Package 2	\$11,000

GUEST LOUNGE \$2,200

- Signage at venue*
- 'Presented By' rights with sponsors name or logo listed as 'presented by' in spoken and written references (time and space permitting) including program guide, website references and MC scripts relating to this venue.

Add Video Package 1	\$4,400	Add Video Package 2	\$5,500
Add Exposure Package 1	\$6,600	Add Exposure Package 2	\$9,900

*Signage displayed around venue.

- All signage to be supplied by sponsor.
- Corflute and banner signage preferred.
- Due to the nature of the outdoor event, all care but no responsibility will be taken for lost or damaged signage.



EASTERFEST

P 07 4638 3911 **F** 07 4641 7344

E office@easterfest.com **W** www.easterfest.com

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PO Box 2090 Toowoomba Queensland 4350