



**Thursday 24 September to Wednesday 7 October 2009**

*“Healthy Children for a Healthy Future”*



**Bowral Tulip Time** has become one of Australia's oldest and most famous flora festivals. Now in its 49<sup>th</sup> year, Tulip Time 2009 will showcase a spectacular display of over 100,000 tulips and 25,000 annuals in Corbett Gardens, Bowral and some of the best private gardens in Australia. Tulip Time attracts over 60,000 people into the Southern Highlands during the festival and 34,000 paying visitors into Corbett Gardens (not including local visitors who enter for free). As an exhibitor located in picturesque Corbett Gardens, the centrepiece of Tulip Time, you will have the unique opportunity to capitalise on the many thousands of people who visit Corbett Gardens and it is also the perfect backdrop for your stall.

Tulip Time 2009 has partnered with the Children's Hospital at Westmead and BDCU Children's Foundation to raise **funds for children's hospitals** and the theme colours are "rainbow".

Accordingly, proceeds from Tulip Time will go towards The Children's Hospital at Westmead Centre for Kidney Research, one of the major centers for caring and research for children with kidney disease, and the BDCU Children's Foundation fund for the much needed refurbishment of the local Bowral Hospital children's ward. This year's Tulip Time Ambassadors, Bryce Courtenay and Steve Jacobs, will attend and help promote the festival both domestically and internationally.

**Tulip Time 2008 was an outstanding success with all exhibitors reporting excellent returns.** We believe Bowral Tulip Time 2009 will be another outstanding success. We welcome you as a stallholder to Bowral Tulip Time 2009.

***Raising funds for children's charities:***



**TULIP TIME 2009**  
PO Box 176, Bowral NSW 2576  
Event Coordinator Ph: 0248712888  
[www.tuliptime.net.au](http://www.tuliptime.net.au)

# Tulip Time<sup>®</sup>

BOWRAL NSW



## TULIP TIME 2009 EVENTS PROGRAM

- **CORBETT GARDENS** - Thursday 24 September to Wednesday 7 October. The centrepiece of Tulip Time situated in the heart of Bowral. Limited stalls are available in Corbett Gardens for the duration (14 days) of the festival.
- **TULIP TIME FOOD & WINE FESTIVAL** - Saturday 3 October to Monday 5 October. Food and wine stalls line the street adjacent to beautiful Corbett Gardens to promote/sell great local food and produce to many thousands of people over the most popular 3 days of the festival. Chairs and tables will be set up to create an eating area under the trees where people from all over Australia can sample our local olives, cheeses wines and much more. A temporary liquor licence will be obtained for the sale of wine. **This event will be widely advertised and promoted as part of the Sydney Morning Herald Good Food Month.**
- **TULIP TIME SPECIALIST GARDEN SHOW** – Saturday 26 and Sunday 27 September. This year the The Tulip Time Home and Garden Show will be held offsite at the Bowral Memorial Hall and is being organised by our partner charity. Along with talks by expert landscapers and gardeners it will showcase Australian specialist nurseries, tree growers and Australian-made home & garden wares. The Southern Highlands is the largest region in Australia for keen gardeners, having the largest gardening club in Australia! This ensures a highly desirable market for exhibitors. Interested exhibitors can email [susie@mvhire.com.au](mailto:susie@mvhire.com.au)

## BENEFITS

- A nationally recognized festival attracting approx. 60,000 people to the region.
- Tulip Time has a large advertising & promotional campaign on a national level reaching over 4 million people.
- Reach a large captive audience to promote & sell your products face-to-face.
- Being located in Corbett Gardens the centrepiece of Tulip Time, will assure prime exposure to many thousands of people.
- The high standard of tulip displays in Corbett Gardens has a direct reflection on your product.
- Expose consumers to your products and build your brand awareness.
- Event is perfect scale for all attendees to see your product.
- Market to people interested in gardens, food and wine.



**The Today Show weather broadcast live  
with Steve Jacobs  
Corbett Gardens Friday 25th September  
6.00am to 9.00am**



### **FULL DURATION OF FESTIVAL TRADING**

- Thursday 24 September to Wednesday 7 October 2009
- Trading Times: Daily 9.00am to 4.00pm (must be ready for trading by 9.00am sharp).
- Set up access time: Wednesday 23 September 3.00pm

### **TULIP TIME FOOD & WINE FESTIVAL (3 DAYS TRADING LONG WEEKEND)**

- Saturday 3 October to Monday 5 October (long weekend)
- Trading Times: 9.00am to 4.00pm daily
- Set up time: Saturday 3 October 6.00am to 9.00am (TBC)

### **REGULATIONS:**

- Stall size: 3m x 3m white marquee (limited outside space surrounding sites may be available).
- One table, two chairs, business sign included in cost (must be left onsite).
- Exhibitors to be smartly dressed (no thongs).
- Power is available but you must supply your own extension cords & adaptors. All cords must be tested & tagged by an authorised electrician.
- Security is provided onsite throughout the duration of festival.
- All stallholders must agree to abide by the organiser's instructions and advice while on site.
- A copy of your public liability insurance (not less than 10 million) must be sent with the registration form stating Wingecarribee Shire council as an interested party
- There is no refund on site fees.
- This is an all weather event - stallholders who cancel as a result of the weather will forfeit their site fees.
- Recycled bins are provided for paper products and bottles. No rubbish is to be left onsite; rubbish left will incur a cleaning fee.
- Table cloths are not supplied please bring neat clean large table dressing.
- Shared sites permitted upon approval.
- All participants selling alcohol must abide by the following;
  - serving staff must have an RSA certificate
  - RSA signage must be displayed at each stall
  - ID must be checked for anyone who appears under 21
- For hire of extra tables, chairs etc contact Kennards Event Hire: 02 4862 3166.
- All paperwork, registration forms and payments must be completed by 1<sup>st</sup> September 2009.



## STALLHOLDER APPLICATION FORM

**Contact Details:** (for security purposes we require a 24 hour contact number)

Stallholders Name \_\_\_\_\_

Business/Organisation Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**Stall Details:**

Description of Goods Sold \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Stall area is ONLY 3m x 3m. \_\_\_\_\_

Were you a Tulip Time Stallholder in 2008? YES NO

Please indicate your 2008 stall site number or area: \_\_\_\_\_

*Please note – the site layout will be re-designed for the 2009 festiva, so not all stall location requests can be guaranteed and final position on the site will be at the discretion of the event coordinator. However, every attempt will be made to position you as per your request.*

**COST:** (PLEASE CIRCLE)

Full duration of festival (14 days) \$1,650.00 (incl GST)

Tulip Time Food & Wine Fair (3 days) \$825.00 (incl GST)

Shared sites (Would like to share with \_\_\_\_\_) \$495.00 (incl GST)

Flower Societies \$495.00 (incl GST)

**Do you require power?** Yes/No..... \$55.00 (incl GST)

Total: \_\_\_\_\_

Deposit enclosed: \$\_\_\_\_\_. (50% required with application) balance due by 1 Sep

**CHEQUES/MONEY ORDER PAYABLE TO:** Wingecarribee Shire Council  
PO Box 176, BOWRAL NSW 2576



**CHECK LIST AND DECLARATION:**

- Copy of Certificate of Currency for Public Liability
- Completed registration form and payment
- Copy of RSA certificate - if required
- Include correct business name on registration
- Check your set-up time

**Please sign below & return to Bowral Tulip Time after reading & agreeing with the terms & conditions of the Risk Management & Responsibilities form.**

**Signed:.....Business Name.....Date:.....**

Please retain a copy of the registration form for your records



## **WINGECARRIBEE SHIRE COUNCIL**

### **RISK MANAGEMENT REQUIREMENTS & RESPONSIBILITIES**

- All participants in Bowral Tulip Time events must have \$10 million public liability insurance policy & must identify Wingecarribee Shire Council (WSC) as an interested party. A copy of this is to be sent with the Tulip Time registration form along with the risk assessment on your business (form attached).
- All stall holders must agree to indemnify WSC against all claims, suits, actions or demands which may result in any injury or other loss sustained by you/& or anyone participating in Bowral Tulip Time. Agree to exonerate the WSC from all responsibility & from all loss or injury to any person due to alleged liability in negligence or otherwise.
- Contractors must provide evidence the equipment is properly maintained to the Australian Standards & adequately insured. All contractors must supply a copy of their Public Liability Insurance.
- WSC does not accept responsibility for any damage or loss for your business/exhibition stand or participants.
- Stall holders are to ensure displays are firmly secured in the event of wind/inclement weather.
- All power lead's & cabling must be placed away from the public. All cables must be weather proof and tagged.
- Ensure when serving hot/beverages you do so responsibly & in accordance with the Health & Safety Requirements as well as WSC.
- Wineries are permitted to sell up to 6 bottles of wine per person at any given time during a Tulip Time event. Stall holders who will be attending the Food & Wine Festival weekend should ensure at least one of their staff has had RSA training.
- Rubbish to be controlled by stall holders and taken away at the end of the Festival. Rubbish is not to be left in Corbett Gardens or a cleaning charge will be applied.
- Bowral Tulip Time takes no responsibility for your event or property, only to promote the event within the Tulip Time advertising campaign.
- Procedures of emergency including contacts will be sent to you prior to Tulip Time.