

IDW RULES & REGULATIONS

IDW is one of the premier dairy shows in the world. As an elite show, it has the responsibility to maintain a first-class image of fairness and ethics in its dairy show and sales.

The following rules and regulations apply to all sponsors unless an exception is given by IDW organizers. Any violation of the IDW Rules & Regulations will result in disciplinary action being taken by organizers.

The right is reserved by IDW organizers to amend or add to these rules at any time. Organizers also reserves the final and absolute right to interpret the rules and regulations of the show, and will arbitrarily settle and determine all matters, questions or difference in regard thereto, or otherwise arising out of or in connection with the show.

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1. SPONSORSHIP INFORMATION

1.1. PAYMENT AND TERMS

Full payment must accompany the sponsorship contract unless alternative payment options have been discussed, noted and mutually agreed to prior to contract signing. An official written agreement must be held between IDW and the sponsoring company. Payment must be made directly to IDW by the sponsoring company in the contract. All contracts and payment will be controlled by IDW.

1.2. ALLOCATION OF SPACE

Sponsorship locations are assigned based on the contract between IDW and the sponsoring company and is determined by price and seniority. IDW will assign sponsor location based on the written facts available at the time the sponsorship contract is assigned and accepted. IDW reserves the right to assign or reassign sponsor location after the contract is signed if it is necessary.

1.3. SUB-LEASING

No sponsoring company shall reassign, sublet or share the whole or any part of the sponsorship display area without prior discussion, agreement and confirmation from IDW.

1.4. RIGHT OF FIRST REFUSAL

IDW will offer all sponsorships to the sponsoring companies from the same event the year before prior to solicitation of new and/or additional sponsors. If the previous sponsor company chooses not to sponsor, IDW reserves the right to seek alternative sponsors at their own discretion.

1.5. CANCELLATION OF SPONSORSHIP

A sponsorship will be considered cancelled by the sponsoring company on the date that written notice of cancellation is received by IDW. No refunds will be provided.

1.6. EXCLUSIVITY

IDW reserves the right to offer exclusive sponsorship opportunities as it sees fit. Exclusivity will be defined on a case by case basis and will typically encompass only the company or companies confirmed by written contract for those items specified in the sponsorship contract.

1.7. SPONSOR CONDUCT

The sponsoring company shall conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other sponsors, exhibitors and attendees. Any practice resulting in complaints from any other sponsor, exhibitor or attendee, who in the opinion of IDW interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by IDW.

1.8. DAMAGE TO PROPERTY

The sponsoring company is liable for any damage caused to IDW facilities, other sponsors and/or equipment hired.

1.9. AMENDMENT TO RULES

Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of IDW. IDW shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations.

1.10. DEFAULT

If the sponsoring company defaults or violates in any of its obligations, IDW may, without notice, terminate the agreement and retain all monies received on account as liquidated damages. IDW may direct the sponsoring company to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the display area and event location.

1.11. ACCEPTANCE

Once the sponsoring company agrees to the Sponsorship Contract in writing to IDW, all Rules and Regulations are officially in affect.

2. SPONSORSHIP PACKAGE

2.1. PACKAGES

Prices quoted include all items listed in the sponsorship proposal and signed contract. The hiring of display area equipment is not included in the package.

2.2. ADMISSION

Admission to IDW is free for all sponsoring companies.

2.3. ANNOUNCEMENTS

The sponsoring company will be allocated numerous announcements over the PA system during IDW to acknowledge the support given. The announcement may promote the activities, products or services of the sponsoring company, provided that it contains no offensive material. Announcements may run up to 30 seconds.

2.4. ADVERTISEMENT

An advertisement of the sponsoring companies' products and/or services is printed within the events show schedule (program of judging). Please refer to section 4 for further information.

2.5. DISPLAY AREA

The sponsoring company will be allocated a display area, either within or outside the events complex. Please refer to section 3 for further information.

2.6. INDIVIDUAL PROMOTIONS

The sponsoring company may conduct a drawing, contest, or prize giveaway during the event. IDW requires prior knowledge of the specifications of the activities to occur and the timing, manner and place of announcements. Absolutely no gambling activities will be permitted for such drawings, contests, or giveaways.

2.7. HOSPITALITY RECEPTIONS

The sponsoring company may not schedule other events, such as breakfasts, luncheons, dinners or hospitality receptions during official IDW program hours except with the prior permission of IDW. Such events may be listed in the official events program if IDW receives timely notice.

3. DISPLAY SITE INFORMATION

3.1. HIRING EQUIPMENT

The sponsoring company is required to contact Bourke Hire to hire equipment for the display area; which may include flooring, walls, tent, tables, chairs etc. Contracts for equipment hire are between Bourke Hire and the sponsoring company. All accounts and payment arrangements must be directly negotiated with Bourke Hire. Equipment hire is not included in the sponsorship package.

3.2. MINIMUM REQUIREMENT

IDW requires that all sponsoring companies within the events complex hire flooring as a minimum requirement as the flooring is sand.

3.3. SET UP TIMES

IDW does not invoke any strict times for when the sponsoring company can set up their display area within the events complex. Tatura Park will be open from the Thursday prior until the Saturday after the event. IDW asks that all sponsors respect the non-dimensional Church Service held in the events complex at 10:00 am on the Sunday.

3.4. MACHINERY DISPLAYS

IDW requires sponsoring companies with large machinery, to contact Bourke Hire for delivery requirements, such as display location, access times and maneuvering equipment.

3.5. SIGNAGE & PRODUCT

The sponsoring company may promote products and services through signage and product demonstration. Promotional activity is limited to the confines of the display area in which the sponsoring company has been allocated, and must not obstruct walk-ways or emergency access areas. No signs or articles can be affixed, nailed, screwed, pinned or otherwise attached, in such a manner as to deface or destroy IDW equipment/facilities.

3.6. DANGEROUS GOODS

The sponsoring company may not allow any articles to be brought into the event complex which may cause damage to IDW equipment/facilities or other sponsors property. The use of any combustible substances is prohibited.

3.7. SELLING POLICY

IDW provides an environment of informational exchange, sales and/or order taking. Sponsors must only sell products and/or services manufactured, distributed, or sold by the sponsoring company and not those of any other manufacturer, distributor, organization or consultant.

3.8. CLEAN UP

The sponsoring company is required to ensure their display areas are left in the same manner in which they arrived. It is absolutely required that all trash be deposited into the trash containers provided.

3.9. LIABILITIES AND SECURITY

IDW will provide such security as is deemed necessary during the evenings. IDW shall not be responsible for loss or damage to displays or goods belonging to the sponsoring company, whether resulting from fire, storms, air conditioning or heating failure, theft, or other causes.

4. ADVERTISING INFORMATION

4.1. ADVERT

An advertisement of the sponsoring company is printed in the events show schedule (program of judging). The advertisement is included in the sponsorship package. The material must not contain any offensive content, and if deemed inappropriate by IDW, will not be included in the show schedule. The size and placement of the advertisement is determined by price and seniority.

4.2. REQUIREMENTS

Willprint Shepparton are contracted to create and print the IDW show schedule. The sponsoring company must provide the advertisement in the format specified by Willprint Shepparton. All correspondence is to be conducted directly with Willprint Shepparton. Any additional cost (i.e. upgrade or colour) will be controlled by IDW.

4.3. UPGRADE

The sponsoring company has the ability to upgrade the size of their advertisement at an additional cost, which will be controlled by IDW.

4.4. DUE DATE

The sponsoring company must provide an advertisement to Willprint Shepparton no later than the closing date as outlined in the contract.

4.5. COLOUR ADVERTS

All advertisements are mono. The sponsoring company has the opportunity to provide a coloured advertisement at an additional cost, which will be controlled by IDW.