

SPONSOR ACTIVATION GUIDELINES

Sizing

The pre-approved size for your precinct activation will be clarified in your Sponsor Agreement. If less space is required than the pre-approved size, please inform your EMQ contact.

If you would like to provide seating in your activation, please note that this should fit within the allocated sizing.

Location

You will be informed of the precinct location prior to the event. The exact location on the precinct is not guaranteed and can change at any time up to the event commencing, depending on the needs of the event. Change of location during the event is prohibited.

Protection of the event lawn is of high priority. Matting or other temporary solutions may be required for any installation other than pop-up marquees and is at the discretion of EMQ to implement. Additional fees can occur.

No pegging allowed at any location on the event lawn. Each set-up must be secured with the correct weight. If unsure, please contact your EMQ representative.

Inclusions

For each site EMQ will provide 10amp circuit electricity access. Depending on the needs of the sponsor activation, this may impact the location on the precinct.

Additional power requirements can be provided at an additional cost:

10 AMP	\$50.00
15 AMP	\$55.00
20 AMP	\$65.00
32A Phase	\$90.00

Please notify your EMQ contact person in case you require additional power.

Water access is not available for any activation. If required, sponsor to source/supply their own water facility and arrange their own waste-water disposal plan.

Other items such as Crowd Control Barriers, Turf Protection, weight blocks are available for hire. Please advise your EMQ contact person if you have interest in adding these to your activation.

Sampling

Sampling free items is highly recommended as it is popular with the public. Fun games or engaging crowd activation is recommended for attracting the public to the activation.

With sampling any food items, it is vital to adhere to the QLD Food Safety Standards - <https://www.foodsafety.com.au/laws-requirements/location/queensland>

Sampling perishable items require a risk management plan that includes a risk register with stock management, storage facilities, medical risks, public safety, emergency management etc.

Perishable items will need to be stored under the required conditions (eg; cool room) and sampled within the duration as per QLD Food Safety law.

Waste management

Sponsors with product sampling or giveaways require a waste management plan for additional wastage (cardboard, product, cutlery etc). The bins arranged by EMQ are for general waste for the public and catering. If the activation provides additional wastage, more bins will need to be ordered via EMQ or arranged by the sponsor and taken off site end of day.

This also counts for bump in/bump out with pallets, frames, walls, build materials etc. What comes to site for build, will have to be taken off site by the end of the day.

Deliveries

Deliveries to take place within allocated dates & times and directly to site. Sponsor to approve & collect their own deliveries where possible. Transport and placement to be managed by the sponsor. If delivery occurs prior to the allocated dates & times, EMQ holds no guarantee for covered storage facilities and maintaining quality of product throughout unless discussed otherwise.

Storage of product

The precinct has no storage for sponsor or sampling products. Please ensure your transport is booked for the days of your bump-in. Any items required for the sponsor activation will need to be stored at the activation site. There is no option for storage and transport from and to the site inside the precinct. Additional items can be delivered to the activation outside of the event hours if required. Please confirm this with EMQ prior to arranging.

When sampling cool products, an onsite cool room facility is to be provided by the sponsor during bump in and product not to arrive until that is in place and powered. Power requirements to be advised by the sponsor and approved by EMQ prior.

All information around each sponsor activation will need to be communicated to EMQ at the latest 8 weeks prior to the event. This includes sizing, needs for electricity, activation type, storage needs, labour support needs, bump-in/out requirements, additional hire items required through EMQ etc.

EMQ reserves the right to refuse certain activities at the event to protect its reputation and environment.

All activations must meet local council by-laws and requirements. Additional fees for not adhering to these guidelines may occur at the discretion of EMQ.

