

Nosh on the Namoi
Overview for
Exhibitors



Nosh on the *Saturday*
Celebrating **31.03.12**
10 years **Narrabri**

What is Nosh on the Namoi?

A celebration and promotion of local and regional produce and culture, Nosh on the Namoi is the highlight of the New England North West cultural calendar and showcases the diverse range of food, art, music and performance from regional New South Wales.

In promoting, celebrating and raising awareness of regional NSW, through its agricultural and cultural interests, Nosh on the Namoi brings together the community of Narrabri and district while also bringing visitors from surrounding areas and interstate.

We look forward to seeing you on the 31st March 2012 and wish you every success at the tenth annual Nosh on the Namoi.

The Facts for 2012

Venue: In the grounds of The Crossing Theatre, on the banks of the Namoi River, Narrabri

Date: 31st March 2012

Time: 11.00am til late

(Exhibitor access Bump in from 7am) Saturday Morning.

Bump out for exhibitors at 5pm or for those staying on for dinner 9pm

Please advise if you are interested in staying open till late.

Cost: Single 3m x 3m sites including individual marquee \$150 including GST.

Double 3m x 6m sites including individual marquee \$335 including GST

Your site fee will include:

- GST
- 3m x 3m site
- Individual market marquee
- Generic signage
- Access to 15amp electricity

Exhibitors: 40 plus regional exhibitors with produce from olives to oils, chutney to Chinese, pasta to pesto, salad to sunflower seeds, berries to bread, seafood to sausages. Up to 8 wineries.

Visitors: Entry for the general public into Nosh is free and in past years visitors have come from as far afield as Sydney and Queensland with many coming from western districts such as Dubbo, Walgett and Lightning Ridge as well as north western NSW regional areas of Tamworth, Moree and Gunnedah.



The Facts cont...

Cool Rooms

A cool room is available for exhibitor use during the festival for storage of perishable stock/produce only. A fee of \$12 will be charged for the use of the cool room. Alternately ice is available to purchase from the bar in 2kg bags.

Exhibitor Marquees

A marquee of size approximately 3m by 3m will be included in the site fee. Nosh on the Namoi hires these from an external hire company. It is essential that registrations are returned promptly to ensure adequate numbers of marquees can be hired.

A bench/table is included as a part of the design of the marquee and runs around 3 sides of the marquee.

The use of exhibitor owned marquees is discouraged to ensure a uniform 'market' look to the festival, but should you decide to use your own marquee please note that there will be no reduction in the site fee charged.

Health Regulations

Exhibitors must comply with the safe food handling guidelines at all times to comply with Government health regulations. A safe food handling accreditation/certificate should be on hand if you are required to have one.

Insurance

You must be insured to a level of \$10 Million against Public & Product Liability. You must provide us with evidence of your insurance by including a copy of your certificate of currency with your registration and site fee.

Occupational Health & Safety

Every workplace in Australia, including the sites of festivals, must comply with Occupational Health and Safety Act. Nosh on the Namoi fully supports these laws because they are an essential part of ensuring that the festival is safe and enjoyable for both exhibitors and visitors.

Promotion

As non-exhibitors the Nosh on the Namoi committee provides exhibitors with an opportunity to promote their products through a marketing tool that is the Nosh on the Namoi festival.

The festival itself is promoted in the lead up to the event increasing in saturation during March. Promotion of the event covers a wide range of media including print, radio and television & online.



Benefits for Exhibitors

Nosh on the Namoi gives you the opportunity to exhibit and market your products in an easy and enjoyable manner. Food festivals are the most personal form of direct marketing as they give you immediate feedback, because they bring you face-to-face with customers allowing them to see and taste your products.

Some fantastic reasons to exhibit at Nosh on the Namoi:

- Develop direct relationships with your customers.
- Meet thousands of new customers and develop a quality database.
- Show your full product range to clients and give them a face-to-face interaction rather than a catalogued list.
- Let buyers use all five senses to gain full appreciation of your product.
- Get immediate feedback on your product range.
- Address questions about your products face-to-face with customers and accelerate the buying process.
- Sell product at the show.
- Raise your profile in the industry and add value to your brands.
- Locate new agents and distributors for your products.
- Launch a new product and generate media interest.

Whats New to Nosh?

A Brief Overview

2012 will see Nosh on the Namoi celebrate 10 years. To commemorate this milestone the festival will be bigger and better than ever! We are incorporating some inspiring new ideas and bringing back some hits from years gone by. Being our 10th year the festival schedule will be changing slightly so please take note of the following information...

Friday Night: The celebrations will kick off with a “Nosh Night Out” which will involve fine food, wine and friends. The committee would like to invite and encourage all our previous, past and present, Nosh committee members, Exhibitors and of course our local socialites and supporters to celebrate our 10 year milestone in style. Tickets and further information regarding this event will be available closer to the date.

Saturday Morning: Bright and early the starter’s gun will signal the beginning of the Nosh Triathlon to celebrate Nosh turning 10 years old.

The grounds for Nosh will be open from 7am Saturday morning for exhibitors to enter and set up their stands.

Lunch Time: Nosh on the Namoi 2012 will open at 11.00am and will run through till the evening with fantastic entertainment on various stages throughout the day, cooking demonstrations and live music by Champagne Charlie. Stall holders who are interested in selling dinner options to the crowds are welcome to stay open till late, please let us know if you are interested in opening later. Around 8pm a Nosh firework extravaganza will begin on the river banks for all the family to enjoy. Once this commences further live entertainment will follow into the night!