

EXPRESSION OF INTEREST



AMFVG is proud to announce

THE FOOD TRUCK FESTIVAL – MERNDA

The Food Truck Festival – Mernda will be returning this November, following the success of the event last season. The City of Whittlesea community can feast on Melbourne's best food trucks, craft beer bar, daily entertainment and twilight artist markets. AMFVG are excited to take The Food Truck Festival to a growing area of Melbourne, that has a big community spirit and increased need for cultural events.

Market stall holders can achieve exposure, a bigger and new audience and create ongoing opportunities.

Do you sell fashion, records, clothing, homewares, crafts or beauty items? We want you!

Locations:

Mernda Recreational Reserve
Schotters Road Mernda (off Plenty road)

Event Dates:

5 Day Event Wednesday 14 – Sunday 18 November 2018

Event Times:

Wednesday – Thursday 5pm -10pm
Friday - Sunday 11am -10pm

Trading Times:

Wednesday – Thursday 5:00pm - 10:00pm
Friday – Sunday 11:00am - 7:00pm

Bump In:

Wednesday – Thursday: 3pm
Friday – Sunday: 9am

Bump Out:

Wednesday – Thursday: From 10:30pm each night or when park closes.
Friday – Sunday: from 7:30pm or when advised by site manager

Event Fees:

WEDNESDAY: \$50 + GST
THURSDAY: \$50 + GST
FRIDAY: \$80 + GST
SATURDAY: \$150 + GST
SUNDAY: \$150 + GST

1. Once you're selected for the event, you must pay the upfront site fee within 5 business days to confirm your allocation.
2. Failure to pay invoice within 5 business days will result in your position being cancelled.

5-day trading pass

\$350 + GST

What to bring:

- Your own 3m x 3m marquee
- Lighting

Inclusions:

- Market stall tagged announcement on The Food Truck Park Facebook event page
- Market stall recognition through The Food Truck Park E-Newsletter to subscribers

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ADDITIONAL TERMS AND CONDITIONS:

Power:

This site to be a generator free zone. You cannot use your generator at this event. Power will be provided to each vendor for a cost of \$55 + GST per power lead if required.

Market Stall vendors must ensure that their power leads are tested and tagged by a licensed electrician and secured in a safe and appropriate manner. Electrical equipment must comply with relevant Australian standards and regulations.

Food & Beverages:

- Market stalls will **NOT** be able to sell any food or drinks on site unless prior written approval is provided by event management.

Menus and Pricing:

- A full menu of items to be sold at the event (including a price list) will be required.
- Once approved, the menu must be displayed on your outlet in clear view for customers.

Cancellation Fee:

Your upfront fee (per day of trade) will be retained if you cancel within 14 days of event commencement. This cancellation fee will be applied for logistic reasons which including time to replace you with another vendor and marketing campaign.

Rubbish:

- All vendors are to remove any waste and sullage offsite.
- No waste or sullage facilities will be available.
- It is your responsibility to dispose accordingly.
- Any vendor seen to be leaving rubbish behind will be fined.

Damage:

- Please await instructions from the site manager on bump in/ out.
- Do not enter/ leave site prior to receiving the above instructions.
- Any damages to grass or surrounding; your outlet you will be liable.
- Drive slowly and carefully always.

Council inspections:

City council will be on site doing inspections of all operators.

- Please make sure your outlet is compliant
- Please make sure all leads are tested and tagged.
- Outlets that do not meet council standards will not trade.
- If you have any questions, please contact the office.

Marketing:

To promote the event, AMFVG develop a specific marketing campaign. Our in-house team develop the campaign for a broad audience to secure radio, tv, print and online coverage plus direct marketing to the local community. The campaign is promoted via our social channels, media partners and food truck network.

Social media:

Successful vendors will be sent the social media poster and social tile prior to the event. Please share on your social channels to promote your attendance.

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Terms & Conditions:

Successful Mobile Food Vendors will be invited to participate at the event by email and by accepting and confirming your availability to trade on the nominated day(s), you also agree to and acknowledge the terms and conditions set out in this document. If a vendor fails to comply with any of the terms and conditions communicated in this document, we reserve the right to immediately stop the vendor from trading and cancel any remaining days with immediate effect. We also reserve the right to cancel the event, reschedule or refuse vendor participation without notice.

Further terms and conditions may apply and will be given to participating vendors.

Please don't hesitate to contact AMFVG if you have additional questions.

Kind Regards,
AMFVG team