

# Creating Global Solutions

**AusBiotech2010**  
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE



**19 to 22 October 2010**  
Melbourne Convention and Exhibition Centre  
[www.ausbiotech2010.com.au](http://www.ausbiotech2010.com.au)



## Exhibitor Manual

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### 1. Conference dates, venue and registration desk operating times

Tuesday 19 to Friday 22 October 2010

Melbourne Exhibition Centre, 2 Clarendon Street, Melbourne

Registration Desk Operating Times:

Tuesday	19 October	8.00am – 7.00pm
Wednesday	20 October	8.00am – 6.00pm
Thursday	21 October	8.00am – 6.00pm
Friday	22 October	8.00am – 2.00pm

### 2. Related documents – essential information

- a. [Melbourne Convention and Exhibition Centre \(MCEC\) Operations Manual](#)
- b. [MCEC Exhibitor Services Kit](#)
- c. [Moreton Hire Exhibition Support Document](#)
- d. [Moreton Hire Exhibition Furniture Catalogue 2010](#)
- e. [Agility Fairs and Events transport quote request form](#)
- f. [Custom stand design and/or other item/s approval form](#)
- g. [Exhibition floor plan](#) (subject to change)
- h. [Exhibitor freight delivery label](#)

### 3. Summary of deadlines

Dates are the latest items are due, and can be completed immediately if ready.

Item	To	Due Date
Company logo and exhibitor profile	Nicole Greenwell <a href="mailto:ngreenwell@ausbiotech.org">ngreenwell@ausbiotech.org</a>	27 August 2010
Register exhibitor staff	via online <a href="#">Exhibitor Registration Form</a>	27 August 2010
Custom-built stand design approval	Nicole Greenwell <a href="mailto:ngreenwell@ausbiotech.org">ngreenwell@ausbiotech.org</a> Fax: +61 3 9824 5188	13 September 2010
Other Items requiring prior venue approval	Nicole Greenwell <a href="mailto:ngreenwell@ausbiotech.org">ngreenwell@ausbiotech.org</a> Fax: +61 3 9824 5188	13 September 2010
Moreton Hire – fascia/furniture orders	Kate Holland <a href="mailto:kate.holland@moreton.net.au">kate.holland@moreton.net.au</a> Ph: +61 3 9300 5707 Fax: +61 3 9300 5733	17 September 2010
MCEC venue services orders, ie. Internet and communications requirements etc.	<a href="mailto:exservices@mcec.com.au">exservices@mcec.com.au</a>	17 September 2010
Agility transport quote request form	Kylie Curran (Australian Domestic) <a href="mailto:kcurran@agilitylogistics.com">kcurran@agilitylogistics.com</a> Rachel Larsen (International) <a href="mailto:rlarsen@agilitylogistics.com">rlarsen@agilitylogistics.com</a> Fax +61 3 9330 3337	17 September 2010
Certificate of Insurance	Nicole Greenwell <a href="mailto:ngreenwell@ausbiotech.org">ngreenwell@ausbiotech.org</a> Fax +61 3 9824 5188	1 October 2010

#### **4. Contact details**

##### **Exhibition Manager**

Nicole Greenwell  
AusBiotech Ltd  
Level 1, 322 Glenferrie Road  
Malvern Vic 3144  
T: +61 3 9828 1450  
F: +61 3 9824 5188  
M: +61 402 485 230  
[ngreenwell@ausbiotech.org](mailto:ngreenwell@ausbiotech.org)

##### **Exhibition Contractor**

Kate Holland  
Moreton Hire  
PO Box 116 Duke St  
Altona North Vic 3026  
T: +61 3 9300 5707  
F: +61 3 9300 5733  
[kate.holland@moreton.net.au](mailto:kate.holland@moreton.net.au)

##### **Freight Forwarder**

Agility Fairs& Events  
*Within Australia:* Kylie Curran  
T: +61 3 9330 3303  
[kcurran@agilitylogistics.com](mailto:kcurran@agilitylogistics.com)  
  
*International:* Rachel Larsen  
T: +61 3 9330 3303  
[rlarsen@agilitylogistics.com](mailto:rlarsen@agilitylogistics.com)  
  
F: +61 3 9330 3337

##### **Partnership Opportunities and Delegate Handbook Advertising**

Anita Balint  
AusBiotech Ltd  
Level 1, 322 Glenferrie Road  
Malvern Vic 3144  
T: +61 3 9828 1420  
F: +61 3 9824 5188  
M: +61 435 019 685  
[abalint@ausbiotech.org](mailto:abalint@ausbiotech.org)

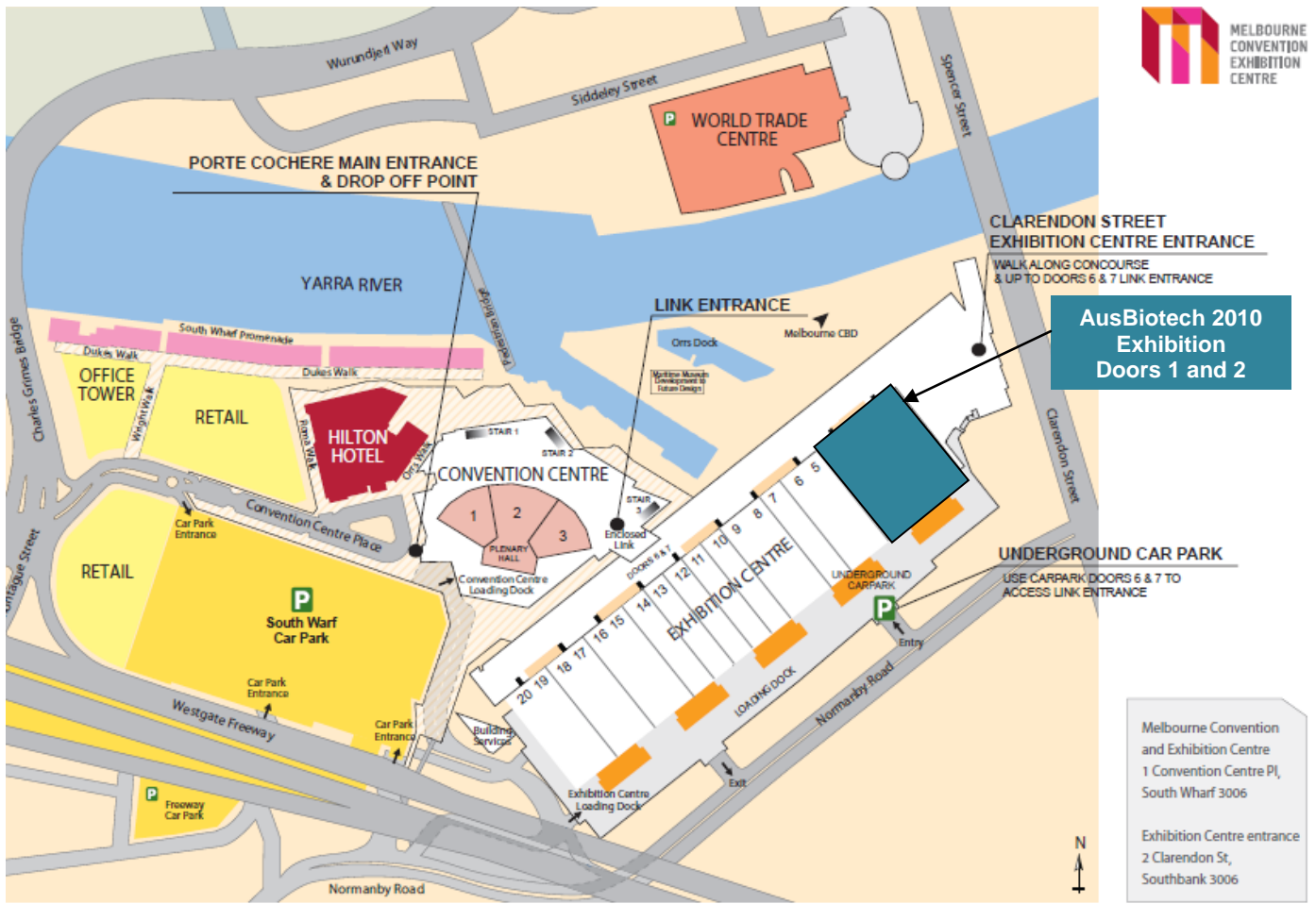
##### **Venue**

Melbourne Convention and Exhibition Centre  
Exhibition: Bays 1 – 4  
Exhibitor Services  
PO Box 286  
WTC Post Office  
Melbourne Vic 8005  
T: +61 3 9235 8110  
F: +61 3 9235 8121  
[exservices@mcec.com.au](mailto:exservices@mcec.com.au)

##### **Registration Enquiries**

Vicki Lont  
Waldron Smith Management  
61 Danks Street West  
Port Melbourne Vic 3207  
T: +61 3 9645 6311  
[vicki@wsm.com.au](mailto:vicki@wsm.com.au)

**5. Melbourne Convention and Exhibition Centre (MCEC) map**



**6. MCEC manuals and service order forms**

There are two very important documents for exhibitors, provided by the venue:

- a. [Melbourne Convention and Exhibition Centre \(MCEC\) Operations Manual](#)

It is the responsibility of all exhibitors to familiarise themselves with all venue rules and regulations.

- b. [MCEC Exhibitor Services Kit](#)

The MCEC Exhibitor Services Kit contains the following venue service order forms on the pages referred to:

<b>SECTION 2: SERVICE ORDER FORMS</b>		
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### 7. Exhibition contractor

Prior to the exhibition, Kate Holland of Moreton Hire will be in touch with Moreton Hire's current catalogue and their booking forms and information. To facilitate this, your contact details have been passed on to Moreton Hire. Please feel comfortable to contact Moreton Hire in the interim for all of your requirements, including rigging. The deadline for orders and final fascia confirmation (for shell scheme booths) is Friday 17 September 2010. Links to the relevant Moreton Hire documentation can be found in section 2 of this manual (c. and d.).

### 8. Exhibition schedule (including move-in and move-out dates and times)

Date	Exhibition Hall Opens	Exhibition Hall Closes	Activities
Sunday 17 October	8.00am	6.00pm	<ul style="list-style-type: none"> <li>Contractors building custom built stands will be allowed access to exhibition hall</li> </ul>
Monday 18 October	8.00am	6.00pm	<ul style="list-style-type: none"> <li>Contractors building custom built stands allowed access to the exhibition hall</li> <li>Shell scheme booth exhibitors can move in</li> </ul>
Tuesday 19 October	8.00am	5.00pm	<ul style="list-style-type: none"> <li>All exhibitors (custom built and shell scheme) need to be set up by <b>no later than 1.00pm.</b></li> <li>Exhibition will be open to all registered delegates from <b>2.00pm–5.00pm.</b></li> <li>Afternoon tea 3.30pm-4.00pm.</li> </ul>
Wednesday 20 October	8.00am	7.00pm	<ul style="list-style-type: none"> <li>Morning tea 11.00am-11.30am</li> <li>Lunch 1.00pm-2.00pm</li> <li>Afternoon tea 3.30pm-4.00pm</li> <li>International Reception 5.30pm-7.00pm</li> </ul>
Thursday 21 October	8.00am	5.30pm	<ul style="list-style-type: none"> <li>Morning tea 11.00am-11.30am</li> <li>Lunch 1.00pm-2.00pm</li> <li>Trade afternoon 2.30pm-5.30pm.</li> <li>Afternoon tea 3.30pm-4.00pm</li> </ul>
Friday 22 October	8.00am	2.30pm	<ul style="list-style-type: none"> <li>Morning tea 11.00am-11.30am</li> <li>AusBiotech 2010 Closing Reception and Welcome to AusBiotech 2011 1.00pm-2.30pm</li> <li>Exhibitors to move out <b>after 3.00pm.</b></li> <li>All exhibitors to be moved out <b>before 9.00pm.</b></li> </ul>

The full program for AusBiotech 2010 can be found [here](#).

### 9. Exhibition trade afternoon – 2.30pm-5.30pm Thursday 21 October

The trade afternoon, to be held from 2.30pm-5.30pm on Thursday 21 October, is offered in addition to general access to the BioIndustry Exhibition for exhibitors and delegates. This time has been allocated specifically for exhibitors to invite guests and for graduate and undergraduate students to attend and engage with industry.

Exhibitors are able to offer complimentary trade passes for guests, such as clients or senior managers to visit their stand and experience the BioIndustry Exhibition. Exhibitors' trade afternoon guests will need to sign in at the registration desk, providing details of who has invited them, and will be provided with a special pass.

### 10. Exhibitor entitlements

Please refer to the AusBiotech 2010 [Exhibitor Opportunities](#) document for your exhibitor booth and registration entitlements.

### 11. Delegate handbook profile

As an AusBiotech 2010 exhibitor you are invited to provide a profile for the Delegate Handbook. Please refer to your exhibitor package entitlements for the word limit on your profile.

To ensure your exhibitor profile is included in the Delegate Handbook, please forward the profile together with your organisation's logo to [ngreenwell@ausbiotech.org](mailto:ngreenwell@ausbiotech.org) no later than Friday 27 August 2010.

### 12. Registration

Pre-registration for all registration types (including complimentary registrations and additional registration purchases) can be completed at your earliest convenience, and preferably prior to 27 August 2010 via the online [exhibitor registration form](#).

### 13. Accommodation

Visit the conference website for information regarding [accommodation](#). To receive the special AusBiotech 2010 corporate rates, please make your booking through Vicki Lont at Waldron Smith Management Ph: +61 3 9645 6311 or email [vicki@wsm.com.au](mailto:vicki@wsm.com.au)

### 14. Visa and passport requirements

Australia has varying visa and passport requirements for overseas visitors. Please check with your local travel agent or passport office to confirm your visa requirements at least eight weeks prior to your departure to Australia. Visitors from all countries require passports which are valid for at least six months after arrival.

### 15. Security

Please ensure your name badge is worn at all times during the conference. Security will be restricting access at all times unless your official badge is worn.

### 16. Promotional material

Please ensure that you have allowed for sufficient promotional and handouts to be available for the full three days of conferencing. AusBiotech anticipates approximately 1300-1400 delegates to be in attendance.

### 17. Custom-built stands

If you are having your exhibition stand custom-built, you must obtain prior approval. Please complete the [Custom stand design and/or other items approval form](#) and email to [ngreenwell@ausbiotech.org](mailto:ngreenwell@ausbiotech.org) or by fax to +61 3 9824 5188 **no later than Monday 13 September 2010.**

If you require assistance with building your stand, please contact Isla Haddad of Moreton Hire by email [isla.haddad@moreton.net.au](mailto:isla.haddad@moreton.net.au) or telephone on +61 3 9300 5700 or +61 488 996 818 (mobile).

### 18. Other items requiring approval

Items requiring prior approval include:

- any on-booth catering
- any items to be rigged from the ceiling
- all vehicles – trucks/cars etc.
- all items greater than 2.4 metres in height, two-storey stands
- any raised or feature flooring on stands
- additional lighting, use of naked flames, LP Gas cylinders
- all prize draws
- helium balloons
- machinery
- refrigerators
- harmful chemicals
- anything loud, potentially intrusive or harmful to others
- anything outside the dimensions of your allocated booth space.

To request prior approval of the items mentioned above, please complete the [Custom stand design and/or other items approval form](#) and email to [ngreenwell@ausbiotech.org](mailto:ngreenwell@ausbiotech.org) or by fax to +61 3 9824 5188 **no later than Monday 13 September 2010.**

### 19. Networking opportunities

Exhibitors are invited to the following social functions:

Event	Date	Time	Venue
Welcome Reception	Tuesday 19 October	6.00pm-7.30pm	TBC
International Reception	Wednesday 20 October	5.30-7.00pm	Exhibition Hall
Conference Dinner	Thursday 21 October	7.00pm-11.30pm	Melbourne Convention Centre
Closing Lunch Reception	Friday 22 October	1.00pm-2.30pm	Exhibition Hall

Conference Dinner tickets are not included in any registration type. Conference Dinner tickets are available to be pre-purchased [online](#) at a cost of \$170 inc. GST.

### 20. Catering

The following catering is included for all exhibitors:

- Conference morning teas, lunches and afternoon tea served in the Exhibition Hall;
- Welcome Reception
- International Reception
- Closing Lunch Reception

Any on-booth catering requests should be submitted to AusBiotech Ltd outlining food requirements and service. We ask that you do not make direct contact with the venue regarding catering requirements.

Exhibitors will be served approximately 30 minutes prior to the scheduled catering breaks.

### **21. Freight forwarding**

Agility Fairs & Events (a specialised exhibition and events logistics provider) have been appointed as the official and preferred logistics company for AusBiotech 2010.

Agility can arrange all local, interstate and international transport services including delivery onto each exhibitor's stand at the exhibition venue. Storage of early consignments, packing materials during the exhibition and storage after the exhibition can also be arranged.

If you are an international exhibitor, Agility can provide comprehensive international freight forwarding services, tailored to each particular exhibitor's requirements. Services include air and sea freight, customs clearance, tariff classification and advice, duty and sales tax assessments and all relevant documentation. Agility also offers pre-event storage, delivery and on-site handling. Please contact Agility for shipping instructions.

If you are using Agility for transport, your goods will be automatically delivered directly to your stand. Otherwise, the cost for forklifting onsite is \$55 for the first 15 mins and \$50 every subsequent 15 mins or part thereof. This is payable at the time of booking.

There will be limited on-site storage facilities for packing materials and boxes. It is recommended that exhibitors consider their storage needs (of packing crates and freight forwarding materials) for the duration of the exhibition. Exhibitors may not leave boxes and packing material in the exhibition display area during the show. Agility can arrange off-site storage at a cost of \$40.70 per m<sup>3</sup> or part thereof.

Prior to the exhibition, Agility will contact all exhibitors to discuss individual transportation and other logistics requirements. In the meantime, to request a quote please complete and return the [Transport Quote Request Form](#) (which includes information on the benefits of using Agility Fairs & Events) and forward to Agility (contact details on page 3).

### **22. Loading dock management**

Melbourne Convention and Exhibition Centre building entrance, Loading Dock – enter off Normanby Road, Southbank.

The loading dock is self-servicing. No goods will be accepted on behalf of exhibitors by the Melbourne Exhibition Centre. Goods must not be sent to the loading dock before the scheduled times for the move-in of the event. All goods must be collected by the end of the official move-out time.

Shipping containers freighted to the Melbourne Exhibition Centre loading dock must be arranged prior. Please contact Melbourne Exhibition Centre loading dock staff on +61 3 9235 8386, 30 days prior to the container arriving at the Melbourne Exhibition Centre. The storage charge is \$55.00 inc. GST per day, per container. Prior booking is essential as space is limited.

Trailer and truck storage is available subject to availability. Charges do apply. Please contact the loading dock office on +61 3 9235 8386.

All vehicles entering the Melbourne Exhibition Centre loading dock will be issued a 30-minute unloading permit. Parking infringements will be issued by authorised officers of the City of Melbourne for those vehicles exceeding the 30 minutes unloading rule.

### 23. Deliveries to venue by own courier or car

Deliveries to the venue via your own preferred courier or car need to be made between 8.00am-6.00pm on Monday 18 October or between 8.00am-1.00pm on Tuesday 19 October.

You need to be at the venue to receive any freight being delivered for you via private courier or car. The MCEC staff cannot and will not accept any freight on your behalf.

### 24. Move-in and move-out

All exhibition booths must be completed and exhibitors moved in by 1.00pm on Tuesday 19 October.

Exhibitors can commence moving-out on or after 3.00pm on Friday 22 October, and move-out must be complete by 9.00pm. We request the cooperation of exhibitors in removing all goods, equipment, literature, etc. promptly to prevent any possible damage caused by the dismantling.

**A high-visibility safety vest** must be worn by everyone involved in the move-in and move-out. **“No vest, no entry” policy applies.** Please pack vests for your staff; all staff on duty need to be vested prior to the commencement of the move-out, as the loading dock doors will only be opened for service once all staff involved are wearing safety vests and adequate closed footwear.

**Open-toed shoes are not permitted.** People wearing open-toed shoes, sandals or thongs and children under 18 are not permitted access to the exhibition halls during move-in/out.

#### **Courier companies should be instructed to pick up directly from your booth via:**

MCEC Loading Dock: enter via Normanby Road, Southbank – please refer to map on Page 4.

The packing up and removal of goods for return is solely the exhibitor's responsibility. All goods must be removed from the venue at the conclusion of the Exhibition.

Exhibitors must arrange for retrieval of their own empty cartons from storage at the conclusion of the event.

Please ensure the following items are packed in your on-site kit for the move-out:

1. Sufficient copies of the appropriate return address label
2. Sufficient copies of your courier company's consignment notes, listing your company account number.
3. Knowledge of how to book a courier.
4. Packaging tap and scissors or a packing knife.

Prior to leaving the site, staff must pack up all goods being collected by courier. All goods must have both a return address label and a completed courier consignment note attached, in readiness for the courier to collect directly from the booth. **Otherwise, goods will be deemed rubbish and disposed of promptly.**

The MCEC does not supply trolleys. If you need a trolley, please bring your own.

Please note you may need to contact Agility if your need is greater than a small trolley.

### 25. Car parking

See map on next page showing location of car parks. Rates are as follows:

<b>MCEC BASEMENT CAR PARK - Entry and exit via Normanby Road - 24 hour operation</b>		
<b>Day Rate: Monday to Friday (to 6.00pm)</b>		
0 - 1 hour	\$8.00	Minimum
1 - 2 hours	\$16.00	
2 - 3 hours	\$24.00	
3 - 4 hours	\$32.00	
4+ hours	\$32.00	Maximum
<b>Early Bird Rate: Monday to Friday (entry between 6.00am – 9.00am and exit between 3.00pm – 12.00am Midnight)</b>		
Early Bird Rate	\$11.00	Maximum
<b>Evening Rate: Monday to Thursday (entry after 6.00pm and exit before 6.00am)</b>		
Night Rate	\$10.00	
<b>Weekend Rate: Per exit, per day (from 6.00pm Friday to 6.00am Monday)</b>		
Weekend Rate	\$12.00	Per exit, per day
<b>FREEWAY CAR PARK - Located at Munro St under the Westgate Bridge.</b>		
0 - 1 hour	\$4.00	
1 - 2 hours	\$8.00	
2 - 3 hours	\$12.00	
3 - 4 hours	\$16.00	
4 - 5 hours	\$20.00	
5 - 6 hours	\$24.00	
6 hours +	\$28.00	Maximum
Lost Ticket fee	\$50.00	
<b>Evening Rate: Entry after 6.00pm and exit before 6.00am the next day</b>		
Flat Rate	\$8.00	
<b>SITE X CAR PARK (PAY AND DISPLAY) - Enter via Munro Street</b>		
Single Exit Tickets	\$5.00 for 12 hours	Per 12 hours
Prices are inclusive of GST		

## 26. Map showing location of car parks



## 27. Insurance

Insurance cover is the responsibility of the exhibitor. Please ensure that you are adequately covered. A copy of your Certificate of Insurance must be faxed or emailed to Nicole Greenwell at AusBiotech prior to Friday 1 October 2010, [ngreenwell@ausbiotech.org](mailto:ngreenwell@ausbiotech.org), or fax +61 3 9824 5188.

### Exhibitor liability:

- The exhibitor indemnifies the organiser from and against all actions, claims, demands, fines, costs and expenses including but not limited to legal costs and expenses (as between solicitor and client) incurred by the organiser or for which the organiser may become liable in respect of any damage to property or loss or injury to any person which may be suffered or sustained in or upon and in relation to any part of the exhibition space, or in respect of any inquiry into the same.
- The exhibitor will at its own expense effect and keep current at all times during in the move-in and move-out period of the exhibition a Public Risk and Property Damage Insurance Policy in respect of its space in an amount of not less than **twenty million Australian Dollars (A\$20,000,000)**.
- If the exhibiting company has any co-exhibitors on their stand they will also require insurance cover.

### 28. Exhibitor prize draws

As an exhibitor, you have the opportunity to make available a prize or prizes as your own incentive for delegates to visit and return to your stand over the duration of the event. You will need to collect business cards and promote your prize draw at your stand, and will be fully responsible for the drawing and announcing of your prize. This works well for delegates visiting the stand, and can work really well in ensuring delegates return to your stand at the time of your local draw. Draw times are at your discretion, but must take place during catering breaks.

If you wish to offer a prize at your stand, please advise Nicole Greenwell of your intentions, and provide details of the prize by Friday 1 October 2010 by emailing [ngreenwell@ausbiotech.org](mailto:ngreenwell@ausbiotech.org)

Please note that you are responsible for obtaining any relevant permits. For further details visit [www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)

#### **Competition/trade promotions/lotteries/incentives:**

Any competition/trade promotion, lottery in which winners of the lottery are determined by an element of chance (ie. Random draw, instant win) must be conducted in accordance with the Victorian Government trade promotion lottery rules. For further details, you can contact the Minor Gambling Unit, Victorian Commission for Gambling Regulation on +613 9651 3630, or visit [www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)

### 29. Testing and tagging

Please note that all electrical leads (extension cords and/or laptop leads) connected in any way to a power outlet need to be tested and tagged for use on site at the MCEC. It is best to have these items tested and tagged prior to bringing them on-site.

It is a legal requirement in all temporary exhibition work sites within MCEC that all electrical equipment be tested and tagged. This applies to all contractors working on-site and exhibitors who bring in electrical leads and appliances of any sort for their stands during exhibitions. The MCEC OHS Officer will make regular random checks on appliances and exhibitors may be asked to show tags on demand.

Should you need to have any electrical equipment tested and tagged, Moreton Hire will provide this service on-site on request. Please note that testing and tagging is closely monitored at the MCEC, so if your equipment is not already tested and tagged please use the services of Moreton Hire during this window. Once the technician leaves the building a \$250 call-out fee applies if you are asked to have items tagged.