



TASTE

THE COAST

FOOD FESTIVAL

SUNDAY 4 MAY

Showcasing the top Restaurants and Eateries the Coast has to offer.



THEENTERTAINMENTGROUNDS.COM.AU



TASTE THE COAST

Following its successful launch, Taste the Coast is returning to The Entertainment Grounds for a second time! This exceptional fine food event showcases the Central Coast's vibrant culinary scene, giving local businesses the recognition they deserve and reinforcing the region's status as a top food destination.

Taste the Coast invites elite food and beverage suppliers from the Central Coast to showcase their signature dishes, produce, beverages and more, to an audience of food enthusiasts from the Central Coast and beyond.

Guests can enjoy an array of cuisines as well as live entertainment, kids activities and cooking demonstrations from renowned chefs.

This will be a ticketed event with entry from \$15 for adults. Children 17 & under free. Forecasted crowd 2,000 - 2,500.

KEY INFORMATION

DATE:	Sunday 4 May, 2025
TIME:	11:00am - 3:00pm
VENUE:	The Entertainment Grounds, Gosford
COST TO EXHIBIT:	\$350 + GST (includes exhibition stall)

Bump-In

Sunday 4th May 7:00am - 10:00am

All vendors must be set up and ready to exhibit at 10:00am on Sunday 4th May 2025

Bump-Out

Sunday 4th May from 3:15pm - 5:00pm

Strictly no pack down to commence prior to this time

EXHIBITOR INFORMATION

Vendors will line the betting ring, parade ring and other external areas. There will be a combination of grandstand seating and picnic areas around the venue for patrons to sit and eat. A main stage on the trackside lawn will host live music and cooking demonstrations, setting the scene for diners.

To make it as simple as possible, we have created a vendor package which will be set up, ready to go prior to you bumping in. You may choose to include additional items which we can arrange on your behalf.

TOTAL COST TO EXHIBIT \$350 + GST

Includes;

- 2.4m fete stall (3 sides + 920mmH bench)
- Portable wash station (one basin shared between two stands)
- Feature in Taste the Coast Facebook event
- Feature on 'The Entertainment Grounds' Instagram story
- Logo & link on TEG website
- Opportunity for further promotion via social giveaways
- Targeted marketing campaign promoting the event
- Access to attendee database

OPTIONAL EXTRAS + GST	
Single gas ring / wok burner	\$85
Holding gas oven	\$210
BBQ	\$120
Large esky	\$65
Chair (per chair)	\$5

Exhibitors may bring their own equipment however if you require any items outside of what's listed above, please let us know and we can assist in sourcing these for you.



MARKETING

Forming part of the overall 'Coast' carnival, a strategic marketing campaign will promote Taste the Coast via the following channels;

- On site advertising at The Entertainment Grounds through printed collateral, POS screens and big screen (race days)
- Advertising on the digital LED located on the Central Coast Highway (70,000+ vehicles pass this sign daily)
- Digital Directory and large format screens throughout Erina Fair
- Radio advertising on local Central Coast stations
- Targeted Social Media campaign on Facebook and Instagram
- Targeted Adwords campaign - key messages around food, wine, tourism, family events and live entertainment
- Public relations through media releases direct to key media outlets
- Diary dates on all major Central Coast event pages
- EDM to The Entertainment Grounds database of over 14,000

Exhibitors are encouraged to promote the event via their social media platforms and to their own databases.



TERMS & CONDITIONS

1. The exhibitor has agreed to attend the event listed and to display relevant product in the designated / allocated area during operating times specified by the Event Organisers. If this requirement is not met, the Event Organisers have the right to refuse application from such Exhibitors at future exhibitions and Exhibitors may be asked to leave the premises if they fail to comply.
2. All Exhibitors agree to maintain their exhibition products within the allocated stand area in accordance with safety regulations. All exhibits are to be subject to the approval of the Event Organisers and WHS regulations. A WHS audit will be conducted on the day and any issues that are found are to be rectified by the Exhibitor.
3. The Exhibitor has agreed not to display or give benefit to any other business outside the Exhibitors own. Under no circumstances is an Exhibitor to share or sub-let a stand or display other business's promotional material. This includes the display of other promotional material / sign.
4. The Event Organisers are not responsible for the security, loss and damage to any of the Exhibitors items, materials and belongings left unattended or overnight. This also includes damage and loss to said items in an emergency situation.
5. Except as stated herein, the Event Organisers make no representations, conditions or warranties in relation to the event. Under no circumstances shall the Event Organisers be liable in contract or otherwise for any injury to or to death of any person, damage to property, economic loss or any indirect, special or consequential damages caused by or arising out of the exhibition or cancellation of the exhibition, and the Exhibitor shall indemnify and keep indemnified the Event Organisers against all costs, damages, claims or proceedings whatsoever in respect thereof. In particular, the Exhibitor hereby confirms that the Public Liability Insurance policy held by them covers risks associated with display of merchandise at this Exhibition by the Exhibitor.
6. The Exhibitor will be held liable for any damage to walls, floors, carpets or equipment of the building where the Exhibition is being held or any Event Organisers' material or equipment.
7. The Event Organisers shall not be under any responsibility or liability whatsoever for damages to an exhibit by loss, damages, fire, water, storms, strikes, riots or any other cause whatsoever. As an Exhibitor you understand that you take full responsibility for your stand and any associated costs that may arise out of your participation at the Exhibition.
8. The Exhibitor shall meet its financial obligation to the Event Organisers by meeting the Exhibition Fee payable on the Booking Form upon lodgement of the Booking Form.
9. The Event Organisers reserves the right in unforeseen circumstances to amend, alter or relocate the space or the location of an Exhibitors stand and the Exhibitor can take no objection or make any claims for compensation or damages in relation to any allocation of or the space re-allocation by the Event Organisers.
10. Exhibitors should be aware that an assertive pre-festival marketing campaign will be implemented by the Event Organisers to ensure optimum event success. Subsequently;
11. No responsibility will be accepted by the Event Organisers for lack of attendance or loss of profit to any Exhibitor.
12. The exhibitor fee is not refundable if this booking is cancelled.
13. The Organiser shall do everything within reason to postpone the event in case of lock out, explosion, flood, natural disaster, fire, civil disturbance, and accident or by reasons the venue becomes unavailable for part or the entire exhibition. Any loss incurred by the Client due to the above, shall not be the responsibility of the Organiser.
14. The Client shall participate in the exhibition at his or her own risk and hereby indemnifies the Organiser from all claims and demands in respect of or resulting from any accident, damage to property (owned, hired or leased), injury or death to any person for the duration of the exhibition which the Organiser is or could become legally liable.
15. Exhibitors are required to insure their stand area for Public Liability. A Certificate of Currency needs to be provided to The Entertainment Grounds for no less than \$10,000,000 (10 million Australian dollars), endorsed to indemnify the event organisers. All stall holders must comply to risk management and OH&S under the direction of the Event organiser.
16. Any PR exercises in relation to the event run by The Entertainment Grounds are carried out with purpose to increase the attendance and profile of the event. There will be no assurances that any vendor will gain direct publicity out of these advertisement or PR campaigns. Any vendor that might be utilized in such a promotion will be at the discretion of the organizers.
17. Spaces will be allocated in order of receipt of applications, upon confirmation, payment and at the discretion of the Event Organiser. Event requirements and a reminder will be sent one week before the fair and stand allocation will be identified at this time. The Client must not permit any part of their display to extend over any boundary of their allocated space. All staff associated with a particular space must remain within the confines of the allocated Space whilst engaging in any form of sales or promotions relating to that space.
18. Non payment of exhibitor fees will result in the cancellation of your booking and the re allocation of stand space without notification from the organiser.
19. The organiser makes no representation as to the expected attendance or likelihood of an Exhibitor making sales or securing bookings. No responsibility will be accepted for any low levels of attendance or loss of profit to any Exhibitor.
20. All Exhibitors are welcome to collect their own database on the day of the expo and all data collected on the day is the responsibility of the stall holders.
21. The Organiser reserves the right to remain the sole judge on all decisions relating to any infringement of the above terms and conditions.
22. By paying your exhibitor fee, this confirms that you have read and understood the booking terms and conditions. I agree to be bound by the terms and conditions of the event.

ACKNOWLEDGEMENT

Please be advised that

accept the terms & conditions to exhibit at The Entertainment Grounds Taste the Coast event on 4 May 2025.

Exhibition cost: \$350 + GST (includes exhibition stall)

OPTIONAL EXTRAS + GST	Price	Include	Quantity
Single Gas Ring / Wok Burner	\$85		
Holding gas oven	\$210		
BBQ	\$120		
Large esky	\$65		
Chair (per chair)	\$5		

Signed by the exhibitor representative

Date

Signed by The Entertainment Grounds

Date

*vendor applications close on 4 April 2025



4 Racecourse Road, Gosford NSW 2250

PO Box 127, Gosford NSW 2250

+61 2 4325 0461 | www.theentertainmentgrounds.com.au

events@theentertainmentgrounds.com.au

ABN 26 003 846 124



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