



**Ultimo Community Centre, Sydney  
Sunday 1st May 10am – 4pm**

*All day live music and entertainment, food zone, kids zone (face painting, games, craft, storytelling), over 40 great stalls, education and speakers, movie zone, sustainability workshops, yoga, massage, speed-meeting and more!*

## Stallholder and Sponsorship Information Kit

# About The Sydney Vegan Expo

## What is The Sydney Vegan Expo?

**The Sydney Vegan Expo is a family oriented community event which aims to stimulate awareness of the benefits of veganism by bringing animal rights, human wellbeing, environmental and health issues into the public eye and encouraging people to make changes in their everyday lives to create a compassionate and sustainable world.**

The Sydney Vegan Expo is presented by the Vegan Society NSW and will showcase live bands and performers, demonstrations and speakers, a food zone, education zone, children's zone (face painting, games, craft, storytelling), movie zone, wellness zone and a variety of stalls to create a fun-filled event.

The Sydney Vegan Expo will be held at the Ultimo Community Centre in 2011. Due the high number of visitors attending the 2010 Expo we have simply outgrown our previous space at Petersham Town Hall. However we are really excited to be moving to a great new venue. The Ultimo Community Centre offers an abundance of space and natural light, with 2 indoor halls, an outdoor courtyard, outdoor tennis court, 2 seminar rooms and dedicated craft room.

The Centre has a prominent inner city location, close to the Powerhouse Museum and Ian Thorpe Aquatic Centre. The Centre is walking distance from Darling Harbour and close to ferry stops, bus stops,

train stations; as well as being easy to walk or cycle to. Ample car parking is also available within walking distance to the Expo. It is also very close to the busy Broadway shopping centre, Glebe Point Road, University of Sydney and University of Technology, Sydney.

The Sydney Vegan Expo is a not-for-profit event that is first and foremost a public education event but also acts as a key fundraiser for the not-for-profit Vegan Society NSW and the other animal rights, animal welfare, environmental, health and lifestyle groups who attend. The Sydney Vegan Expo aims to empower the community and the people within it to become more aware, more informed and thus more able to take action to implement the basic changes we need to help our planet.

The Vegan Society NSW is a community based not-for-profit organisation based in New South Wales, Australia. The Society aims to promote veganism, namely a way of living on the products of the plant kingdom to the exclusion of all products from the animal kingdom. Our members are people who care about animal rights, human wellbeing and the environment. Our aim is to promote the many benefits of veganism and provide quality service, support and up-to-date information to vegans and the general community.

## Why become a Sydney Vegan Expo sponsor?

Becoming a sponsor of the Sydney Vegan Expo offers a unique opportunity for your business or brand name to be publicly endorsed as an ethical and environmentally sound choice – clearly differentiating you from your competitors in this and other areas including vegan, cruelty-free, green, health and lifestyle, recycling and sustainability. Expo attendees, as well as others who see the

widespread Sydney Vegan Expo marketing campaign will associate Expo sponsors with an ethical and environmentally aware name, which will influence their future buying habits. The Sydney Vegan Expo 2010 had 1000-1500 attendees throughout the day and it is expected this number will greatly increase in 2011.

## The Sydney Vegan Expo goals

- To actively promote veganism, cruelty-free living and sustainability to the public and local community.
- To dispel myths about veganism and allow people to see it as ethical, viable and socially acceptable and that it is better for the animals, their health and the environment.
- To educate the public about the cruelty inherent in the production of meat and other animal derived products.
- To allow producers and retailers of cruelty-free products and vegan foods to promote their brand and products to their target market.
- To allow animal rights groups to reach the public with their educational material and to provide them with a fundraising opportunity.
- To encourage people to change their lifestyle habits to reduce animal exploitation by purchasing products that have not been tested on animals and are accredited by Choose Cruelty Free.
- To use publicity generated by the Expo to increase the general public's awareness of, and prompt discussion about, animal rights issues and the vegan ethic.
- To raise awareness of the environmental problems we are currently facing and to provide simple but effective ways in which every individual can make a positive change.
- To encourage families, children, students, and many other groups within the community to be involved and take an interest in the future of our planet.

## Composition of the Expo

- **Vegan food:** stalls from cruelty-free, vegan food producers and restaurants selling and sampling a wide range of multicultural hot and cold meals, snacks and sweets, foods and drinks.
  - **Stalls:** selling and promoting environmentally aware, recycled and certified cruelty-free products ranging from skin care to cleaning, clothing to cookbooks and everything in between.
  - **Workshops and demonstrations:** speeches giving information on nutrition and health, raising awareness of all aspects of environmentalism, grassroots activism, as well as live cooking and raw food demonstrations.
  - **All day live music and entertainment:** a variety of musical performers and entertainers.
  - **Kid's zone:** children's area encouraging young families to participate in the Expo with activities such as face painting, kid's yoga, ball games, cricket, storytelling, craft activities and much more.
  - **Movie zone:** inspiring, informative and educational short films, documentaries and movies, meet the makers of the films.
  - **Wellness zone:** group yoga and meditation classes, chill out lounge, mini-massages, speed-meeting and more.
  - **Animal rights groups and sanctuaries:** these stalls will feature information on a wide variety of animal rights issues, alongside merchandise to help raise much needed funds.
  - **Vegan support and information:** the [Vegan Society NSW](#) stall will offer a vast array of information about becoming and staying vegan, alongside a range of products including books and merchandise.
- Please note this year all demonstrations and lectures will be held in a dedicated indoor hall. Food stalls will be located in the outside courtyard. All other stallholders will be located in the large indoor main hall.

## Marketing and publicity

In the lead up to the Expo we will undertake an extensive marketing campaign and expect media interest and coverage to be even stronger than in previous years as a result of the location change and variety of activities on offer.

- Media releases will be sent to all major and local newspapers.
- Health and lifestyle magazines as well as sustainable, recycling and vegetarian/vegan publications will also be targeted for promotions and publicity.
- We will also publicise in periodicals, local news, through radio interviews and on affiliated websites and e-newsletters.
- Prominent posters and flyers: Several thousand colour posters will be distributed around Sydney (inner city, metropolitan and outer metropolitan areas) through restaurants, cafes, health food

stores, yoga centres, gyms, community centres and community notice boards, lamp-posts etc.

- Leafleting: A team of street volunteers will hand out promotional flyers and leaflets in the week leading up to the event, and on the day of the event to local residential areas and in key inner city locations.
- Email: Targeted emails will be distributed through membership databases and mailing lists of animal rescue, welfare and rights organisations throughout NSW as well as inclusion in Sydney City Council and Cruelty Free Shop magazine e-newsletters.
- Social networking: the [Sydney Vegan Expo](#) will be heavily promoted via the [Vegan Society NSW](#) Facebook and Twitter pages, as well as its own official website. These are all very effective ways of spreading the word about the Expo.
- Expo Website: [www.sydneyveganexpo.com.au](http://www.sydneyveganexpo.com.au)

## Veganism – a definition

Veganism is a philosophy and way of living that seeks to exclude, as far as possible and practical, all forms of exploitation of, and cruelty to, animals for food, clothing, entertainment or any other purpose. In terms of consumption, this means a vegan avoids all products containing any animal derived ingredients in food, healthcare, skincare, clothing, household and other products. Vegans also avoid products tested on animals and those that have employed animal products in the production process.

PLEASE NOTE: All products displayed, promoted and sold MUST be vegan and certified cruelty-free (by Choose Cruelty Free Australia - [www.choosecrueltyfree.org.au](http://www.choosecrueltyfree.org.au)). All food served, promoted or sold must be 100% vegan. Please note the list of products/ingredients below that are NOT to be sold at the [Sydney Vegan Expo](#).

- All meat and meat by-products (including fish, chicken, shellfish etc)
- Albumen (derived from egg), Egg

- Animal bristles (in combs, toothbrushes, paintbrushes etc)
- Animal skins and hair/fur/wool/bones
- Bee Pollen, beeswax, honey, royal jelly
- Cochineal/carmine (additive 120), shellac
- Collagen, gelatine, tallow (tallowate)
- Dairy (milk, cheese, butter, cream etc) including casein, rennet, whey
- Lanolin
- L-cysteine
- Silk
- Vitamin D3 (Vitamin D2 is vegan)

See also the Animal Products ingredients lists:

- <http://www.happycow.net/health-animal-ingredients.html>
- <http://www.vnv.org.au/AnimalProducts.htm>

Please ensure that all of the products you sell or display on the day are strictly vegan. If you do not comply with this, your products will be removed and you may also be asked to leave without a refund of your stall fees.

## Sponsor information

The *Sydney Vegan Expo* would not be possible without the wonderful support that we have received from our sponsors. Please fill out the application form if you would like to become a sponsor or friend of the event.

### Financial sponsors

Four (4) levels of sponsorship are available:

#### Platinum (\$1500) sponsorship includes:

- Your logo prominently featured on all promotional material including posters, leaflets, media releases, social media, t-shirts, and Expo programs.
- Your product banner(s) hung prominently at front entrance desk, 2 indoor halls, 2 seminar rooms and outdoor courtyard.
- Access to a second stall if required at no charge.
- First preference for stall placement and complimentary stall hire.
- Most frequent recognition of Platinum sponsorship by MC's throughout the day.
- Opportunity to give a workshop or talk (maximum of 20 minutes, allow for questions).
- Opportunity to participate in a one on one interview (10 minutes) on the main stage with the MC's to discuss your products, brand, and vision for your business.
- Opportunity to add questions to the attendee survey and access to survey results and resulting contact database (where permission given).
- More prominent and generous advertising space of your logo and website link for a full year on our website.

For Platinum sponsorship please contact Samantha Payne, Special Events Manager directly: [expo@vegansocietynsw.com](mailto:expo@vegansocietynsw.com).

#### Gold (\$1000) sponsorship includes:

- Logo prominently featured on all promotional material including posters, leaflets, media releases, social media, website, t-shirts and Expo programs (slightly smaller than the Platinum sponsors logo).
- Your product banner hung prominently in both indoor halls and in the outdoor courtyard.
- Complimentary stall if required as well as preferential stall placement.
- Frequent recognition of sponsorship throughout the day of the Expo by the MC's.
- Opportunity to give a workshop or talk (maximum of 10 minutes, allow for questions).
- Opportunity to participate in a one on one interview (5 minutes) on the main stage with the MC to discuss your products, brand, and vision for your business.
- More prominent and generous advertising space of your logo and website link for a full year on our website.

### **Silver (\$600) sponsorship includes:**

- Your business logo on key promotional material including social media, website, media releases and Expo programs.
- Your product banner hung prominently within the outdoor courtyard.
- Complimentary stall if required as well as preferential stall placement.
- Recognition of sponsorship throughout the day of the Expo by the MC's.
- Opportunity to participate in a one on one interview (5 minutes) on the main stage with the MC to discuss your products, brand, and vision for your business.
- Prominent advertising space of your logo and website link for a full year on our website.

### **Bronze sponsorship (\$400):**

- Your business logo on all online promotional material including social media, website, and the Expo program.
- Complimentary stall hire as well as preferential stall placement (after Silver sponsors).
- Advertising space of your logo and website link for a full year on our website.

*There are other ways you can offer your support to the Sydney Vegan Expo, including:*

#### **Supporting Sponsor**

- Providing products/services free of charge or largely discounted.
- Acknowledgement of support by logo placement and website link on our website.

#### **Media Partner**

- Media coverage free of charge or largely discounted including articles, advertising, and event notices etc
- Acknowledgement of support by logo placement and website link on our website.

#### **Volunteer Gift Pack Donor**

- Provide products free of charge to include in the Volunteer's gift packs (50 gift packs will be made) ideas include:
- Water, food vouchers to use on the day, samples, bags, leaflets, books, discounts on future purchases, special promotions etc.
- Acknowledgement of donors with announcements on the day of the Expo and on our website.
- Opportunity to include promotional items with your gift pack prize e.g. business cards or magnets (PLEASE NOTE: do not just send promotional items - this is to thank the volunteers for their assistance on the day).
- Acknowledgement of support by logo placement and website link on our website.

#### **Raffle Donor**

- Provide products/services free of charge for the purpose of raffle prizes on the day.
- Acknowledgement of raffle donors with announcements on the day of the Expo and on our website.
- Opportunity to include promotional items with your raffle prize e.g. business cards or magnets.
- Acknowledgement of support by logo placement and website link on our website.

## Lucky Door Gift Pack Donor

- Provide products free of charge to include in the Lucky Door gift packs (150 gift packs will be made and handed out to first 150 attendees) ideas include:
- Water, food vouchers to use on the day, samples, bags, leaflets, books, discounts on future orders, special promotions etc.
- Acknowledgement of donors with announcements on the day of the Expo and on our website.
- Opportunity to include promotional items with your lucky door prize e.g. business cards or magnets.
- Acknowledgement of support by logo placement and website link on our website.

## Stallholder information

Become a stallholder to take advantage of the best possible environment for the promotion of your products or brand to your target market. Please fill out the application form on our website.

### Stall requirements

- General stalls for the [Sydney Vegan Expo](#) will be located in the main indoor hall. Each stallholder will be allocated one 3x3m pitch and be provided with one trestle table measuring approximately 1.8m x 0.8m. You may hire an additional trestle table for \$15 or bring your own (advance booking required for extra trestle tables). You will be provided with 2 complimentary chairs per stall. All stalls must be covered with linen or a plastic covering (stallholder to provide), this will help you to differentiate your stall and enhance the quality of the event.
- Food stalls will be located in the outdoor courtyard area, each vendor will be provided with a 3x3m pitch. Food vendors will need to bring their own covered fete or marquee style stall, which must fit within the allocated stall space of 3m x 3m.
- The stall should be covered along 3 sides, with the forth side open for stallholder access. Customer access will be from the front side only. No pegging is allowed in the Centre so structures must be secured with weights, which should be provided by the stallholder. Food stallholders will need to demonstrate compliance with the City of Sydney temporary food stall requirements. Chairs and trestle tables can be provided to food stallholders free of charge (2 chairs and 1 trestle

table) if previously requested and organised before the Expo. Additional fees apply for electricity and additional table/chair hire.

- To ensure that the [Sydney Vegan Expo](#) and your stall is a great success, we ask that every stallholder follow the local regulations, licensing and council permits – see the Application Form for more details.

### Pricing

Food vendor .....	\$300
General Merchandise .....	\$260
Not for profit .....	\$140
Additional Trestle table hire .....	\$15
Additional Chair hire (per chair) .....	\$5
Electricity (per appliance) .....	\$15
All day secure car parking* .....	\$15

\*We are pleased to be able to offer our stallholders a 50% discount on all day secure parking at the Harris Street car park. To receive the discounted rate, parking must be booked and pre-paid with your stallholder application. Local metered street parking is also available in the roads surrounding the Ultimo Community Centre at approximately \$1.10 per hour. All stallholders will be permitted 10mins unloading/loading time in the loading dock in Bulwarra Road.

## Other ways you can help out:

- Join as a volunteer; we're looking for street teams, online social media teams, PR and advertising teams, help with distributing flyers and posters, plus lots of hands on help on the day. Register your interest by sending an email to [expo@vegansocietynsw.com](mailto:expo@vegansocietynsw.com). More information will also be listed on our website over the coming weeks. [www.sydneyveganexpo.com.au](http://www.sydneyveganexpo.com.au)
- Donate or become a member of the [Vegan Society NSW](http://www.vegansocietynsw.com/vs/html/joinonline.html). [www.vegansocietynsw.com/vs/html/joinonline.html](http://www.vegansocietynsw.com/vs/html/joinonline.html)
- Email all the people on your contact/ mailing lists and let them know about the event.
- Change your email signature to include [Sydney Vegan Expo](#) details.
- Add [Sydney Vegan Expo](#) banners, web buttons or URL to your own website. Banners will be available for download on the Expo website shortly.
- Promote the [Sydney Vegan Expo](#) on social networking websites, groups, and blogs.
- Write to your local papers/magazines about the Sydney Vegan Expo.
- Add [Sydney Vegan Expo](#) details to your school/ work newsletters.
- Ring or text your radio/TV stations to let them know about the Sydney Vegan Expo.
- Help us countdown to the Expo: Every Saturday post a “\_ weeks left until the Sydney Vegan Expo” on your social networking updates, otherwise, use your IMAGINATION!

If you have any queries about the [Sydney Vegan Expo](#) or would like further information please contact the Special Events Manager, Samantha Payne on 0403 658 858 or by email to [expo@vegansocietynsw.com](mailto:expo@vegansocietynsw.com).

