



Oz Paranormal
& Spiritual Expo

3 November 2018

ozparaexpo.com.au

Exhibitor Information Pack

EVENT DATE AND OPENING TIME

Saturday 3 November 2018

Opens 7:30am for exhibitors

Opens 9am for VIPs

Opens 10am for general public

LOCATION

The Casula Powerhouse Arts Centre
1 Casula Powerhouse Road, Casula

CONTACTS

Event Manager

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February 2018

Greetings,

We are excited to announce that exhibitor spaces have now opened for the 2018 Oz Paranormal Expo!

This is our sixth year of holding this Expo, and it's just getting better and better! We were tempted to move to a larger venue, but decided to keep it at the Casula Powerhouse where we can make it affordable for both exhibitors and guests, and which offers us all we need in terms of transport options, parking and space (although a little more would be even better).

For our new exhibitors, the Expo is held throughout the entire venue of the Casula Powerhouse Arts Centre, which is located in the South West of Sydney (near Liverpool). This venue is amazing! It fits the theme of the Expo, as it is reported to be quite haunted. Maybe a ghost or two will join us on the day? We recommend you check out their website for more information on them (www.casulapowerhouse.com).

The Powerhouse has a train station at its door, with trains stopping every half hour from both the City and Campbelltown.

We are keeping the EXPO affordable for attendees, but after six years have decided to increase the entry fee to **\$7**, or **\$6** if pre-purchased online (extra for workshops/seminars).

There will be two rooms dedicated to psychics, isolated from the main EXPO area, so as to not disturb or disrupt. As the psychics are located on the first floor, we also include extra signage, directing people to the psychics (even though most of the psychics are solidly booked all day).

The EXPO offers exhibitors a highly targeted visitor base, consisting of every day people eager to talk to industry experts about the many opportunities available, whether they are in the market to buy merchandise and equipment, discuss specialty courses, see a psychic or go on a ghost tour.

An exhibitor package is attached to this letter, and we hope you will consider joining us to showcase your goods.

The VIP tickets are returning with some very exciting guests lined up as speakers – more information on these speakers will be announced in the coming months. We expect VIP tickets to go on sale around May/June 2018.

Should you wish to exhibit with us, please complete the Expression of Interest form. We will respond to you with a link to payment should you be successful. Please note, **stalls are only locked in when payment is made – we cannot make any exception to this.**

We look forward to working with you in 2018.

Kind regards,
Peet
Event Manager
Oz Paranormal and Spiritual Expo

OZ Paranormal and Spiritual Expo Exhibitor Package

Thank you for considering showcasing your products at the **OZ Paranormal and Spiritual Expo**. Our goal is to broaden the understanding of what is available in our paranormal industry, by providing easy access to all you may need when embarking on a spiritual or paranormal journey.

Exhibitions as a marketing method are a huge return, low cost and long term way of increasing your profits, and immersing your brand within the paranormal and spiritual community.

With room for over 60 stalls, the four major areas of the hall for exhibitors include the; Turbine Hall and the Performance Space, the Kids Studio and the Artists in Residence Studio. Each offer excellent traffic flow by patrons and generally unobstructed access to stall tables and displays. We are also allowing exhibitors to set up marquee's outside for a nominal fee. These sites will not be powered, but provide wonderful visibility for those entering and exiting, or simply sitting outside to have a coffee.

Stallholders can begin delivering and unloading their goods from 7.30am on the day of the Expo. To help you have a great experience as a stallholder, we recommend you read the following:

TIMES: You MUST be ready to start at 10.00am Sharp! And you MUST stay till 4:00pm (unless previously arranged with the committee). The Expo will officially end at 5pm.

SET UP TIME is from **7.30 a.m.** on the day of the Expo at the side entrance of the Casula Powerhouse Arts Centre. Please put "Shepherd Street, Liverpool" into your GPS System. Powerhouse Road is a private road off Shepherd Street. Staff will be on hand to assist you with the unloading of your vehicles.

CAR-PARK: Please unload as quickly as possible from the entrance of the Powerhouse, and then remove your vehicle to the rear car parking area, near the big colourful tanks and train station. This is to allow our visitors to have the best available parking at the entrance of the Powerhouse.

STAFF: All stallholders are reminded that due to Council Fire Regulations, stallholders are only permitted two (2) people at 6ft tables at any time. **Only one business is to be promoted per table.**

Psychic Room info: In the Psychic room, only one (1) person per table is entitled to do psychic readings at any time. Tables in the Psychic room are provided and will be a standard, square card table. There will be two main areas for psychic readings, but the psychic is responsible for the collection of money from the client.

Important Information: You are welcome to charge whatever you like for your readings – but please be aware that prices will be competitive. Readings will be booked in half hour increments, giving you time to have a break between readings.

IDENTIFICATION: You may be asked to furnish reasonable identification in compliance with the Office of Fair Trading rules act (Nov 2003).

WALLS: Nothing is to be attached, nor must they be damaged.

BAGS: Please ensure you have your own bags available for customers (If they request them).

GUARANTEE: You must guarantee ALL goods against defect, and have a refund/replacement policy in case of customer dissatisfaction.

DISPLAY: Have your merchandise priced and well displayed. Place boxes under tables or out of public view.

TABLE COVERS: Due to potential damage to table tops, you **must** bring a full cover for your table(s). Covers must reach the floor level. Failure to bring covers may result in loss of stall and booking payment.

FOOD: Food/drinks are available at the Bellbird Cafe operated by the Casula Powerhouse. It is suggested that Stallholders bring their own food, due to the queues at the café.

CASH: Please bring adequate change for customers. You are responsible for your own cash security. The Organisers, Council and Aids are NOT responsible or liable for any loss or theft. There will be two ATMs located around the centre.

RUBBISH: No boxes, signs, food or other rubbish is to be left on tables or the floor. **ALL RUBBISH** (empty boxes must be flattened) is to be placed in bins provided or removed by you at the end of the day.

ANNOUNCEMENTS: Take advantage of the public announcement system. Supply details of interest/specials/sale goods to our speaker.

FLYERS/HANDOUTS: You are not permitted to distribute flyers for similarly styled fairs. Promotional flyers for your own goods may be left at your table & the front entrance display table for public consumption.

We know that the Expo offers the public and stallholders a fantastic opportunity to come together to buy and sell a wide range of goods in the paranormal/spiritual industry. We encourage you to be open and friendly with our patrons, and remember that other stallholders are just as much your friends, as they are your competition.

The Expo has a great atmosphere, with high-energy workshops and discussions, public and stallholder announcements, special events and an excellent canteen.

Our broad promotion of the Expo includes:

- ✚ Fliers and Posters distributed in Sydney and suburbs
- ✚ TV and Radio - promotions on popular programs and community events segments
- ✚ Print – Paid Ads in local and national newspapers, and paranormal magazines. Interviews in local newspapers.
- ✚ Websites - Promotions through Facebook, Twitter, our Website and various other appropriate websites

Does all this sound interesting to you? Do you have a product you would like to sell, or are you a psychic wanting to have a table at the Expo?

We have the right event, at the best time and location in Sydney...

1. Standard Stall Holder Turbine Hall – 6ft table - \$115

Standard 6ft table stall in the main turbine hall of the Expo – visible to all guests as they walk in the entrance. Guests need to walk past the stalls to proceed to the psychic reading room and the VIP workshops in the theatre.

Only one (1) business to be promoted per stall. Cancellation policy: If cancelling outside of one calendar month of the Expo, a full refund is issued. If less than a month but more than two weeks, 50% issued. If less than two weeks before the Expo, no refund is issued.

2. Standard Double Stall Holder Turbine Hall – 2 x 6ft table - \$210

Same as the Standard Hall Turbine Hall, but better! A double, corner position on the ends of the rows with a total of 14 spots available.

Only one (1) business to be promoted per stall. Cancellation policy: If cancelling outside of one calendar month of the Expo, a full refund is issued. If less than a month but more than two weeks, 50% issued. If less than two weeks before the Expo, no refund is issued.

3. Psychic Reader in Performance Space – 6ft table - \$150

This is if you choose not to join the Psychic Reading Room. These are limited **to strictly 3 stalls**. You are only permitted to read in the performance space if you have purchased this option. NO readers in the Turbine Hall. With this option you are permitted to charge whatever you like, and handle your own bookings. You may also sell other products on your table, should you so wish.

Cancellation policy: If cancelling outside of one calendar month of the Expo, a full refund is issued. If less than a month but more than two weeks, 50% issued. If less than two weeks before the Expo, no refund is issued.

4. Standard Stall Holder Performance Space – 6ft table - \$100

Standard 6ft table stall in the performance space – The Performance Space is a large room located off the main turbine hall. This space is perfect for those who would like more physical space, as well as a quieter place to operate.

Only one (1) business to be promoted per stall. Cancellation policy: If cancelling outside of one calendar month of the Expo, a full refund is issued. If less than a month but more than two weeks, 50% issued. If less than two weeks before the Expo, no refund is issued.

5. Standard Psychic Reader – card table - \$140

There are two dedicated rooms just for psychics, and ample space in between each table, to create privacy for your readings. Only one (1) person is entitled to conduct readings at any given time. Bookings are made at the Psychic Bookings Table located outside of the rooms, but the Psychic is required to handle all monies for their readings. An A4 brochure is to be provided closer to the date in order to display yourself and what you have to offer. Please only agree to this option if you are happy to charge between \$25 - \$50 for a 25 minute reading. Readings are booked in half hour increments. Psychics are required to bring their own timers, and maintain an accurate time record of their readings to promote the professionalism of their business and the Expo. **No readings are to exceed 25 minutes** unless the customer has purchased two reading spots in conjunction. **Cancellation policy:** If cancelling outside of one calendar month of the Expo, a full refund is issued. If less than a month but more than two weeks, 50% issued. If less than two weeks before the Expo, no refund is issued.

6. Outdoor Marquee Exhibitor - \$90

Provide your own marquee, and we'll provide one 6ft table and two chairs! These spaces are located at the front of the Casula Powerhouse, with maximum visibility for all attendees. **Only one (1) business to be promoted per stall.** **Cancellation policy:** If cancelling outside of one calendar month of the Expo, a full refund is issued. If less than a month but more than two weeks, 50% issued. If less than two weeks before the Expo, no refund is issued.

REGISTRATION

TO REGISTER YOUR INTEREST PLEASE GO TO THE FOLLOWING LINK:

<https://goo.gl/forms/CoEcl2uC66dzJSND2>

Should you be successful, we will be in touch with payment details.

PLEASE NOTE: Your spot is only confirmed once payment has been made. We are unable to negotiate on this matter and no exceptions will be made. Please make payment as soon as possible to avoid disappointment.