

Promote your business at Rotorua's



Multicultural Business Fair

17 April 2010 —10am until 4pm, Fenton Foyer of the Distinction Hotel,
Corner Sala and Fenton Streets, Rotorua

The Multicultural Business Council and the Rotorua Chamber of Commerce are proud to present this first event of its kind in Rotorua. The Multicultural Business Fair is a showcase of ethnically focused businesses operating in Rotorua, and we would love you to be there with us. Fair entry will be free to the public, maximising the opportunity for people to view, sample or buy your business offerings. First time stall holders can take advantage of our free tips for running a good stall, and translation services for any signs or flyers that you might want to use.

Highlights

- Prestigious indoor venue
- Very reasonable stall fees
- Options on stall equipment set up
- Wide promotion to the public
- Administrative and promotional support available



This event is being sponsored by
The Daily Post, Radio Network and the Distinction Hotel.

This event is being organised by the Rotorua
Multicultural Business Council and the
Rotorua Chamber of Commerce

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Full information and a booking form are available on the website

www.rotoruchamber.co.nz

Handbook for the Rotorua Multicultural Business Fair

1.	What is the Rotorua Multicultural Business Fair?.....	2
2.	When and where will the Business Fair be held?.....	2
3.	What are the objectives of the Multicultural Business Fair?	2
4.	Who can participate?.....	2
5.	How do I book a booth at the Fair?.....	2
6.	What will it cost to participate?	2
7.	What will be in the booths?.....	3
8.	Will booths from the same country be grouped together?.....	3
9.	How many booths will there be?	3
10.	How big will the booths be?	3
11.	Where to we park at the Distinction?	3
12.	At what time can we set up our booth?.....	3
13.	When can we take our booth down?.....	3
14.	Will the public pay to enter the Multicultural Business Fair?.....	3
15.	Are there tips for running a good stall?	4
16.	Can I get help to translate my signs into English?	4
17.	Will there be a bar at the Fair?	5
18.	What are the rules for the venue?.....	5
19.	What about food safety?.....	5
20.	How will the Business Fair be promoted?.....	7
21.	Where do I get more information?	7
	Appendix A Booth Booking Form for the Rotorua Multicultural Business Fair.....	8
	Appendix B Floor plan of the Fenton Centre for the Multicultural Business Fair	10
	Appendix C Map of the Distinction Hotel and Fenton Centre.....	11

1. What is the Rotorua Multicultural Business Fair?

The Rotorua Multicultural Business Fair (RMCBF) brings together, under one roof, mostly Rotorua businesses owned or managed by people from different ethnic groups to promote and sell their goods and services to the public. The event is organised by the Rotorua Multicultural Business Council that is part of and operates under the umbrella of the Rotorua Chamber of Commerce,

2. When and where will the Business Fair be held?

The first Rotorua Multicultural Business Fair will be held on Saturday, 17 April 2010 from 10 am to 4 pm at the Fenton Centre of the Distinction Hotel, corner of Sala and Fenton Streets, Rotorua.

3. What are the objectives of the Multicultural Business Fair?

The objectives of the RMCBF are to:

- Create awareness within the Rotorua community of the contribution made by ethnic communities to Rotorua business.
- Provide an opportunity for ethnically focused businesses to promote and sell their goods and services.
- Provide an entertaining and enjoyable free event for the Rotorua community.

4. Who can participate?

- Businesses owned or managed by people from different ethnic communities within Rotorua who are interested in promoting selling their goods or services at the Fair and promoting cultural diversity to the public of Rotorua.
- Businesses from outside of Rotorua are also welcome to participate, especially if they are providing goods or services which are not provided by Rotorua businesses.
- Businesses who provide goods and services targeted at migrant or ethnic communities in Rotorua.

5. How do I book a booth at the Fair?

The booking form for a booth at the Rotorua Multicultural Business Fair is given in Appendix A.

6. What will it cost to participate?

Appendix A gives the cost of the booths. A standard booth for the day costs \$75; a wider, premium booth costs \$100. Discounted early bird booking fees are available. There are additional charges for booths with a power supply or with display lighting (see Appendix A).

7. What will be in the booths?

Each business can decide how they want to decorate their booth and which goods or services they want to sell and/or promote. It would be desirable for each booth to make clear the nationality or ethnicity of the people involved in the business being promoted. Displaying national flags would be very appropriate.

8. Will booths from the same country be grouped together?

It will be left to the participants to decide if they want their booth to be located close to the booths of businesses from the same country or ethnicity. Participants will be able to choose their booths on a first-come first-served basis.

9. How many booths will there be?

There will be 38 booths available. The lay-out of the Business Fair is given in Appendix B.

10. How big will the booths be?

The standard booths are 3 meters wide and 2 meters deep. There are premium booths available which are 3.6 meters wide and 2 meters deep.

11. Where do we park at the Distinction?

There are lots of parking at the Fenton Centre of the Distinction Hotel. The entrance to the car park is off Fenton Street; see the map in Appendix C.

12. At what time can we set up our booth?

Booths can be set up from 7.30 am on Saturday, 17 April 2010. The business fair will open to the public at 10 am.

13. When can we take our booth down?

All booths must remain set up and available to the public until 4 pm on Saturday, 17 April 2010. Exhibitors will then have until 6 pm to remove their products and decorations from their booths. You will need to also clear any rubbish from your site.

14. Will the public pay to enter the Multicultural Business Fair?

There will be no entry fee for the public. This is a FREE event, made possible by the generous sponsorship of the Distinction Hotel, the Daily Post, and Radio Network.

15. Are there tips for running a good stall?

Here are some tips for running a successful stall:

- Mark your products clearly and include the prices.
- Provide small portions of food to buy, at lower prices. There will probably be lots of different foods to try, and the public will be looking for small portions to taste. At the Kuirau Park market, the kebabs selling at \$1 each is the most popular product.
- Make more information on your products and services available. For example, a restaurant may serve only a few examples of their food, and then hand out copies of their full menus.
- Provide a discount voucher to attract people to your business after the Business Fair.
- Ensure that your products are of a high quality; remember that your stall is the showcase for your business and ethnic group.
- If you have no experience of running a stall, visit the market stalls at Kuirau Park early on any Saturday morning and look at what makes certain stalls successful.
- It is difficult to predict what the demand for your products will be. If you are selling food, start the day off with a small supply of food, but ensure that you are able to top up your supply later in the day, if needed.
- National flags are available at AJ Emporium in Amohia Street, usually for below \$20 each.
- The Business Fair is your opportunity to make contact with new customers. Ensure that who-ever works on your stall is well trained in customer relations and able to give information on your business.
- Ensure that you have enough staff to work on the stall from 10 am to 4 pm. Have a roster so that no-one has to be on their feet for six hours.
- If you plan to bring expensive goods to the market, check that your insurance policy will cover any losses.
- Never eat or drink while you are working in a stall.
- Promote the Business Fair to your customers, friends, family and neighbours. Use the posters that are available from the Rotorua Chamber of Commerce.

16. Can I get help to translate my signs into English?

The Multicultural Business Council can help exhibitors to translate the signs on their booths, their price lists, and other promotional material into English. Please contact Michelle Urquhart for more information on michelle@baybusinessangels.co.nz.

17. Will there be a bar at the Fair?

The Distinction Hotel, one of the sponsors of the Multicultural Business Fair, will be operating a bar at the Fenton Centre where the Business Fair will be held.

18. What are the rules for the venue?

Exhibitors must follow these rules:

- No rubbish must be left in the Ballroom or the Fenton Foyer of the Distinction Hotel.
- Each exhibitor must keep the area in and around their booth tidy during the whole day.
- No alcohol or illegal substances will be allowed to be taken into the Distinction Hotel.
- No alterations must be made to the electrical set-up of the power supply to your booth.
- No glass, offensive weapons or other devices that have the potential to create injury or public nuisance will be permitted into the venue.
- The entire venue is a smoke free area.
- Management or event personnel have the right to search bags or other items at their discretion.

19. What about food safety?

Exhibitors are encouraged to give away samples of, or sell, ethnic food. Only food of high quality should be sold as the Business Fair will be a showcase for your culture.

Each exhibitor selling food will be responsible for obtaining their own food handling license from the Rotorua District Council. For non-profit organisations the license will be free. The RDC license for booths selling high risk food will be \$59; for low risk food the license will be \$39. Exhibitors are encouraged to discuss their license requirements with the Rotorua District Council as soon as possible.

Exhibitors who plan to sell food, and who have booked a booth, but who do not have a license will not be allowed to set up their booth at the Fair. The Rotorua District Council will inspect the booths during the day of the Fair, and those without the appropriate licenses will be asked to stop trading immediately and leave the Fair. The licenses must be clearly displayed at the booths.

The washroom facilities at the Distinction Hotel adequately cover the hand washing requirements of the hygiene regulations.

If you are handling money, please do not handle food at the same time.

Any vendor selling or giving away samples of food (fresh, packaged or dry stock), who resides in the Rotorua District and who has a food license NEED NOT apply for an additional food license for the Business Fair.

Any vendor who DOES NOT reside in Rotorua and does not have an RDC food license NEEDS to apply for a Market Stall License.

Any vendor selling or giving away food at the Business Fair will also need a food handling certificate/license. Rotorua businesses that already possess a food handling certificate/license do not need to apply for an additional license.

Any vendor who has applied for the above licenses specifically for the Business Fair will be visited by RDC inspectors to ensure that they are operating within the regulations. Rotorua-based vendors, who do not need to apply for licenses specifically for the Business Fair, must display copies of their existing licenses at the Fair.

Vendors are advised to check with the Rotorua District Council to find out if their items for sale will require a food license and/or a food handling license.

Booths selling packaged food such as honey or preserves will also need a license. Booths selling non-food items do not need a license.

Food for the Business Fair must be prepared at registered premises. Exhibitors should check this requirement when they obtain their license from the Rotorua District Council.

The Distinction Hotel will provide a place to wash up cooking equipment, dishes and utensils.

Special care must be taken when handling and selling high risk food to prevent the growth of bacteria which could lead to food poisoning. High risk foods include meat, seafood, poultry, dairy products, small goods, cooked rice, or any food product which contains these foods such as pies, quiches, prepared salads or desserts.

Temperature control is important; keep hot foods hot; perishable foods chilled; and frozen foods frozen.

One person at each stall must take the responsibility for every aspect of food preparation and sales. Everybody handling or preparing food must know how to handle food safely. Cooked or ready to eat food should not be handled with bare hands; use tongs, spatulas or spoons or wear disposable gloves. When wearing disposable gloves, change them every hour, when they tear or when you change tasks.

Wrap or cover all food that is on display. Place name tags on food trays or display containers.

20. How will the Business Fair be promoted?

The Business Fair will be promoted in the Rotorua Daily Post, on the local radio stations, and on the “What’s on in Rotorua?” website.

21. Where do I get more information?

More information about the Rotorua Multicultural Business Fair is available from the Rotorua Chamber of Commerce, phone 07 349 8365.

Appendix A

Booth Booking Form

for the Rotorua Multicultural Business Fair

Item	Width	Depth	Fee, incl GST	Early bird, by 5 March 2010	Please tick	Your cost
Premium booth	3,600 mm	1,8000 mm	\$100	\$75		\$
Standard booth	3,600 mm	1,8000 mm	\$75	\$50		\$
OPTIONAL EXTRAS						
Display panels for premium booth, per day			\$227			\$
Display panels for standard booth, per day			\$208			\$
Tables	750 mm	2,000 mm	\$5 each	Number of tables:		\$
Power supply, per stand			\$40			\$
Feature lights, per stand			\$48			\$
TOTAL						\$

Professional display back and side panels for either premium or standard booths are supplied by Alpha Displays, email info@alphadisplays.co.nz, website www.alphadisplays.co.nz, phone 345 4345. This will be at an additional cost. Please contact Alpha Displays to discuss your requirements, if needed.

Please give a general, brief description of the goods and services that will be displayed and/or for sale. Please state which of the goods will be for sale.

Booth Booking Form (continued)

Fair Booth Conditions

- The booths have to be open to the public from 10 am to 4 pm on the day of the Fair – Saturday, 17 April 2010.
- Exhibitors are responsible for setting up and dismantling their booth space. Access to the display area will be from 7.30 am on Saturday 17 April. The booth must be dismantled by 6 pm on the same day.
- Exhibitors are encouraged to offer goods for sale at the Fair.
- It is the responsibility of Exhibitors selling food and/or beverages to ensure they have and display the relevant RDC licenses.
- Exhibitors must register with the organisers the types of goods they will be selling by completing this form.
- Exhibitors are responsible for Health and Safety requirements on and within their booth.
- Exhibitors providing their own display tables will be required to cover the table with a standard supplied tablecloth. Additional covers and runners may be placed on top of the standard tablecloth.
- Payment for the booth must be made prior to the end of March 2010. A prompt payment discount is offered on payments made prior to 5 pm on 5 March 2010.
- Exhibitors are expected to meet the standards for food handling and display as outlined in the Handbook for the Fair and in the Rotorua District Council's food handling license documentation.
- The organisers reserve the right to accept or decline any booth booking.

Name of Company _____

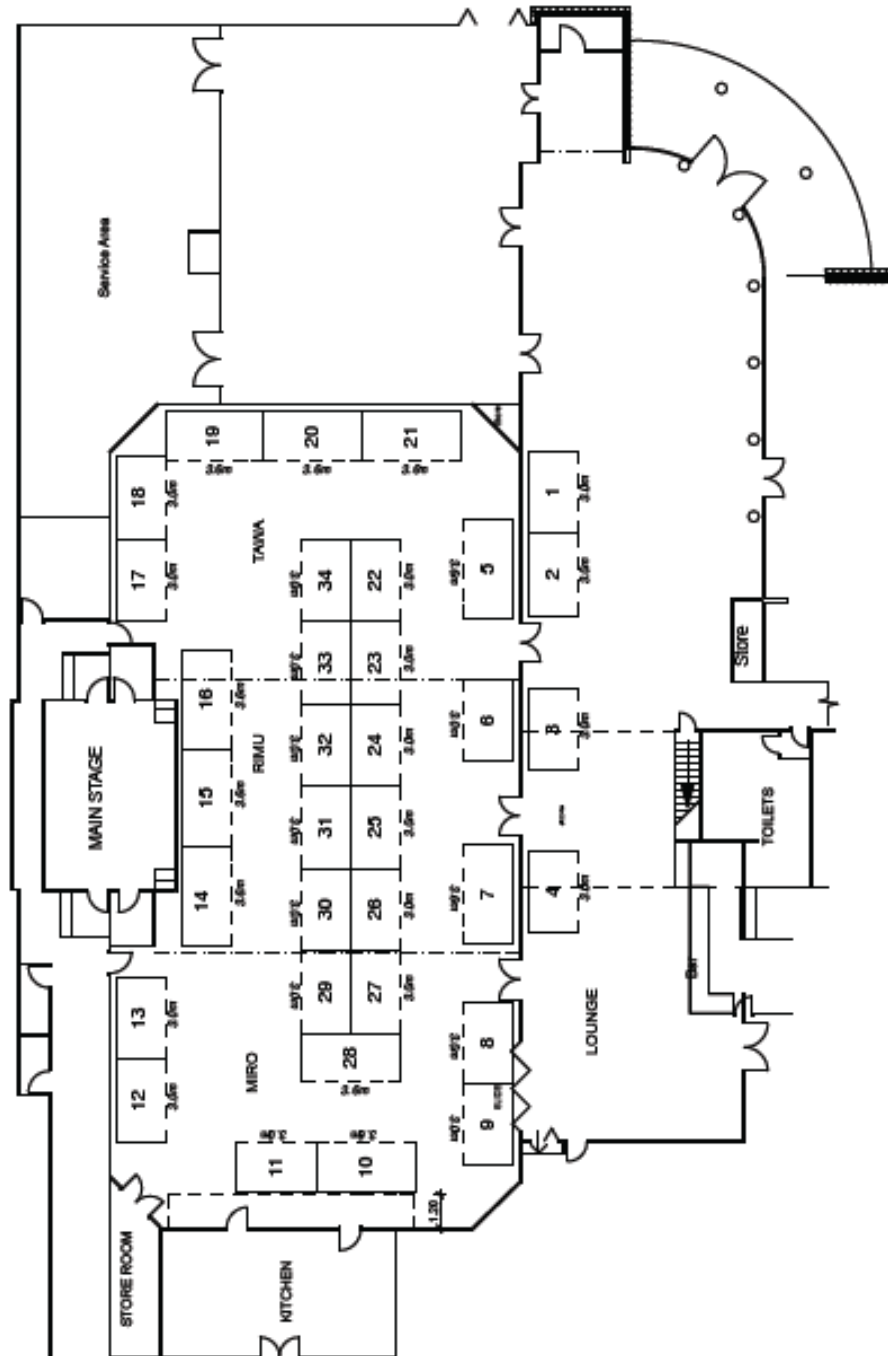
Contact _____ Position in company _____

Address _____ Telephone number _____

Email _____ Signature _____

Appendix B

Floor plan of the Fenton Centre for the Multicultural Business Fair



Appendix C

Map of the Distinction Hotel and Fenton Centre

