

# IRONFEST 2008

ABN 360 349 789 72 INC 9882306  
17 Main Street, Lithgow NSW 2790,  
Ph 02 63 531 638 Fax 0263 514001  
Email: [ironfest@lisp.com.au](mailto:ironfest@lisp.com.au)  
Website: [www.ironfest.com.au](http://www.ironfest.com.au)

## INVITATION

Dear Exhibitor,

You are cordially invited to exhibit at the 9<sup>th</sup> annual Lithgow District Ironfest,

Entitled 'Fusion', Ironfest 2008 will be held at the Lithgow Showgrounds over the weekend of April 25, 26 & 27, 2008, hours: Fri. 10.00am – 4.00pm, Sat. 10.00am – 5.00pm, Sun. 10.00am – 4.00pm.

For those of you new to Ironfest, it is an arts festival with a metal edge; featuring art exhibitions, stalls, live music, street performance, historical re-enactments, blacksmithing demonstrations, workshops, busking competitions, automotive displays, educational, historical and technological displays and lots more!

Ironfest is an artist run, non profit incorporated association, which aims to support artists.

This year, there will be a major re-focus on selling great art. This means we need more information about you. So please send us hi-res images (on CD, or email them to us), your CV and website details if available.

We will also be taking out much more 'art focused' advertising with such publications as the Australian Art Almanac and the Australian Artist Magazine.

**Art only** is allowed to be sold at Ironfest, and the art being sold must have been made by the seller. (Exception to this is made where the seller can demonstrate a close relationship to the art maker. Some products that fit the annual theme will also be allowed.)

Ironfest works well as a venue for artists to sell good quality art directly to a discerning audience that comes from Sydney (20%), the Blue Mountains (25%), the Central West NSW (20%), Canberra (10%), Lithgow (15%) and other areas (10%). (Our audience exceeded 7,500 visitors this year.)

Ironfest assists artists in selling their work by creating an exciting environment in which to sell, as well as by undertaking extensive promotion and marketing. (Our promotional budget in 2008 will exceed \$30,000 and will include Regional TV advertising.)

In the past, Ironfest has received extensive media coverage on Regional TV, ABC radio and TV, as well as in mainstream Sydney media.

Ironfest 2008 will be a NSW Tourism Flagship Event, which will ensure an even higher level of national media attention as well as additional funds for promotion.

The Ironfest Committee and Ironfest volunteers hope to see you in Lithgow, April 25, 26 & 27, 2008. Please do not hesitate to contact us for more information.

Regards,

Macgregor Ross  
Festival Director  
Ironfest

# IRONFEST

2008

## Exhibitor Essential Information

- When:** 25, 26 & 27, April 2008.
- Where:** Lithgow Showground, George Coates Drive, Lithgow, NSW, 2790
- How:** Turn off the Great Western Highway at MacDonald's, into Main Street, Lithgow. Follow it for about ½ kilometre, before turning into the first left, under a railway bridge. You are now in George Coates Drive. The Showground is straight ahead. The Main Gate, directly ahead, will be for visitor pedestrian use only. All participants will need to enter off George Coates Drive after it swings to the left. There will be temporary signage indicating where exhibitors & performers should enter.
- Trading:** 10.00am – 4.00pm Fri., 10.00 am - 5.00pm, Sat. & 10.00am – 4.00pm, Sun.
- Fees:** See application form for details
- Set Up:** Exhibitors will be able to set up from 10.00am on Thurs. 24th April and from 7.00am each other day (Should you wish to set up at any other time please give us a call so that arrangements can be made.) Exhibitors will need to register at the top gate (see map) upon arrival. All exhibitors should be set up by 10.00am and ready to trade!
- Parking:** Free exhibitor parking is available inside the showgrounds in designated areas (see map). All vehicles must be parked in the designated areas at least ½ hour prior to trading. Vehicles will be unable to move during trading periods (Except by prior arrangement. Due to public safety concerns this will be strictly enforced.)
- Preparation:** Most stalls will be outdoors, requiring covers, in the form of tarpaulins, tents etc., chairs and tables if necessary. (The weather in autumn in the mountains can be quite variable. Bring cloths to suit sub zero temperatures in the morning, then temperatures in the high twenties in the afternoon!)
- Selling:** Experience from past shows has highlighted the fact that artists need to present their work in a colourful, interesting and attractive way to best sell their work. (A rewards system based on presentation, uniqueness & originality and integrity of work will be in operation from this year on.) So we encourage you to invest time in how you present your artwork.
- Exhibitors are encouraged to bring along flags of any kind (promotional or decorative) and to dress up to fit with our annual theme, this year being 'Fusion'. (Any fancy dress adds to the entertainment for our visitors.)
- Camping:** Free camping on site in designated areas or in your stall is permitted to all participants, but facilities are limited. Please let us know at the time you book your stall if you wish to camp.
- Come along and join us in exhibiting some of the best contemporary art being made in Australia. Ironfest 2008 will be significantly bigger & better than all previous Ironfest events, so get making!

Ironfest Office: Ph 02 63 531 638 Fax: 63 514 001

# IRONFEST 2008

PLI	PAID
SN	RS

## EXHIBITORS AGREEMENT FORM (Australian Handmade Products Only)

NAME: .....

BUSINESS NAME: .....A.B.N.....

ADDRESS: .....

STATE: ..... POSTCODE ..... PHONE: (BH) .....

(AH) .....FAX: ..... EMAIL: .....

WEBSITE ADDRESS.....

VEHICLE TYPE.....REGO. NO.....

DO YOU HAVE PUBLIC LIABILITY INSURANCE? Yes No

Policy Number: .....Expiry Date: .....

Please forward a copy of your public liability insurance with this form. If you don't have public liability, we may be able to assist. Let us know as soon as possible.

**Please note that if you do not have public liability insurance you will not be able to participate.**

I HAVE ATTACHED MY CV AND IMAGES OF MY WORK: YES NO

Cost of Stalls: (Two Days.)

<b>Costs:</b>		
Outdoor Space	booking fee (not refundable)	\$20.00
Plus	Stall fee	\$150.00
	GST	\$17.00
	<b>Total =</b>	<b>\$187.00</b>
Indoor Space	booking fee (not refundable)	\$20.00
	Stall fee	\$180.00
	GST	\$20.00
	<b>Total =</b>	<b>\$220.00</b>

This fee includes entry passes for two adults & two children.

For any additional passes you will need to purchase additional tickets at **the special rate of:**  
Adult - \$12, Child over 16/ Concession - \$10, Children under 16 – free  
(Please note the usual admission prices can be found on the Ironfest website @  
www.ironfest.com.au

Please note that indoor stalls are limited in size (3m x 2m) & number. Outdoor stalls start at 4m x 3m. (Please note that we will try and give you as big a space as required.)

**Cheques to be payable to:** Ironfest Inc.

Full payment is required with this form. Refunds, less booking fee, are available up to one month before the event.

(Please read conditions set out on the reverse side of this form prior to signing.)

I have read the conditions for exhibiting at Ironfest 2007, and I sign my name in acceptance of them, asserting that the information provided by me is true and accurate:

(Signed): ..... (Date): .....

(Witness): ..... (Date): .....

(Address): .....

**Please indicate the sort of products you wish to sell/ exhibit:**

Artwork: (description) (eg. Handmade sculpture by John Smith) .....  
.....  
.....

**Please Note: Products other than those listed are not permitted. Failure to comply will result in your being asked to leave the festival site without your stall fee being refunded.**

(Please note: all indoor spaces = 3m X 2m. Outdoor spaces = 4m X 3m. Please speak to us if you require more space.)

**Do you wish to be added on to the Ironfest website listing?**

Yes..... No..... Cost = \$20.00 for one year

**You will need to send us a brief artist biography & no more than 10 digital images of your work.**

Total monies payable: .....

Please call us if you have any questions or need more information.

# Conditions

The exhibitor is responsible for any damage they, or any person working for them, do to the site, other persons, product or equipment.

The exhibitor should behave at all times in a manner not likely to cause offence or discomfort to other festival goers or participants and is responsible for the behaviour and welfare of all persons working on their site.

The exhibitor agrees to comply with all NSW Work-cover requirements &/or obligations.

The exhibitor agrees to leave the site as they found it, removing all their rubbish and leaving the site clean.

The exhibitor agrees to remain set up throughout all the festival operating hours.

The exhibitor agrees to park their vehicle in the designated exhibitor parking areas and not move their vehicle during the festival operating hours.

The exhibitor agrees to allow the festival organizers to use photographs of their work for future Ironfest promotions.

All products exhibited should be handmade products, made by the exhibitor. (Excepting exhibitors of historic and educational products.)

(Provision may be made for artists who wish to exhibit handmade Australian products made by other artists. Please let the organizers know prior to exhibiting if you wish to do this.)

The exhibitor agrees to not bring any pets onto the festival site during festival times.

Exhibitors should comply with all reasonable requests from the festival organizers.

Failure to comply with any of these conditions may result in the exhibitor's expulsion from the festival site without stall fees being refunded.

The Ironfest organizers reserve the right to exclude products/ work deemed inappropriate or unsafe for the Festival environment.

No pets.

The consumption on site, of illicit drugs or alcohol during festival hours, is strictly forbidden.

Please reply to:

Email:

Phone:

17 Main Street, Lithgow NSW 2790

[ironfest@lisp.com.au](mailto:ironfest@lisp.com.au)

Mac or Alison on (02) 63 531 638