ACADA International CAKE SHOW

Everything Cake, Baked & Sweet

BRISBANE SHOWGROUNDS
18-20 May, 2018

VENDOR, EXHIBITOR & SPONSOR INVITATION & INFORMATION KIT

© 2017 Australian Cake Artists & Decorators Association (ACADA)
ACADA’s International Cake Show Australia (ICSA) is the FIRST show of its kind in Australia. It partners with all levels of Government and the Australian Tourism industry to bring together thousands of cake artists, professional pastry chefs, bakers, chocolatiers, home hobbyists decorators, food personalities and “sweet loving” members of the public; in a fun filled environment to celebrate everything decadent and sweet. This exciting event provides associated food and product manufacturers, distributors, wholesalers, food and product service agents and retailers the opportunity to expose their products and services to a large, carefully targeted audience of Australian and international attendees who are searching for new products and ways to stretch their boundaries. They are seeking new ideas and are hungry to buy your products and unique services.

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About ICSA 2018

Now is the time to showcase your brand with the event that has the cake, baking and sweet world talking! In 2017 ACADA launched Australia’s first international cake show. 95% of attendees at ICSA 2017 rated the show as being the best value for money, and the most exceptional learning experience of any show they had ever attended within Australia.

In 2018 we’re stretching the boundaries further. We are aiming to create a lifelong truly memorable experience that will put Australia firmly on the international cake event calendar. The economic benefits of such a huge show in Australia, flow on to everyone.

What will be different at ICSA 2018? We’re doubling the size of our exhibition booths, flying in the world’s best cake artists as well as showcasing Australia’s incredible cake heroes.

We’ve hired a one of Australia’s top marketing and public relation company’s. They are highly experienced in managing major national and international events and trade shows. They have a proven track record and know how to attract huge crowds!

We’ve formed strong partnerships with every level of Government and Tourism Australia to ensure this event has premium media exposure. We are aiming to achieve value for money for both attendees and exhibitors. Our goal is to provide you with exception exposure, promotional opportunities and sales.

© 2017 Australian Cake Artists & Decorators Association (ACADA)
INTERNATIONAL CAKE SHOW AUSTRALIA is proudly owned and operated by the Australian Cake Artists & Decorators Association (ACADA) and is widely supported by the Australian Cake Decorating and Baking Industries. This dynamic event brings people passionate about everything cake, baking and sweet together to share amazing skills. It gives you the opportunity to showcase your innovative products and services with thousands of foodies travelling from all parts of Australia and overseas.

INTERNATIONAL CAKE SHOW AUSTRALIA is your opportunity to increase your exposure and market share with a huge number of people within your specific target market. But act soon - we have had a keen interest from sponsors and stall holders and expect Booths and Sponsorship packages to sell out quickly.

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Destination Marketing:
During 2017 attendees originated from all Australian States & Territories, the Asia Pacific Region, Europe, United States, South America, Netherlands, European Union, and many other global destinations. This year our advertising budget has been tripled. We have partnered with Tourism Queensland’s Major Events Department and hired a professional publicist who will assist with the marketing of the show nationally and internationally, therefore we expect the numbers to grow significantly.

Advertising & Publicity:
We have formed a partnership with Tourism Australia which means we will be platforming off the Commonwealth Games being held on the Gold Coast, Queensland in April. ICSA will be advertised on and promoted heavily through the websites of tourism bodies and major events throughout the country which will give ICSA major exposure.

TV, Radio, Billboards & Signage
The appointment of a high profile major events public relations company means ICSA will have high exposure through print and electronic media, including radio, television, major street signage and billboards. There are also many feature publicity events planned. This means high exposure for your brand!

Electronic Media
More than 150,000 dedicated ACADA followers will be heavily targeted through an extensive electronic media campaign. This includes Facebook, Instagram, Twitter, ACADA Membership, our targeted database and email subscribers. Our many media partners will also extensively promote the show and run show competitions through their electronic databases and social media.
Demographics

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Age Group</th>
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<tbody>
<tr>
<td>85%</td>
<td>Female + 15% Male</td>
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</tr>
<tr>
<td>14%</td>
<td>Aged 25 to 34</td>
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</table>

Major features at the show

- Celebrity cake artists, chocolatiers, chefs and bakers appearing throughout the three days of the show
- A two-day televised, live international cake off challenge on main stage featuring six of the world’s most famous cake artists. Celebrity cake artists include Karen Portaleo, Paul Bradford, Sachiko Winbiel, Verusca Walker, Margie Carter & Paul Delaney
- Three (3) “Live, Laugh & Learn” demonstration stages holding free demonstrations on the hour every hour, right throughout the 3 days of the show
- A minimum of one demonstration spot for each exhibitor
- Merivale Couture Wedding Zone (Australia’s most awarded wedding cake designers)
- Hands-on Cookie Zone
- Hands-on Create, Make & Take Zone
- Chocolate, Sweet & Party Zone
- Australia’s largest cake decorating competition
- Huge unbelievable statement cakes in various locations throughout show
• Professional competition for celebrity chefs and senior pastry chefs from top ranking restaurants, event venues and hotels
• Low cost “create make and take” mini classes to give exhibitor’s products exposure
• Six workshop areas conducting hands-on classes throughout the show
• Pop up demonstrations on exhibition stands (built into program)
• Specialised zones include:
  o Children’s play zone
  o “Create Make & Take” Zone
  o Cookie Zone
  o Wedding Extravaganza Zone
  o Chocolate & Sweet Zone
• Comprehensive show program including floorplan, every exhibitor’s location and key sponsor advertisements
• ACADA Cake Artists Oscar Awards Dinner and after party (200-250 guests)
• General Awards Ceremony – Sunday Afternoon
• Feature booths where cake artists/chocolatier’s will be building live installations.
• Huge feature cakes distributed throughout the show
• The ability to sell cake, chocolate, sweets or baked products direct from your booths and to do tastings
Who should exhibit or be a vendor?

ICSA is packed full of exciting events. If you are an Australian or International manufacturer, supplier, distributor, reseller, retailer, educator or service provider to the cake decorating, baking or confectionery industries, an event planner or venue this is an excellent brand marketing opportunity that should not be missed!

There will be approximately 90 booths of different configurations available. Booth location is allocated on a first booked, first served basis. ICSA is jam packed full of events happening across all three days of the show, in all locations. This means every exhibitor will receive prime exposure. A far greater number of booths, means the floorplan has changed! The new floorplan design ensures all booths will be surrounded by lots of activity and receive high visitation.

“We can’t thank the organizers enough for asking us to be part of this incredible event, 2017 was absolutely amazing. The feedback we received from the organizers, other exhibitors, industry professionals and the public was so positive and welcoming. It was worth attending. We’re really looking forward to exhibiting again in 2018”

Troy & Angela Ramke, Rustic Bush Timber Designs
Brisbane Queensland
### Who will be attending?

| Local, interstate and international home bakers hungry to learn, find new products and buy | Overseas companies seeking Australian distributors or retailers for their food related products |
| Local, interstate and international professional cake artists searching for products and ideas to take their work to the next level | Food and associated product manufacturers and services wanting to increase market share and grow their business |
| Local, interstate and international professional bakers, chefs & chocolatiers | Small and large companies wanting to win customers, sell directly and promote their products to a large audience motivated to buy |
| Foodies searching for new ideas and innovative new products | Wedding and special event venues wanting to showcase their business |
| Mums & dads who love everything sweet wanting to taste, sample and buy | Chocolatiers, bakers and cupcake shops wanting to promote and sell products direct to the public |
| Brides and mothers of the bride investigating everything they need for a very special wedding | Wedding Extravaganza Zone is for couture wedding cake designers, couture wedding gown designers, wedding planners and wedding venues (Sponsored by Brisbane Bride Magazine) |
| Those planning children’s parties and special events looking for new ideas and products | Event planners, themers and party shops wanting to showcase and promote unique products |
Why exhibit, what will it do for you?

- Enable you to reach a huge number of customers within your specific target market who are highly motivated to buy new products and services at the show
- Sample products to ideal target audience
- Educate customers on how to use your products, to increase sales
- Build relationships in a fun and vibrant atmosphere
- Build brand and product awareness
- Launch new products or your company into the Australian or Australasian market
- Increase product sales by selling to large numbers directly at the show
<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>3 Day Passes</th>
<th>Listing In Program</th>
<th>Advert in Program</th>
<th>Social Media</th>
<th>Website Listing</th>
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<td>6m x 6m</td>
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<td>6m x 9m</td>
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<tr>
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<td>Full Page</td>
<td>6 Call Outs Feature</td>
<td></td>
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Price per stand (exclusive of GST)

**Payment Terms:** 50% payable on booking (no booths held without payment)  
Final 50% payable by Thursday 1st March, 2018

**Special Offer**

*Pay in full when booking to receive $200 discount off your total booth rate*

**Additional Charges:**
- $45 per corner (3m x 9m and above charge isn’t applicable)
- $200 for vendors selling food for consumption (cake, baked or sweet goods). Tastings permitted

**Inclusions:**
- ✓ Octanorm Shell Scheme – White 3mx3m walls with aluminum framing 2.5mH
- ✓ Your choice of design for stand-alone booths (walls or no walls)
- ✓ 2 x cool LED track lights per 9m2 stand
- ✓ Name digitally printed on all aisle facing facia boards
- ✓ Standard power with option to upgrade (depending on appliance requirements)

**Options available at cost:** Our friendly, professional exhibition partners have booth upgrades, feature signage and furniture available

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# ACADA International Cake Show Australia

## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Comp</th>
<th>Cake Oscar Awards Dinner</th>
<th>Meet &amp; Greet Cocktails</th>
<th>International Cake-Off Team</th>
<th>Cookie Corner Zone</th>
<th>3 Day Demo Stage</th>
<th>Hands-On Workshop Academy Sponsor</th>
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<tbody>
<tr>
<td>$35,000</td>
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<td>$10,000</td>
<td>$2,000</td>
<td>$5,000</td>
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### Major Logo Feature
- $35,000
  - Logo Title
  - Placement on Registration Desk
  - Logo on all Oscar Invites
  - Logo on all invites
  - Logo on all Invitation Marketing collateral
  - Free Cookie Booth Control
  - Name on Booth
  - Name on Stage
  - Major signage in workshop area

### Prominent Show Signage
- $15,000
  - Logo on Registration Desk
  - Placement 6 Banners in Comp Area
  - Logo on all Oscar Invites
  - Logo on all invites
  - Logo on all Invitation Marketing collateral
  - Free Cookie Booth Control
  - Name on Booth
  - Name on Stage
  - Logo on Website

### Building Signage
- $20,000
  - Inclusion on ICSA Show Signage
  - Overhead Signage in Comp Area
  - Placement 4 signs at Oscars
  - Placement of 3 signs at event
  - Placement 2 signs on Stage
  - Name on Booth
  - Name on Stage
  - Major signage in workshop area

### Prominent Booth Placement
- $20,000
  - Prominent Booth Placement
  - Prominent Booth Placement
  - Prominent Booth Placement
  - Prominent Booth Placement
  - Prominent Booth Placement
  - Prominent Booth Placement
  - Prominent Booth Placement
  - Prominent Booth Placement

### Social Media
- $10,000
  - Social Media
  - Social Media
  - Social Media
  - Social Media
  - Social Media
  - Social Media
  - Social Media
  - Social Media

### Logo on Billboard Signage
- $10,000
  - Logo on Print
  - Logo on Print
  - Logo on Print
  - Logo on Print
  - Logo on Print
  - Logo on Print
  - Logo on Print
  - Logo on Print

### Building Signage
- $10,000
  - Inclusion on ICSA Show Signage
  - Overhead Signage in Comp Area
  - Placement 4 signs at Oscars
  - Placement of 3 signs at event
  - Placement 2 signs on Stage
  - Name on Booth
  - Name on Stage
  - Major signage in workshop area

### 3 x Roof Banner Spaces
- $7,000
  - 3 x Roof Banner spaces
  - 3 x Roof Banner spaces in Comp Area
  - 1 Roof Banner space
  - 1 Roof Banner space
  - 1 Roof Banner space
  - 1 Roof Banner space
  - 1 Roof Banner space
  - 1 Roof Banner space

### 5 Cake Oscar Tickets
- $7,000
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets
  - 5 Cake Oscar Tickets

### 50 Show Tickets
- $7,000
  - 20 Show tickets
  - 25 Show tickets
  - 15 Show tickets
  - 10 Show tickets
  - 5 Show tickets
  - 10 Show tickets
  - 10 Show tickets
  - 10 Show tickets

### Full Back Page Advert Program
- $5,000
  - Full Page Advert Program
  - Full Page Advert Program
  - ½ Page Advert Program
  - ¼ Page Advert Program
  - ½ Page Advert Program
  - Listed in Program
  - ¼ Page Advert Program
  - ¼ Page Advert Program

### 6 Dem Spots
- $5,000
  - 3 Dem Spots
  - 3 Dem Spots
  - 2 Dem Spots
  - 2 Dem Spots
  - 2 Dem Spots
  - 2 Dem Spots
  - 2 Dem Spots
  - 2 Dem Spots

### 2 Free Exhibition Booths
- $5,000
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth
  - 1 Free Exhibition Booth

### Scholarships
- $3,000
  - Scholarships
  - Scholarships
  - Scholarships
  - Scholarships
  - Scholarships
  - Scholarships
  - Scholarships
  - Scholarships

### 3 Day Demo Stage
- $3,000
  - 3 Day Demo Stage
  - 3 Day Demo Stage
  - 3 Day Demo Stage
  - 3 Day Demo Stage
  - 3 Day Demo Stage
  - 3 Day Demo Stage
  - 3 Day Demo Stage
  - 3 Day Demo Stage

### Hands-On Workshop Academy Sponsorship
- $3,000
  - Hands-On Workshop Academy Sponsorship
  - Hands-On Workshop Academy Sponsorship
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Platinum Sponsor – Exclusive (1 only)

Investment: $35,000  Media Value: Approximately $70,000

Signage / Title

✓ Title naming rights
✓ “Proudly sponsored by (your name)” on all major show signage and marketing collateral
✓ Inclusion on major banners on exterior of the building
✓ Premium positioning of signage throughout the show
✓ 3 x roof drop signs/banners spaces strategically placed in prime positions throughout the show

Logo Inclusion

✓ Prominent placement on all ICSA signage
✓ Extensive placement on website, including banners.
✓ Prominent placement on Exhibitors page
✓ Prominent placement on Social Media Banners
✓ Prominent logo placement on Bill Boards
✓ Logo on registration desk

Additional Major Benefits

✓ Brand recognition and/or logo inclusion in print media advertising
✓ 10 complimentary “Meet the Cake Heroes” Cocktail party tickets
✓ 5 Cake Oscar Party Awards Dinner Tickets (including beverage package)
✓ 50 complimentary 3-day show passes
✓ Full page prime position advertisement in the program (back page)
✓ 6 demonstration spots on the “Live, Learn & Laugh” stages (2 each day)
✓ 2 Exhibition Booths each 3m x 3m in a prime location
✓ Public verbal recognition during major events and every day throughout the show
✓ Exclusive premium branding opportunity on all marketing collateral (excludes Cake Oscars)
✓ Exclusive Branding and use of product in “Create, Bake, Take Zone”
✓ Many other product exposure opportunities

“Brilliant demonstrations, thank you”

Nevada Randall

“We had such a great weekend at the ICSA in Brisbane! Thank you to all who visited our stand over the weekend. We hope you enjoy using your new colours. We’d love to see photos of your creations. Thank you to ACADA for hosting such a wonderful show. It was amazing. We will definitely be back to exhibit in 2018”

Natalie Halstead, Mad About Colour, South Australia

© 2017 Australian Cake Artists & Decorators Association (ACADA)
Gold Sponsor – (3 Only)
Investment: $15,000  Media Value Approximately $50,000

Signage / Title
✓ Inclusion on all ICSA Banners internally throughout the show
✓ Inclusion in registration desk signage
✓ 2 x roof drop signs/banner spaces strategically placed in prime positions throughout the show (sponsor to supply).

Logo Inclusion
✓ Prominent placement on all internal show signage
✓ Inclusion in major marketing collateral (excluding billboards)
✓ 20 complimentary 3-day show passes

Additional Premium Benefits
✓ 5 x “Meet the Cake Heroes” Cocktail party tickets
✓ 2 x Cake Oscar party Awards Dinner Tickets (including beverage package)
✓ Acknowledgement in newsletter1 complimentary 3m x 3m exhibition booth in a prime location
✓ Full page advertisement within in the show program (finished artwork to be supplied)
✓ 3 demonstration spots (one each day)
✓ Acknowledgement and feature on social media
✓ 1 x complimentary 3x3m exhibition booth in prime location
✓ 20 complimentary 3-day show passes

“Just loved the whole weekend, was terrific to catch up with fellow WA’s but also meeting the fabulously talented internationals along with the amazing organizer’s. Will definitely be at the next event and urge decorators everywhere to support this fabulous showcase”

Donna Hughes, Western Australia

We travelled from WA to exhibit at ICSA 2017 in Brisbane. It was incredible. So much fun, and the cakes were such high quality. We can’t wait to travel to sunny Queensland to exhibit again. Bring on ICSA 2018!

Sandra Dillon, Sandra Dillon Design, Perth, Western Australia

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Competition Sponsor – Exclusive (1 Only)

Investment: $20,000  
Media Value Approximately $55,000

Signage / Title

- Naming rights for ICSA Competition 2018
- Placement of six company banners within the competition area
- Name on signage on overhead signage boards on four sides of the competition area
- 3 x roof drop signs/banners strategically placed over competition area

Logo Inclusion

- Prominent placement on ICSA signage within Competition Area
- Inclusion in all competition marketing collateral, including front cover of competition schedule
- Inclusion on all competitor’s name cards, on 1st, 2nd & 3rd prize winner’s certificates and gold, silver and all bronze encouragement awards.

Additional Premium Benefits

- 2 x “Meet the Cake Heroes” cocktail party tickets
- 2 x Cake Oscar Party Award Dinner Tickets (including beverage package)
- 25 complimentary 3-day show passes
- Verbal recognition during the awards ceremony on main stage
- Full page advertisement within the show program. (Finished artwork to be supplied by Sponsor)
- Assist with presentations of awards on main stage on Sunday
- 3 free demonstrations on the demonstration stages (1 each day)
- 1 x complimentary exhibition booth (3m x 3m)
- Prominent booth location
- Verbal acknowledgement at the show and through social media
- 25 complimentary 3-day show passes
Cake Oscar Awards Dinner & After Party Sponsor

Exclusive (1 Only) – Rydges Hotel, Southbank – 200/250 Guests

Investment: $10,000  Media Value Approximately $38,000

Signage / Title

✓ 4 company pull up signs displayed in prominent positions at the Cake Oscar Awards dinner (sponsor to supply)
✓ Signage on PowerPoint Presentation throughout the Cake Oscar’s dinner
✓ 1 company roof banner/sign prominently displayed at the show (sponsor to supply)

Logo Inclusion

✓ Premier Logo inclusion on all printed and online Cake Oscar Awards Dinner invitations and associated marketing collateral

Additional Premium Benefits

✓ 2 x “Meet the Cake Heroes” cocktail party tickets
✓ 2 x Cake Oscar Party Award Dinner Tickets (including beverage package)
✓ Assist with the presentations at the Cake Oscar Awards Dinner
✓ 7 x minute address to audience at the dinner
✓ Presentation of major awards at the dinner, together with high profile international cake hero/s
✓ 2 demonstrations spots on the demonstration stages (one each on Saturday and Sunday)
✓ ½ page advertisement in the show program (finished artwork to be supplied)
✓ 1 x complimentary 3m x 3m exhibition booth
✓ Prominent booth location
✓ 15 complimentary 3-day show passes

Thursday Night “Meet Your Cake Heroes” Rydges Hotel, Fortitude Valley Exclusive (1 Only)

Investment: $7,000  Media Value Approximately $13,000

Signage / Title

✓ Naming rights
✓ Placement of three pull up signs at the event, in location of sponsor’s choice (sponsor to provide)
✓ PowerPoint Presentation including signage displayed on TV screens at venue
✓ 2 pull up banners to be displayed at show in location of organizer’s choice (sponsor to provide)
✓

Logo Inclusion

✓ Logo to appear on all invitations and social media for this event including on social media
✓ Logo to be prominently displayed at the event

(Continued next page)
Additional Premium Benefits

- Sponsor to be acknowledged at event
- Sponsor to be acknowledged on social media
- Advert on social media x 3
- 4 complimentary tickets to the “Meet Your Cake Heroes” cocktail party
- Sponsor to give welcome address and 10 minutes to promote products at the Meet Your Cake Heroes cocktail party
- 1/4-page advertisement in show program (sponsor to provide artwork)
- 10 complimentary 3-day show passes

2-Day International Cake Off Challenge

**Team Australia** Sponsor (Thurs & Fri) **Main Stage**

Exclusive (1 Only)

**Investment: $10,000**

**Media Value Approximately $46,000**

This is one of the most exciting and popular events at the show. Team Australia will challenge Team International for the ICSA World Title on the huge main stage. High profile cake artists are competing on each team. The Challenge is over six hours on Friday and Saturday (2 full days during the show. The winner will be announced at the huge Saturday night ACADA Cake Artists Awards dinner

**Signage / Title**

- Premium signage in your team’s challenge area on main stage

**Logo Inclusion**

- Logo inclusion on website on cake challenge page
- Minimum 20 dedicated logo-featured promotions/on multiple social media platforms

**Additional Premium Benefits**

- Access to professional photographer’s photo gallery for marketing purposes
- Access to professional video coverage taken throughout the challenge for marketing purposes
- 1/3-page advertisement in show program
- 1 x Complimentary Booth (3m x 3m)
- 10 complimentary 3-day show passes
- 2 complimentary tickets to ACADA Cake Artists Awards Dinner (inclusive of beverage package)
- Premium seating with your team members at ACADA Cake Artists Award Dinner.
- Premium Product Display in your team’s challenge area.
2-Day International Cake Off Challenge
Team International Sponsor (Thurs & Fri)
Exclusive (1 Only)

**Main Stage**

**Signage / Title**
- Premium signage in your team’s challenge area on main stage

**Logo Inclusion**
- Logo inclusion on website on cake challenge page
- Minimum 20 dedicated logo-featured promotions/on multiple social media platforms

**Additional Premium Benefits**
- Access to professional photographer’s photo gallery for marketing purposes
- Access to professional video coverage taken throughout the challenge for marketing purposes
- 1/3-page advertisement in show program
- 1 x Complimentary Booth (3m x 3m)
- 10 complimentary 3-day show passes
- 2 complimentary tickets to ACADA Cake Artists Awards Dinner (inclusive of beverage package)
- Premium seating with your team members at ACADA Cake Artists Award Dinner.
- Premium Product Display in your team’s challenge area.

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“Create Make & Take” - Cookie Zone
Exclusive (1 Only)

**Investment:** $3,000

**Media Value Approximately:** $9,000

**Additional Premium Benefits:**
- Full signage, name rights, design and control of your selected zone for the entire three days of the show (on stage and within area)
- Complimentary 3x3 booth for Zone (with option to extend at sponsors cost)
- Includes 6 complimentary 3-day show passes

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“Live Laugh & Learn” Demonstration Stage 1
Stage 1 for the entire three days of the show

**Investment:** $5,000

**Media Value Approximately:** $12,000

**Premium Benefits:**
- Full signage, name rights and design of your selected stage for the entire three days of the show (on stage and within area)
- ¼ Page Advert in Program
- 10 complimentary 3-Day show tickets
- Logo on website and inclusion in social media across several platforms

© 2017 Australian Cake Artists & Decorators Association (ACADA)
“Live Laugh & Learn” Demonstration Stage 2
Stage 1 for the entire three days of the show
Investment: $5,000  Media Value Approximately $12,000

Premium Benefits:
✓ Full signage, name rights and design of your selected stage for the entire three days of the show (on stage and within area)
✓ ¼ Page Advert in Program
✓ 10 complimentary 3-Day show tickets
✓ Logo on website and inclusion in social media across several platforms

“Live Laugh & Learn” Demonstration Stage 3
Stage 1 for the entire three days of the show
Investment: $5,000  Media Value Approximately $12,000

Premium Benefits:
✓ Full signage, name rights and design of your selected stage for the entire three days of the show (on stage and within area)
✓ ¼ Page Advert in Program
✓ 10 complimentary 3-Day show tickets
✓ Logo on website and inclusion in social media across several platforms

Sponsor a Workshop Academy
or High-Profile Cake Artist

There are six hands-on Workshop Academies at the show you can sponsor one or you may choose to sponsor them all. Alternately you may prefer to sponsor you’re favourite Cake Artist!

Investment: $5,000 each  Media Value Approximately $18,000

Signage / Title
✓ Wall signage within your workshop area + 2 pull up banners or wall signage on the exterior of your workshop area. Sponsor to provide

Logo Inclusion
✓ Logo inclusion on website
✓ Minimum 20 dedicated logo-featured promotions/on multiple social media platforms

Additional Premium Benefits
✓ Have your products integrated into, used and promoted within the classes being conducted within your sponsored Workshop Academy OR by your sponsored cake artist. Cake Artist list is below. The cake artists booked by ACADA who are performing at the show are not to be approached directly sponsorship must be through ICSA.
✓ Naming rights for your academy
✓ Company name to be used when promoting all classes being conducted within your area
✓ Access to professional photographer’s gallery for marketing purposes
✓ 1/3-page advertisement within show program
✓ 2 complimentary tickets to Meet & Greet cocktail party
✓ Premium Booth Location
✓ 10 complimentary 3-day show passes

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<table>
<thead>
<tr>
<th>Cake Artist Sponsorship</th>
<th>Workshop/Area</th>
<th>Number of Sponsorships</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>TIMBO SULLIVAN</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>KAREN PORTALEO</td>
<td>3 x Demonstrations</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>MARTA HIDALGO</td>
<td>Workshop / Demonstration</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>MARTA TORRES</td>
<td>Workshops/ Demonstration</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>AIXA ZUNINO</td>
<td>Workshop/Demonstration</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>DOROTHY KLERCK</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>VERUSCA WALKER</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>MARGIE CARTER</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>MARIA SHAW</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ANNA MARIA ROCHE</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Zoe Byres</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>MIO SHIH</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CAITLIN MITCHELL</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Shan Weerasiri</td>
<td>Workshop</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
Lock in your chance to
Showcase YOUR BRAND at ICSA today!

<table>
<thead>
<tr>
<th>Sponsorship Area</th>
<th>Amount</th>
<th>Number</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cake Hospital Naming Rights</td>
<td>$1200</td>
<td>1</td>
<td>SOLD</td>
</tr>
<tr>
<td>Sponsor to provide repair kits for Hospital. Includes booth, overhead signage, display banner, acknowledgement and social media and website exposure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competition Division Sponsorship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Show Champion Prize</td>
<td>$1000</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Special Class – Beginners</td>
<td>$300</td>
<td>1</td>
<td>SOLD</td>
</tr>
<tr>
<td>Class 1 – Wedding Cake</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 2 – Eddie Spence Tribute</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 3 – Cupcake Bouquet</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 4 – Realistic Sculpted Bust</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 5 – Sugarcraft Figurine</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 6 – Tiered Miniature Cake</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 7 – Transportation</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 8 – Flowering Plant</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 9 – Contemporary</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 10 – Sculpted Animal</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 11 – Garland/Floral Crown</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 12 – Celebration Cake</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 13 – Edible Art</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 14 – Dimensional Cookies</td>
<td>$300</td>
<td>1</td>
<td>SOLD</td>
</tr>
<tr>
<td>Class 15 – Royal Cookies</td>
<td>$300</td>
<td>1</td>
<td>SOLD</td>
</tr>
<tr>
<td>Class 16 – Pretty Petals &amp; Pastels</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 17 – Architecture</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 18 – Enchanted Forest</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 19 – Geometric &amp; Abstract</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 20 – Buttercream</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 21 – Gravity Defying</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 22 – Professional Class</td>
<td>$300</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Class 23 – Collab Australia</td>
<td>$650</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
**Partner with ACADA**

<table>
<thead>
<tr>
<th>REGISTRATION BAG</th>
<th>REGISTRATION BAG</th>
<th>PRODUCT SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each attendee receives a free show bag showcasing your LOGO and products. It will be highly visible and the highlight of the show.</td>
<td>(PRODUCTS &amp; BROCHURES)</td>
<td>There are a huge number of opportunities in this area. Please contact us to discuss.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ICSA MEDIA PARTNERS</th>
<th>BAKED NAKED CAKES</th>
<th>ICSA PRODUCT PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be recognized in show program, our website and be heavily promoted.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRODUCTS FOR ADDITIONAL COMPETITION PRIZES</th>
<th>KIDS PLAY-ZONE SPONSOR</th>
<th>APPLIANCES INCLUDING MIXERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company will be announced at prize giving ceremony, logo on website and in show program.</td>
<td>Full naming rights. You will supply and man the kids play zone.</td>
<td>Have your products and signage prominently displayed at show, on website and in program.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTY &amp; EVENT THEMING PARTNER</th>
<th>BE HEAVILY PROMOTED!</th>
<th>PRINTING PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Promotion</td>
<td></td>
<td>Printing of Competition Schedule &amp; Show Program</td>
</tr>
</tbody>
</table>

© 2017 Australian Cake Artists & Decorators Association (ACADA)
A very serious incentive

Dress to Impress!

There will also be a competition at the show called "Dressed to Impress" it is for the best decorated booth at the show. The winner will receive 1 free 3m x 3m booth at ICSA 2019. The winner will be selected by the public. WILL YOU WIN?

ICSA employs a professional event management team who will help you every step of the way, to make sure you have everything you need.

Just so you know all booths will have three sides. The theme colour at ICSA is of course "Pink". Company name boards proudly displayed on the front of your booth will have black letters on a pink background. One name plate will be digitally printed on all aisle facing facias

If you are small company who wants to have a fantastic display at ICSA, ACADA has a great signage company we have dealt directly with, that will make you great quality backdrops, banners etc at highly discounted prices, alternately you can order these directly through our friendly exhibition partner. WE ARE HERE TO HELP.

All tables are required to be covered in black skirted clothes. We want the show to be eye popping and we will certainly be doing our part to make sure it has that incredible WOW factor. If you don't have black skirted clothes, the Exhibition Hire company will be able to provide these for you. If you are planning a very special theme for your booth and black doesn't work, please contact the organiser to discuss what you are planning. We want to make sure this event is an amazing success for you and ACADA
To book exhibition booths or to sponsor, please complete the ICSA 2018 Booking Form and email it to the event organizer.

For queries please contact:

Event CEO: Joan McDermott
Email: acadapresident@gmail.com
P: 0412 100 750 (within Australia)
P: +61 412 100 750 (if located outside of Australia)
W: https://acada.com.au
Address: 81 Ormeau Ridge Road, Ormeau Hills, Queensland 4208
**Contract & Contracted Parties:**
This contract is between the “Organizer” International Cake Show Australia (ICSA) ABN 39 331 168 and the “Sponsor” or “Exhibitor” (the Exhibitor), being the individual or company making application for exhibition space, sponsorship and services or paying for such services. This contract replaces all previous contracts or agreements and can only be varied in writing and authorised by the organiser’s appointed representative.

These terms and conditions are effective from the date of signing by both parties and terminate 7 days after the event has finished. Submission of the “Exhibitor’s” booking application form and payment of deposit, part payment or payment in form constitutes acceptance of the Organiser’s terms and conditions of business.

**Interpretation:**
The word “Persons” shall include corporations. Words importing the muscular gender shall include all genders as the case may require and vice versa. The headings of clauses have been inserted for guidance and do not and shall not be deemed not to form part of this agreement. In the event of a Space being allocated to several Exhibitors each such Exhibitor is jointly and severally liable for any monies payable hereunder. The Organizer shall have full power to interpret and to make or amend these Conditions, Rules and Regulations provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor under this Agreement and shall not operate to increase the liabilities of the Organizer.

**Allocation of Exhibition Space:**
Exhibitors booths may initially be allocated a location based on a temporary floor plan. The Organizer will endeavor to provide the requested booth/location however they reserve the right to reallocate exhibits, where necessary, due to a change in floor plan or in the interests of traffic flow, safety or exhibitor exposure. Once the final floor plan is completed your stand number and location will be supplied. All efforts will be made to ensure all booth allocation is fair to all. Exhibitors booking larger booth areas have preferential space allocation.

**Exhibitor Cancellation:**
In the event the Exhibitor cancels prior to three months before the event all monies will be refunded less 25% administration fee. In the event cancellation occurs within 3 months of the event, no refunds will apply.

**Event Cancellation by the Organiser:**
In the event the organizer cancels the event, or the event is cancelled due to a factor outside the control of the sponsor, such as Force Majeure (including but not limited to an act of God, war, revolution, riot, or threat of terrorism) a full refund will apply and be payable within 30 days of the date of cancellation. In the event of cancellation, it must be done in writing. The liability of the organizer shall not be liable for any other loss or expense. The sponsor shall not be liable to refund travel, accommodation or any other expense of registrants, exhibitors or visitors.

**Subletting:**
Subletting of exhibition space is prohibited. The exhibitor agrees not to assign, sublet or apportion the whole or any part of the space allocated at the event.

**The Organizer’s Responsibilities:**
The organizer is responsible for holding the show as per the agreement, promoting the show and to make reasonable efforts to provide you with the exhibition space, sponsorship and/or advertising requested and agreed to. The Organizer does not agree to guarantee visitation numbers or sales. However, they do agree to make reasonable public relations and marketing efforts to attract both visitors to the show and online visitors. This includes the appointment of a professional marketing and public relations company to promote the show, nationally.

**Exhibition Changes:**
We may change the show including but not limited to:

a. The addition or exclusion of advertised key attractions or talent that may be deemed in the shows best interest
b. Changes or reduction of exhibitor floor space or location due to floor plan changes. This will only occur if essential. If this happens you will be reimbursed for any lost space which may occur.
c. Changes in the shows date, duration, timing or location

d. Extending the show to include additional locations

The organizer does not agree to exclusivity of product or services, nor do we agree that similar products or services will not be in a nearby location or adjacent to your stand. Some areas are themed specialised zones. These have been organized to maximize exposure and visitation.

**Cordial Conduct and Respect for Attendees and Other Exhibitors:**
All exhibitors are required to act within the law and to treat others (including competitors and other exhibitors) with respect. No disrespectful, racial, discriminatory or religious brochures, displays, literature or behavior will be tolerated. Your products and services must be presented in a professional manner. No unsavory or aggressive sales tactics will be permitted.

**Move In & Set Up:**
Exhibitor move in is on the Thursday prior to the show. Access is available from 7am – 5pm. A trolley jack will be available for exhibitor’s use. Should you require the use of a forklift this is the exhibitor’s responsibility. Forklifts can be arranged by the Organizer, however there will be an hourly cost billed to the exhibitor. Any charges will be at cost, based on provision of these services by the RNA. You must notify the organizer a minimum of 7 days prior to the event if you have forklift requirements. Traffic wardens will direct exhibitor vehicles during the set up period. All exhibition booths must be manned and operating during all hours the show is open to the public. High visibility safety vests and enclosed shoes must be worn during Move In & Move Out by all exhibitors, workmen and everyone within the show’s exhibition construction zone during this period.

**Move Out & Dismantling:**
Booths are to remain open until 4pm on Sunday. Dismantling and moving out is not to occur until 5pm (after competition cakes are collected) or instructed by the organizer. Traffic wardens’ instructions must be obeyed. High visibility vents and enclosed shoes are to be worn always during dismantling.
and move out. All your rubbish must be removed from the show prior to leaving. Any exhibition area left in an untidy state, will incur an additional removal and/or cleaning cost.

**Advertising & Signage:**
You must not display signs or erect displays that protrude outside your allocated area, obstruct a neighboring booth, or booth belonging to any other exhibitor or display. No signage is to be erected in sponsored or show areas, unless you have paid for sponsorship in that area. Wandering sprukers handing out brochures outside their paid exhibition stand or area, in front of other exhibitors stands or around the general show area is prohibited.

**Noise:**
The Organizer has the right to stop any excessively noisy activities that interfere with the peaceful running of the show or that impact on other exhibitors.

**Alcohol, Sale & Sampling of Consumable Products:**
The sale, distribution or consumption of any form of alcohol is prohibited at the show. Any exhibitor or visitor visibly impaired by the effects of alcohol will be evicted from the show.

The sale and/or sampling of non-consumable products or services direct from booths is permitted. The sale of consumable cake, sweet, baked or chocolate products is permissible, providing you comply with food and regulatory standards and display your Temporary Food License always. In accordance with food regulatory standards all food items for sale must have all ingredients clearly displayed on packaging. To be able to provide sampling from a temporary food stall/stand the exhibitor must comply with the current Queensland Food Act. [https://www.health.qld.gov.au/public-health/industry-environment/food-safety/regulation/act-standards/default.asp](https://www.health.qld.gov.au/public-health/industry-environment/food-safety/regulation/act-standards/default.asp).

Exhibitors must assume all responsibility for food sampling product, packaging and ingredients they bring onto site. Exhibitors must comply with current State food legislation. Sampling must be conducted in such a way as to minimize any possibility of contamination. All food products must be clearly labelled and dated. All food items to have an ingredients list prominently displayed to ensure correct information can be given to people with allergies or special dietary requirements. Any high-risk items will need to be assessed by the RNA. Food sold by vendors cannot conflict with the catering offered by the RNA at the event. For example vendors cannot sell coffee or set up a coffee cart.

All exhibitors selling food items for consumption at the show will be charged an additional food vendors fee of $200.

**Proper Booth Care:**
All booths must be attended by a minimum of one staff member during the times the show is open to the public. Booth representatives must ensure their booths are clean and tidy throughout the show. Any rubbish must be removed and placed into the mini skips provided within the storage area. Any excessive containers or boxes should be hidden under tables or stored in the designated storage area. A trolley jack will be available for your use throughout the show. To

**Exhibition Booth Care:**
Exhibitors must follow the booth supply company’s terms and conditions of use. These will be provided to you prior to your stand’s construction. In the event your exhibition booth is damaged during the show, the exhibitor will be billed for repairs.

**Common Show Areas:**
The show entrance, corridors, walkways, aisles, restrooms, demonstration areas, stages and the food and beverage areas are deemed common areas. No exhibitor is permitted to use these areas for the display of promotional material, banners or distribution of pamphlets or display products or services. Workshop and or academy areas are exclusively for the use of those teaching, working in, or attending classes in these areas. The workshop area is off limits to the general public and exhibitors unless they are officially sponsoring an area.

**Exhibition Booth Inclusions:**
All Exhibition Booths costs are exclusive of GST. All booths include:
- Octanorm Shell Scheme – White 3mx3m paneled walls with aluminum framing 2.5mH
- Your choice of design for stand-alone booths (walls or no walls)
- 2 x cool LED track lights per 9m2 stand
- Name digitally printed in white on all aisle facing facia boards (pink)
- Standard power with option to upgrade (depending on appliance requirements)

**Options available at cost:** Our friendly, professional exhibition partners have booth upgrades, feature signage and furniture available $45 extra will be charged for each corner where the booth size ordered is less than 3m x 9m. No corner charges are applied to booths larger in size. Booths paid in full at time of booking receive a $200 discount.

**Pricing and Terms of Payment:**
50% of full payment must be made at the time of booking. The remaining 50% is payable no later than 1st March, 2018. Payments made in full at time of booking will receive a $200 discount. Payments can be made by credit card via the organizers website www.acada.com.au or alternately we can invoice you. Invoices are payable via internet transfer (direct deposit). Bank account details are listed on all invoices. Invoices are payable within 7 days. All credit card payments incur a surcharge of 1%. All prices are exclusive of GST and in Australian Dollars.

**Electrical Testing & Tagging:**
The exhibitor is liable for testing and tagging costs. Testing and tagging of all electrical equipment being used within your exhibition booth, is a legislative requirement. Any testing and tagging costs, will be billed to the exhibitor at cost.

**Internet Access:**
Internet access is available for exhibitors directly through Brisbane Showgrounds at a nominal cost.

**Stock Loading, Receipt & Handling:**
Receipt of stock, loading or handling of exhibitors’ stock prior to or after the event will incur a handling cost. Should you require use of a forklift please contact the organizer.
All endeavour will be made to secure one for you. However, no guarantees can be made. A minimum of 7 days' notice is required. We may be able to arrange this for you, through the RNA at cost. To ensure visitor safety, exhibitors are prohibited from moving pallets during the hours the show is open.

**Covering of Booth Tables:**
In an endeavor to present the show professionally, all exhibitors are required to dress display and product tables in floor length black table clothes. Any exception must be approved by the organizers and be in writing. In the event you do not have black table clothes, these can be provided by the organizer at a modest hire cost.

**Risk & Public Liability Insurance:**
All exhibitors must supply to the organizer a current certificate of coverage for a minimum of $10,000,000 public liability insurance. Any exhibitor who hasn’t provided their certificate of currency to the organizer within 30 days of the show, will not be permitted on site.

You agree that exhibitions and shows can be hazardous and acknowledge the organizers are not responsible for any damage caused by you, your acts or admissions.

**Warranties & Liabilities:**
You acknowledge we do not make any representations or warranties about you, or your exhibition booth. We are not liable for any person's death, personal injury, property damage, economic loss or any special or consequential damages to do with ICSA. You indemnify ACADA and ICSA from and against any claims, damages, losses and costs we may incur because of any breach of the contract you may make.

**Pictures & Publicity:**
You acknowledge that both professional photographers, members of the media and members of the public may take photographs or videos of you, your products or your exhibition stand at the show. Photos may also be used for future promotional purposes or posted to the internet. You release the organizers from any claim to exclusivity or copyright for any such photos or videos taken at the show, or used prior to the show for promotional purposes.

**Severability:**
If any provision of these terms and conditions (the agreement) is determined by a court or other competent tribunal or authority to be void, voidable or unenforceable then:

a. Where the offending provision can be read down so as to give it a valid and enforceable operation of a partial nature it must be read down to the extent necessary to achieve that result; and

b. Where the offending provision cannot be read down then that provision must be severed from the document in which event, the remaining provisions of this document operate as if the severed provision had not been included.

But only to the extent that is consistent with giving substantial effect to the intentions of the parties under this document /agreement.

**Variation:**
The terms of this agreement can only be amended by a further written agreement signed by both parties.