Bakery and Vendor Participation Invitation

Bread Campaign Participation Opportunity
Bread Affair is a one-day community event organized by DISTED College to celebrate the wholesome goodness of bread and reinforce awareness on the health benefits of bread while providing an opportunity to share experiences and learn about bread and bread-making.

For young people, the event also seeks to impart an inside look at building a career as a baker who makes a good living in entrepreneurship while serving the important need of the community for a healthy daily diet.

Competitive games with bread and about bread await all visitors for indulging in an exciting affair with bread amidst enjoying a fun time together.

DISTED invites prominent bakeries and vendors of baking ingredients, home-use baking tools and equipment, and culinary publications to share efforts to promote bread consumption as an integral part of the healthy lifestyle through this public event.

Event Details
Managed by the DISTED School of Hospitality Management, Bread Affair will be held as follows:

Date: 11 December 2011 (Sunday)
Time: 10 a.m. to 5 p.m.
Venue: DISTED Hospitality School, Bangunan Wawasan, 7 China Street Ghaut, 10300 Penang

In promoting bread and its goodness for healthy living, Bread Affair will feature a variety of activities including demonstrations, talks, still exhibits, vendor exhibitions, bread sampling and selling, and interactive games.
Participation opportunities in the Bread Affair for bakeries and baking-related vendors are as follows:

1. Giving a talk or demonstration on bread-making, knowledge of different types of bread and nutritional values, bakery entrepreneurship etc. Participation fee: Free of charge.

2. Displaying of a bakery’s signature bread products at allocated display shelves at the venue with a brief description about the product and bakery. Bread product and description card to be supplied by the participant on own cost. Participation fee: Free of charge.

   Display shelf specifications:
   - Dimensions: 0.3 m (height) x 0.4 m (length) x 0.45 m (depth)
   - Bread basket or tray NOT provided
   - Description card must adhere to the format and specifications supplied by the Organizer.
   - Format and specifications for the description card will be provided upon submission of the registration form for this activity.

3. Taking up an exhibition booth to display and sell bread products, baking ingredients, books, home-use tools and equipment etc. Participation fee: RM150 per booth.

   Booth specifications
   - Floor space: 1.8 m x 1.5 m.
   - Equipment provided: 1 table each (1.2 m x 0.8 m) and 2 chairs.
   - Carpet, table cloths, partitions, banner stands and fascia board NOT provided.
   - Please check in advance with the organizer about set-up time and use of lighting and electrical fittings and connections, and other fixtures.

Let’s join hands in Bread Affair to spread the word about bread and its healthy goodness to Penangites!

Enquiries and registration:
Mr Chan Wye Kok | Ms Fiona Ngoh | Dr Sydney de Silva
012-904 5687    | 016-474 7880    | 012-470 6864

DISTED College
340 Macalister Road, 10350 Penang.
Tel: 04-2296579 Fax: 04-2266403
E-mail: info@disted.edu.my Website: disted.edu.my
Bakery and Vendor Participation Registration

Date: 11 December 2011 (Sunday)  
Time: 10 a.m. to 5 p.m.  
Venue: DISTED Hospitality School, Bangunan Wawasan,  
7 China Street Ghaut, 10300 Penang  
Organizer: DISTED College (School of Hospitality Management)

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We would like to confirm our participation as indicated below.

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<th>Activity No.</th>
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Total: 

Activity No.: 1. Talk (FOC)  
2. Demonstration (FOC)  
3. Signature Bread Display (FOC)  
4. Exhibition Booth (RM150 each)

Enclosed is the total participation cost, made payable to DISTED Pulau Pinang Sdn. Bhd.

Cash / Cheque no: _____________  Bank: _____________

Signature and Company Stamp  
Date

Please submit completed forms to:  
Mr Chan Wye Kok  |  Ms Fiona Ngoh  |  Dr Sydney de Silva  
012-904 5687  |  016-474 7880  |  012-470 6864

DISTED College  
340 Macalister Road, 10350 Penang.  
Tel: 04-2296579  Fax: 04-2266403  E-mail: info@disted.edu.my  Website: disted.edu.my
1. General
1.1. The Exhibitor shall undertake to adhere to the “Terms and Conditions” as set out in this application, and to any special regulations which may be issued by the Organizer before or during the event.

2. Allocation of Exhibitor Booth Space
2.1. Exhibition booth and space is licensed to the Exhibitor only. The Exhibitor is not allowed to sub-license the exhibition booth allocated to it, either wholly or in part, without the prior written consent from the Organizer.
2.2. The Organizer may allocate the exhibition booth in any manner as they deem fit but will take into account such factors as the order of applications received and the nature of the exhibits or products.

3. Exhibitor Regulations
3.1. The Exhibitor must be able to operate its exhibition booth with sufficient supplies during the whole period of the event which runs from 1000hrs to 1700hrs.
3.2. The set-up of the exhibition booths by the Exhibitor may commence from 0830hrs onwards on the day of the event and must be ready before 1000hrs. Removal of exhibits or products and dismantling of exhibition booths can only be done after the event which from 1700hrs onwards and should be completed by 1900hrs.
3.3. Products and services not related to the description of the exhibit included in the application form cannot be exhibited. The Organizer has the right to remove non-approved exhibits or products at the cost of the Exhibitor.

4. Terms of Payment
4.1. The full amount of the exhibition booth fee must be paid together with the submission of the Bakery and Vendor Participation Registration form to the Organizers.
4.2. Fee may be paid in the forms of: Cash or Cheque.
4.3. Refunds will not be issued in any circumstances.

5. Conduct during Event
5.1. The Exhibitor shall be responsible for the good conduct of its employees, agents and associates who shall be bound by, and must observe these Terms and Conditions in all respects.
5.2. The Exhibitor shall be responsible for the cleanliness and hygiene of their kiosk and products.

6. Construction and Decoration
6.1. Booth decoration and promotional materials, tools and equipment will be at the expense of the Exhibitor.
6.2. It is not permissible for the Exhibitor to damage partitions, floor, ceiling or any other equipment or furniture at the event venue.
6.3. It is not permissible for the Exhibitor to place objects or run operations outside the allocated exhibition booth space or in any way obstructing the flow of the event and visitors, and booth space of other fellow exhibitors.
6.4. Exhibitor shall contact the Organizer before the event to discuss construction and decoration of the exhibition booth prior to the event in areas such as, but not limited to, the use of electrical plug points, lighting requirements, audiovisual devices, mounting requirements and transportation and loading of materials, furniture and/or equipment.

7. Liability
7.1. The Exhibitor agrees to indemnify and hold the Organizer not responsible, in regard to: claims, liabilities, losses, suits, damages, judgements, expenses, costs and charges or every kind arising out of the default or negligence of, or any damage caused by the Exhibitor or its employees or associates.
7.2. In the event of any food poisoning case(s) or detrimental effect(s) caused by the consumption or usage of the products sold or exhibited, the Exhibitor shall bear full responsibility.