



**2 FULL DAYS
ALL SITES MUST BE READY
AND MANNED BY 9AM
FRIDAY 28TH OCTOBER 2011**

A&P SHOW

28th & 29th October 2011

Ashburton Showgrounds

Theme
**“BACK BONE OF AGRICULTURE
– THE FAMILY UNIT”**

Site Information



www.ashburtonshow.co.nz

KEY DATES FOR 2011

Cut off for Site Allocation (Applications received after this date can not be guaranteed site size requested)	14th September
Small Site Allocation	19th September
Trade Site Allocation	30th September
Sites available	26th October
Security commences	26th October
Exhibits set up by 9am Friday	28th October
Trade Exhibitors Function – 5.30 p.m.	28th October
Exhibits dismantle 4.30 p.m.	29th October
Security concludes	30th October

ABOUT THE SHOW

The Ashburton A&P Show is the largest annual rural event hosted in the Mid Canterbury District, the Ashburton Show being among the largest in the South Island. The Show is vibrant and draws Exhibitors, Sponsors and Supporters from all over Canterbury and beyond.

The primary aim of the A&P Association is to promote excellence in Agriculture and Goodwill between Town and Country. This objective is achieved through a variety of entertainment and extensive range of exhibitors for the Show visitor.

The Association has a membership of 667 that includes 73 Life Members.

The 133rd Annual Show held in 2010 saw:-

5634 entries – Livestock and Home Industries Pavilion

240 exhibitors - Trade, Food, Health, Education, Homeware & Market

Gate numbers were approximately – 8500-9000

SITE OPTIONS

The Showgrounds layout will see all Trade Sites together in the centre of the Grounds. The Market Sites will be located along the main walkway with the Indoor Sites being provided in a Marquee.

Outdoor Site Locations

- General Trade Space
- Show Market

Indoor Site Locations

- Show Market
- Business, Education & Health Marquee

ADDITIONAL DISCOUNTED SHOW TICKETS

Every Member of your team must have a ticket to enter the Showgrounds during the Show.

Each Trade Exhibitor is allocated up to **5 entry tickets** in relation to the cost of their site.

Each Business, Market & Education Exhibitor is allocated **2 entry tickets** per site.

Additional tickets are available to Exhibitors prior to the Show at a discounted rate of:-

Adult Pass \$5.00 per person (valued at \$10.00)

Persons under 15 FREE



Some of the ENTERTAINMENT this year

***Traction Engine first showing
100yrs ago Ashburton A&P
Show**

***Non Stop Adventure Bikes
Friday and Saturday**

***Rural Wearable Waste
Competition for the first time at
show**

***Team of Clydesdales
100yrs of the Clydesdale in New
Zealand**

BOOKING YOUR SITE

Repeat Customers - Complete the Application Form confirming you want the same site as last year **OR** amend as required and send with payment.

New Customer – Complete the Site Application Form and send it with payment.

Acceptance of your application does not guarantee the site size requested is allocated

There are several ways to book your site:-

1. Complete the Application form in this brochure, attach your payment and return to the Ashburton A&P Association, P.O. Box 185, Ashburton 7740 before 14th September, 2011.
Applications received after this date cannot be guaranteed to receive site size requested
2. Complete the Application form in this brochure, fax to (03) 3072272 before 14th September, 2011
3. Download and complete the form from www.ashburtonshow.co.nz and either mail with your payment or fax before 14th September, 2011
Bank account details are: Ashburton A&P Association
National Bank Ashburton
060837 0154538 00
Please add your reference name for Direct Credit
4. Once sites have been allocated, you will be invoiced for your site fee. All site fees must be paid prior to the Show.

EXHIBITORS EVENING

All Sites are eligible for the Exhibitor Awards and judged on Friday afternoon. Each year the competition becomes a challenge for the judges. When creating your site, remember to incorporate the theme of the Show in your site, interest and eye catching components (to name a few). The 2011 Show theme is

“BACK BONE OF AGRICULTURE- THE FAMILY UNIT”

Best Display – Education, Indoor & Outdoor Market, Health & Business Marquees

Best Trade Display – All trade sites

Section

2011 winners

Best Display

1st – Ashburton Creative Fibre

Best Display is awarded a Trophy, Show Ribbon and a \$250 Advertising Package with a local radio station

Best Trade Display

1st – Andrew Jackson Contracting

Best Trade Display is awarded a Trophy, Show Ribbon and a \$250 Advertising Package with a local radio station

PRICING (for two full days of the Show)

Trade Sites:- (must be occupied for the two full days)

Minimum Site	5.5m x 8m	\$130.00	incl GST
	10m x 11.5m	\$190.00	" "
	20m x 11.5m	\$290.00	" "
	20m x 23m	\$480.00	" "
	30m x 23m	\$675.00	" "
Power for Trade Sites		\$55.00	" "

Marquee Permit by A & P Association \$110.00

Marquees larger than 50m² require a permit from the Ashburton District Council. The A&P Association can obtain this on your behalf but must be advised on your application form.

Business/Education/Health Marquee

Sites	3m front x 2m depth	\$80.00	incl GST
	Power complimentary		

Show Market – (must be occupied for the two full days)

Indoor Sites	3m front x 2m depth	\$80.00	incl GST
	Power complimentary		

Outdoor Sites	3m front x 5m depth	\$60.00	incl GST
	Power is not available to these sites		



SITE HOLDERS INFORMATION

1. All precautions must be taken at all times to ensure public safety. Each exhibitor must be familiar with and comply with the provisions of the Health and Safety in Employment Act 1992 and any other act of Parliament, Regulations or Bylaws.
2. Exhibitors of machinery and mechanical equipment of any description must ensure that it is fully guarded so as to be incapable of injuring spectators while on display. Tractors and machinery demonstrated at work must be attended by a staff member while working and must be efficiently immobilized when not working. Exhibits which are considered by the A&P Association to be dangerous, to be excessively noisy, or undesirable in any way, may be immobilized or removed at the discretion of the Association.
3. All site holders **MUST HAVE PUBLIC LIABILITY INSURANCE COVER FOR THE DURATION OF THE SHOW**. The committee will not be responsible for any claim.
4. The delivery of equipment and erection of displays must be completed by **9am** on Friday 28th October 2011.
5. Nothing may be removed from sites before 4.30pm on Saturday 29th October 2011. No access will be allowed to the trade display area before this.
6. Vehicles around trade sites will **not** be permitted unless they are being displayed. **Site holder's vehicles are to be parked in the car park across Smithfield Road. No** vehicles and equipment are to be parked along fence line on the Smithfield Road boundary.
7. There will be **no** vehicle access to sites after **9am** on Friday 28th October, on Saturday 29th October and before 4.30pm either day. **If goods are to be delivered to sites during the show then the grounds committee must be contacted and they will deliver to sites.**
8. All sites must be left in the condition in which they are found. It is the responsibility of the exhibitor to clear sawdust, woodchips etc from their site. Any holes dug must be filled in. All sites are to be cleared by 5.00pm on Monday 31st October 2011. There will be a charge of \$75.00 per man hour to any site holder not complying with these conditions.
9. Each exhibitor must keep all display equipment, signs etc within their marquee rope/pegs allocated site boundaries.
10. Security will patrol the grounds on the nights of 26th October to 30th October 2011. Site holders are responsible to ensure that all vehicles, equipment and exhibits are secure while not manned. The Association shall not be liable for loss of or damage to the exhibitor's property whilst on the show grounds.
11. Site holders requesting power are required to connect to the electricity using a residual current device (RCD). As power boxes are spread throughout the trade display area and the nearest point may be in an adjacent site, site holders are required to bring their own power cords, RCD units and multiboxes.
12. **Site holders must not sublet their sites.**
13. Exhibitors **MUST** have a fire extinguisher available on their site.
14. No **PARTY SILLY STRING** is to be sold on the show grounds.
15. Exhibitors cancelling their site are not eligible for any refunds.

By applying for a site the exhibitor is deemed to have read and accepts the above conditions.

HOT TIPS FOR SHOW SUCCESS

BEFORE THE SHOW

- Plan your site to present your image, goods or services in the best possible way
- Let your customers and prospective customers know where you are at the Show
- Let customers know of any “Show Specials”
- Make sure your staff know what to expect and are ready to represent you
- Prepare a card or leaflet about your Company including contact details for customers to take away with them
- Consider including giveaways or a competition to increase interest and potential sales

DURING THE SHOW

- Make it easy for customers to see your name and ask questions
- Ensure your site is always manned and your staff are approachable, friendly and keen to help
- Make sure your service or products are presented attractively and are clearly priced
- Have a method of recording the contact details of people who enquire about your product/service
- Try to find some way to make your site interactive with visitors
- Keep your stand tidy, safe and inviting as the visitors may become regular customers
- Record your thoughts and any comments as they happen, to consider for future Shows.

AFTER THE SHOW

- Discuss and evaluate how the Show went from your point of view
- Follow up on any enquiries
- Make preliminary plans for the following year while the present year’s experience is fresh in your mind

CONTACT DETAILS

Secretary

Yvonne Liemburg

Phone (03) 308-7908

Fax (03) 3072272

Email ashburtonshow@clear.net.nz

Grounds Convenor

Chris Watson

Phone (03) 308-9288

(03) 307-7831 (w) Cell 0274 325 769

President

Sandra Curd

Phone (03) 302-4754

Cell 027 324-5635

Ashburton A&P Association

P.O. Box 185

Ashburton 7740

For everything you need to know about the Ashburton Show,
Visit our Website

www.ashburtonshow.co.nz

Ashburton



**2 FULL DAYS
SITES MUST BE
READY AND
MANNED
9AM FRIDAY
28TH OCTOBER**

SITE APPLICATION FORM

I am interested in obtaining a Site at the Ashburton A&P Show on
Friday 28th & Saturday 29th October 2011

Business Name.....

Contact Name.....

Postal Address.....

.....Post Code.....

Contact: - Phone..... Fax.....

E-mail.....

(Please print very clearly)

Detailed Description of Services and/or products on display.....

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.....

.....

I/we require following:-

Trade Display Sites
(Please circle your requirements)

◆ Same site & size as last year

OR

◆ 5.5m frontage x 8m depth

◆ 20m x 11.5m

◆ 10m x 11.5m

◆ 30m x 23m

◆ 20m x 23m

Please tick if appropriate

Power required (\$55.00)

50M² Marquee Permit required (Cost now \$110)

Show Market (must be occupied for the two days)

(Please indicate your requirements)

◆ Indoor Market Site 3m x 2m No. _____ (Maximum 2 sites)

◆ Power Yes No

◆ Outdoor Market Site 5m x 3m No. _____ (Maximum 2 sites)
(Power not available)

Business/Education/Health

Marquee

(Please indicate your requirements)

• Site 3m x 2m No. _____

Power Yes No

ADDITIONAL DISCOUNTED SHOW TICKETS

Adult Passes at \$5.00 per person (Pre Show price) NUMBER REQUIRED _____

PAYMENT OF FEES

Following the processing of your application, acknowledgment and a Tax Invoice will be posted to you.

All fees must be paid in full to "Ashburton A&P Association" prior to the Show.

TOTAL ENCLOSED \$ _____

OR

Pay by Direct Credit to the Ashburton A&P Association account. Account Number:
National Bank, Ashburton, 060837 0154538 00 with the reference 2011 Show or
Invoice number and please insert your company or trade name

Signature

Name (please print)

Designation

Date

Do you wish to receive promotional material from Business' willing to assist with show promotion?

Yes No
(Please delete one)