



141st A & P Show

Friday 26th & Saturday 27th October 2018
Ashburton Showgrounds

Trade and Market Site Information Pack



Introduction

This information pack sets out how to apply for trade and market sites at the Ashburton A & P Show. It includes site application form(s) and information on:

- the Ashburton A & P Show
- key dates
- the types of trade and market sites available
- the cost of sites and extras such as power, marquee permits and entrance tickets
- general tips, requirements, terms and conditions

Note that trade and market site holders are not allowed to sell food and beverages. If you are interested in selling food and beverages at the Ashburton A & P Show, please refer to our separate information pack relating to food sites.

The Ashburton A & P Show

The Ashburton A & P Show is held annually at the Ashburton Showgrounds. It is the largest annual rural event hosted in the Mid Canterbury District and one of the larger A & P shows in the South Island. The show is vibrant and draws exhibitors, sponsors and supporters from Canterbury and beyond.

The 2017 Ashburton A & P Show saw:

- over 4600 entries across a range of sections, including equestrian, livestock and home industries
- 175+ trade, market and food site exhibitors

The show is run by the Ashburton A & P Association whose primary aim 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.

Each year there is a theme to the Ashburton A & P Show. Site holders are encouraged to incorporate the theme into their site. Our 2018 show theme is *“Irrigation the Life Blood of Mid Canterbury”*.

A & P contact details

A & P Association Administrator

Lucille Brown

✉ PO Box 185, Ashburton 7740

☎ Landline: 03 308 7908

✉ ashburtonshow@gmail.com

🌐 www.ashburtonshow.co.nz and 

A & P Show Events Convenor

Chris Watson (☎ 027 200 8180)

Trade and Market Site Convenors

Chris Watson (☎ 027 200 8180)

Yvonne Liemburg (☎ 021 185 9603)

A & P Association President

David Butterick (☎ 0274 365 505)

Key dates

3 rd September 2018	Trade and market site applications close (applications received after this date cannot be guaranteed acceptance)
Late September/early October 2018	Sites are allocated by the Ashburton A & P Association and applicants are advised of the results of their application for a site
24 th October 2018	Site holders can start setting up their sites at the Ashburton Showgrounds
26 th October 2018	First day of show – trade and market sites must be setup and manned by 9.00am and manned all day Friday
27 th October 2018	Second day of show – trade and market sites must be manned all day Saturday until 4.30pm, when dismantling of sites can commence
29 th October 2018	Trade and market sites to be cleared by 5.00pm

The types of trade and market sites available

Exhibitors at the Ashburton A & P Show can choose from a range of different types and sizes of trade and market sites.

- **Exhibitors can choose to apply for a trade site or a market site.** The trade sites tend to be occupied by businesses involved in the agricultural sector (eg, suppliers of rural supplies, tractors and farm implements; agricultural contractors; and rural bankers). The market sites tend to be occupied by a broader range of exhibitors, including community groups, artisan producers, craftspeople and suppliers of homewares.
- **Exhibitors can choose to apply whether they want an indoor or outdoor site.** The vast majority of sites are outdoors (where site holders need to bring or hire their own marquee or gazebo), but there are also sites available in an indoor market area (where exhibitors are located together in a marquee provided by the Ashburton A & P Association).
- **Exhibitors can choose whether they want a site with or without power.** All indoor market sites have power supplied on a complimentary basis. There is no power available at outdoor market sites. Power is available at trade sites, on request and at a cost to the site holder (as noted on the next page under-pricing).
- **Exhibitors can choose from a range of differently sized sites.** An exhibitors choice of site (trade versus market and indoor versus outdoor) may depend on the size of site required. The market sites (both indoor and outdoor) are smaller than the smallest trade site. The sizes of trade and market sites available range from small indoor market sites (3m front x 2m depth) up to very large trade sites (30m front x 23m depth). The details of the specific site sizes available are set out on the next page alongside the prices for each site.

The layout at the Ashburton Showgrounds has the trade sites located in a continuous area across one part of the grounds. The indoor and outdoor market sites located in a separate area, adjacent to one end of the trade sites at the Eastern end of the grounds, along with most food sites and the entertainment stage. **Attachment D** to this information pack highlights on a map of the Ashburton A & P Show the approximate areas where trade and market sites will be located.

The cost of sites and extras

To have a trade or market site at the Ashburton A & P Show, exhibitors must pay for the cost of the specific site. The cost of site varies depending on its size (as set out in the table below).

In addition to the base cost for a site, there are extra costs that an exhibitor may need to pay the Ashburton A & P Association for a trade or market site. The extras (as detailed further below and all shown inclusive of GST) relate to:

- power for trade sites (power is complimentary for indoor market sites; there is no power available for outdoor market sites)
- additional discounted show entry tickets (over and above those included within base site cost)

The Ashburton A & P Association does not organise for the hire of marquees or gazebos for outdoor market or trade sites. Site holders need to bring their own or organise hireage themselves.

Item	Site size	Cost (including GST)	Inclusions/exclusions
Indoor market sites – Sites in Marquee			
Base cost of site (for two days of show)	3m front x 2m depth	\$110.00	2 x 2 day entry tickets Power complimentary
Outdoor market sites			
Base cost of site (for two days of show)	3m front x 5m depth	\$75.00	2 x 2 day entry tickets Power is not available
Trade sites			
Limited number of these sites	3m front x 6.m depth These are for Schools etc	\$100.00	2 x 2 day entry tickets
Base cost of site (for two days of show, power and marquee permits are extra costs on top of this amount)	5.m front x 8 depth	\$173.00	2 x 2 day entry tickets
	10m front x 11.5m depth	\$242.00	3 x 2 day entry tickets
	20m front x 11.5m depth	\$380.00	4 x 2 day entry tickets
	20m front x 23m depth	\$610.00	5 x 2 day entry tickets
	30m front x 23m depth	\$860.00	5 x 2 day entry tickets
Power for trade sites (for two days of show)	Any size of trade site that requests power	\$70.00	N/A – power is an extra cost for trade sites
Additional adult show entry tickets			
On the two days of the show, no one can get onto the showgrounds without an entry ticket. A certain amount of entry tickets are included within the base cost of each site, but if you have more people involved with your site you will need to purchase additional show entry tickets. Additional tickets are available to site holders prior to the show at a discounted rate of \$10 per day (full price \$15 per day).			
Adult show entry tickets	Applies to all site types (market and trade)	Discounted site holder entry tickets per adult 1 day – \$10 2 day - \$20	Some adult tickets are included in base site cost; school age children are free

How to apply for a trade or market site

To apply to have a trade or market site at the 2016 Ashburton A & P Show, you need to (by no later than **3rd September 2018**):

- complete the **application form** (template form included as **Attachment A** to this information pack)
- if you propose to serve alcoholic beverages at your trade or market site during the 2018 Ashburton A & P Show, also complete the **host responsibilities form** (template form included as **Attachment B** to this information pack)
- send your completed form(s) to the Ashburton A & P Association Administrator by e-mail or post (for contact details, see page two of this information pack and/or the application form)

Important things to note regarding an application:

- late applications for trade and market sites (received after 3rd September 2018) cannot be guaranteed acceptance
- receipt of an application for a trade or market site does not guarantee that the site requested is allocated to you – all applicants for sites will receive advice from the Ashburton A & P Association in late September/early October 2018 of the results of their application (including the size and location of sites allocated)
- once trade and market sites have been allocated, those applicants that are successful in being allocated a site will be sent an invoice for the cost of their site and any extras specified on their application form
- **a trade or market site allocation is not confirmed until a site holder has paid their site fees and extras in full**
- **all site fees and extras must be paid to the Ashburton A & P Association prior to the start of the show on Friday 26th October 2018**

Exhibitor awards

All trade and market sites are eligible to win exhibitor awards. These awards will be judged on the first day of the show (Friday 26th October 2018). Each year the competition becomes a challenge for the judges.

The two exhibitor awards (and 2017 winners of those awards) are set out below.

Award	Prize(s)	2017 Winner
Best Display – indoor and outdoor market sites	Trophy, show ribbon	St John Ashburton
Best Trade Display – all trade sites	Trophy, show ribbon	Euro Agri

When creating your site, remember to incorporate the theme of the show in your site, interest and eye catching components. Our 2018 show theme is ***“Irrigation the Life Blood of Mid Canterbury”***.

Terms and conditions for site holders

By applying for a site an exhibitor is deemed to have read and accepts the terms and conditions set out below. Included as **Attachment D** to this information pack are some tips for exhibitors.

1. All precautions must be taken at all times to ensure public safety. Each site holder must be familiar with and comply with the provisions of the Health and Safety at Work Act 2015 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 A & P Association.
3. All site holders **MUST HAVE PUBLIC LIABILITY INSURANCE COVER FOR THE DURATION OF THE SHOW**. The A & P Association will not be responsible for any claim.
4. The delivery of equipment and erection of displays must be completed by **9.00am** on Friday 26th October 2018.
5. Nothing may be removed from sites before 4.30pm on Saturday 27th October 2018. No access will be allowed to sites before this.
6. Vehicles around trade and market 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 inside the show grounds along the fence line on the Smithfield Road boundary.**
7. There will be **no** vehicle access to sites after **9.00am** on Friday 26th October, during the show on Saturday 27th 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 manned for the full two days of the show**, starting 9.00am on Friday 26th October.
9. All sites must be left in the condition in which they are found. If sawdust, bark or woodchip is to be placed on the ground, a tarpaulin or cover **MUST** be provided to protect the grass. It is the responsibility of the site holder to clear **ALL** sawdust, bark, woodchips etc from their site. Any holes dug must be back filled and compacted with topsoil free of stones.
10. All sites are to be cleared by 5.00pm on Monday 29th October 2018. **There will be a charge of \$75 per man hour to any site holder not complying with these conditions.**
11. Each exhibitor must keep all display equipment, signs, marquee rope/pegs etc within their allocated site boundaries.
12. Security will patrol the grounds on the nights of 24th October – 28th October 2018. Site holders are responsible to ensure that all vehicles, equipment and exhibits are secure while not manned. The A & P Association shall not be liable for loss of or damage to an exhibitor's property whilst on the show grounds. **For our 2018 Show we have substantially increased our Security with extra security on site each night.**
13. 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.
14. **Site holders must not sublet sites.** Food or beverages are **not to be sold on trade or market sites.**
15. Exhibitors **MUST** have a fire extinguisher available on their site.
16. No **PARTY SILLY STRING** is to be sold on the show grounds.
17. Exhibitors cancelling their site or failing to appear at the show are not eligible for any refunds.

Attachment A: Application form

The application form below (except for the signature line) can be completed electronically. If you choose to fill in the entire form by hand (in hard copy), please print clearly.

Your completed application form (and host responsibilities form, if applicable) should be sent to the Ashburton A & P Administrator **by 3rd September 2018**. The form can be:

- e-mailed to ashburtonshow@gmail.com; or
- posted to the Ashburton A & P Association, PO Box 185, Ashburton 7740.



Trade and Market Site Application Form

I am interested in obtaining a trade or market site at the 2018 Ashburton A & P Show to be held at the Ashburton Showgrounds on **Friday 26th October & Saturday 27th October 2018**

I understand that all trade and market sites must be manned for the full two days of the show, starting 9.00am on Friday 26th October 2018.

CONTACT DETAILS AND BASIC INFORMATION

Business name

Postal address
(including postcode)

Phone number(s)

Landline:

Mobile:

E-mail address

Detailed description
of services and/or
products on display

SPECIFIC SITE REQUIREMENTS

I/we require following:

Site type and size:	Indoor market site (3m x 2m)	Number of sites (maximum of 2)	Cost per site - \$110.00
	Outdoor market site (3m x 5m)	Number of sites (maximum of 2)	Cost per site - \$75.00
	Trade site (3m x 6m) Limited Number 18 only	New size for 2018 suitable for schools etc but will need two sites each.	Cost per site - \$100.00
	Trade site (5.m x 8m)		Cost per site - \$173.00
	Trade site (10m x 11.5m)		Cost per site - \$242.00
	Trade site (20m x 11.5m)		Cost per site - \$380.00
	Trade site (20m x 23m)		Cost per site - \$610.00
	Trade site (30m x 23m)		Cost per site - \$860.00
<i>Same site as last year</i>			
Power needs:	Indoor market site	TICK IF NEEDED	<i>Complimentary</i>
	Outdoor market site	<i>No power available at such sites</i>	
	Trade site	TICK IF NEEDED	Cost per site - \$70.00
Additional show entry tickets:	Friday adult entry tickets	Number of tickets	Cost per ticket - \$10.00
	Saturday adult entry tickets	Number of tickets	Cost per ticket - \$10.00
	2 day adult entry tickets	Number of tickets	Cost per ticket - \$20.00
Application submitted by:	Signature	_____	
	Name	_____	
	Date	_____	

Please note: Once trade and market sites have been allocated, those applicants that are successful in being allocated a site will be sent an invoice for the cost of their site and any extras specified on their application form. All invoices must be paid in full prior to the show. All costs above include GST.

Attachment B: Host responsibilities form

Complete the form below and return it with your application form if you propose to serve alcoholic beverages at your trade or market site during the 2018 Ashburton A & P Show.

Host Responsibilities

I/we _____
are aware of the Host Responsibilities involved with offering alcoholic beverages at our trade or market site at the 2018 Ashburton A & P Association.

I am aware and understand my host responsibilities including:

- service of alcohol to anyone under the age of 18
- serving alcohol to intoxicated patrons
- having non-alcoholic beverages available
- providing food and safe transport options

I understand that failure to obey the host responsibilities outlined under the Sale of Liquor Act 1989 and may result in fines and prosecution and no entry to next year's show.

Signed _____

Name _____

Date _____

For more information on the Ashburton District Council's liquor policies, exhibitors should see <http://www.ashburtondc.govt.nz/our-services/health-food-alcohol-and-gambling/alcohol/Pages/default.aspx>



Attachment C: Hot tips for show success as an exhibitor

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
- The show happens rain or shine – if you have an outdoor market or trade site, consider bringing or hiring a marquee or gazebo to provide cover in the case of wet weather or, alternatively, to provide shade from the sun
- **Make sure that you pay all site fees and extras to the Ashburton A & P Association prior to the start of the show on Friday 26th October**
- Do not leave setup of your trade or market site to the last minute and make sure that your site is setup and manned by 9.00am on Friday 26th October

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 years’ experience is fresh in your mind

Attachment D: Map showing approximate location of sites

