

# 147<sup>th</sup> A & P Show

Friday 1<sup>st</sup> & Saturday 2<sup>nd</sup> November 2024  
Ashburton Showgrounds

## Trade Site Information Pack

**SITE APPLICATIONS CLOSE ON 1st AUGUST 2024**



## Introduction

This information pack sets out how to apply for trade 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 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 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 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 2024 show theme is ***“The Food Basket of Mid Canterbury – From the Paddock to the Picnic”***

## A & P contact details

### A & P Association Administrator

Fleur Crofskey

✉ PO Box 185, Ashburton 7740

☎ Landline: 03 308 7908

☎ 027 722 7908

✉ [ashburtonshow@gmail.com](mailto:ashburtonshow@gmail.com)

🌐 [www.ashburtonshow.co.nz](http://www.ashburtonshow.co.nz) and 

### A & P Show Show Manager

Chris Watson (☎ 027 200 8180)

### Trade and Market Site Convenors

Chris Watson (☎ 027 200 8180)

### A & P Association President

Ben Stock (☎ 027 274 1884)

## Key dates

1 <sup>st</sup> August 2024	<b>Trade site applications close</b> (applications received after this date cannot be guaranteed acceptance)
September/early October 2024	Sites are allocated by the Ashburton A & P Association and applicants are advised of the results of their application for a site
30 <sup>th</sup> October 2024	Site holders can start setting up their sites at the Ashburton Showgrounds
1 <sup>st</sup> November 2024	<b>First day of show</b> – trade sites must be setup and manned by 9.00am and manned all day Friday
2 <sup>nd</sup> November 2024	<b>Second day of show</b> – trade sites must be manned all day Saturday until 4.30pm, when dismantling of sites can commence
4 <sup>th</sup> November 2024	Trade sites to be cleared by 5.00pm

## The types of trade sites available (and options re sites)

The trade sites tend to be occupied by businesses involved in the agricultural sector (e.g. suppliers of rural supplies, tractors and farm implements; agricultural contractors; and rural bankers). However, trade sites are also used by some community groups and schools.

In addition, we also have market sites available at the Ashburton A & P Show. Market sites tend to be occupied by a broader range of exhibitors, including artisan producers, craftspeople and suppliers of homewares. If you are interested in a market site at the Ashburton A & P Show, please refer to our separate information pack relating to market sites.

Exhibitors at the Ashburton A & P Show can choose from a range of different sizes of trade sites and can choose whether they want a site with or without power.

- **Exhibitors can choose whether they want a site with or without power.** 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 exhibitor's choice of site may depend on the size of site required. The sizes of trade sites typically available range from 5m front x 11.5m depth up to very large trade sites (30m front x 23m depth). However there are also a limited number of smaller trade sites that are 3m front x 6m depth, which are best suited for schools and community groups. The details of the specific site sizes available are set out on the next page alongside the prices for each site.

All sites are outdoors.

The layout at the Ashburton Showgrounds has the trade sites located in a continuous area across one part of the grounds. The 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 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 site. The extras (as detailed further below and all shown inclusive of GST) relate to:

- power for trade sites is available at a cost of \$70 per site
- 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 trade sites. Site holders need to bring their own or organise hireage themselves.

Item	Site size	Cost (including GST)	Inclusions/exclusions
<b>Trade sites</b>			
Limited number of these sites	3m front x 6.m depth <b>These are best suited for schools, community groups etc</b>	\$100.00	2 x 2 day entry tickets
Base cost of site (for two days of show, power is an extra cost on top of this amount)	5.m front x 11.5 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
<b>Additional adult show entry tickets</b>			
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 site

To apply to have a trade site at the 2024 Ashburton A & P Show, you need to (by no later than 1st August 2024):

- 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 2024 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 (after 1st August 2024) cannot be guaranteed acceptance
- receipt of an application for a trade 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 2024 of the results of their application (including the size and location of sites allocated)
- once trade 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
- every effort will be made to allocate the same site as previous years but this cannot be guaranteed
- **a trade 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**

## Exhibitor awards

All trade sites are eligible to win exhibitor awards. These awards will be judged on the first day of the show (Friday 1<sup>st</sup> of November 2024). Each year the competition becomes a challenge for the judges. The two exhibitor awards (and 2023 winners of those awards) for trade and market sites are set out below.

Award	Prize(s)	2023 Winner
<b>Best Small Display</b> –all sites 10m width or smaller	Trophy, show ribbon	Ashburton District Council
<b>Best Trade Display</b> – all sites wider than 10m	Trophy, show ribbon	Talleys
<b>Best Community Contribution</b>	Rosette	Safety Village

When creating your site, remember to incorporate the theme of the show in your site, interest and eye catching components. Our 2024 show theme is ***“The Food Basket of Mid Canterbury – From Paddock to Picnic”***

## **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 C** 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. All site holders are required to have a site specific safety plan in place for the setup and operation of their site and displays and provide this to the A & P Association if requested.
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 1<sup>st</sup> November 2024.
5. Nothing may be removed from sites before **4.30pm on Saturday 2<sup>nd</sup> November 2024**. 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 1<sup>st</sup> November 2024, during the show on Saturday 2<sup>nd</sup> November 2024 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 1<sup>st</sup> November 2024.
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 the 4<sup>th</sup> November 2024. **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 from 6pm on the 30<sup>th</sup> of October to 6am on the 4<sup>th</sup> of November 2024. 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 2024 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 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 **1<sup>st</sup> August 2024**. The form can be:

- e-mailed to [ashburtonshow@gmail.com](mailto:ashburtonshow@gmail.com); or
- posted to the Ashburton A & P Association, PO Box 185, Ashburton 7740.
- **PAYMENT OF FEES BY INTERNET BANKING PREFERRED 06 0837 0154538 00**



### Trade Site Application Form

I am interested in obtaining a trade or market site at the 2024 Ashburton A & P Show to be held at the Ashburton Showgrounds on **Friday 1<sup>st</sup> and Saturday 2<sup>nd</sup> November 2024**.

I understand that all trade and market sites must be manned for the full two days of the show, starting 9.00am on Friday 1<sup>st</sup> November 2024.

#### CONTACT DETAILS AND BASIC INFORMATION

Business name

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Postal address  
(including postcode)

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Not Business address

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Phone number(s)

Landline:

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Mobile:

---

E-mail address

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E-mail address for  
account to be sent to

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Detailed description  
of services and/or  
products on display

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**SPECIFIC SITE REQUIREMENTS**

I/we require following:

Trade site (3mx 6m)	Cost per site - \$100.00
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*Only 10 of the above sites are available. They are best suited for schools and community groups etc.  
These sites have a 3m frontage so multiple sites may be need to fit a wide gazebo.*

Trade site (5.m x 11.5m)	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

*Same site as last year*

*Every effort will be made to allocate the same site as previous years but this cannot be guaranteed*

Power needs:	Trade site	TICK IF NEEDED	Cost per site - \$70.00
Additional show entry tickets:	<b>Friday</b> adult entry tickets	Number of tickets	Cost per ticket - \$10.00
	<b>Saturday</b> adult entry tickets	Number of tickets	Cost per ticket - \$10.00
	<b>2 day</b> adult entry tickets	Number of tickets	Cost per ticket - \$20.00

Application submitted by: Signature \_\_\_\_\_

Name \_\_\_\_\_

Date \_\_\_\_\_

**Bank account number for direct payments 06 0837 0154538 00**

*Please note:* Once trade 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 site during the 2024 Ashburton A & P Show.

### Host Responsibilities

I/we \_\_\_\_\_  
are aware of the Host Responsibilities involved with offering alcoholic beverages at our trade site at the 2024 Ashburton A & P Association Show.

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 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**
- Do not leave setup of your trade site to the last minute and make sure that your site is setup and manned by 9.00am on Friday 1<sup>st</sup> November 2024

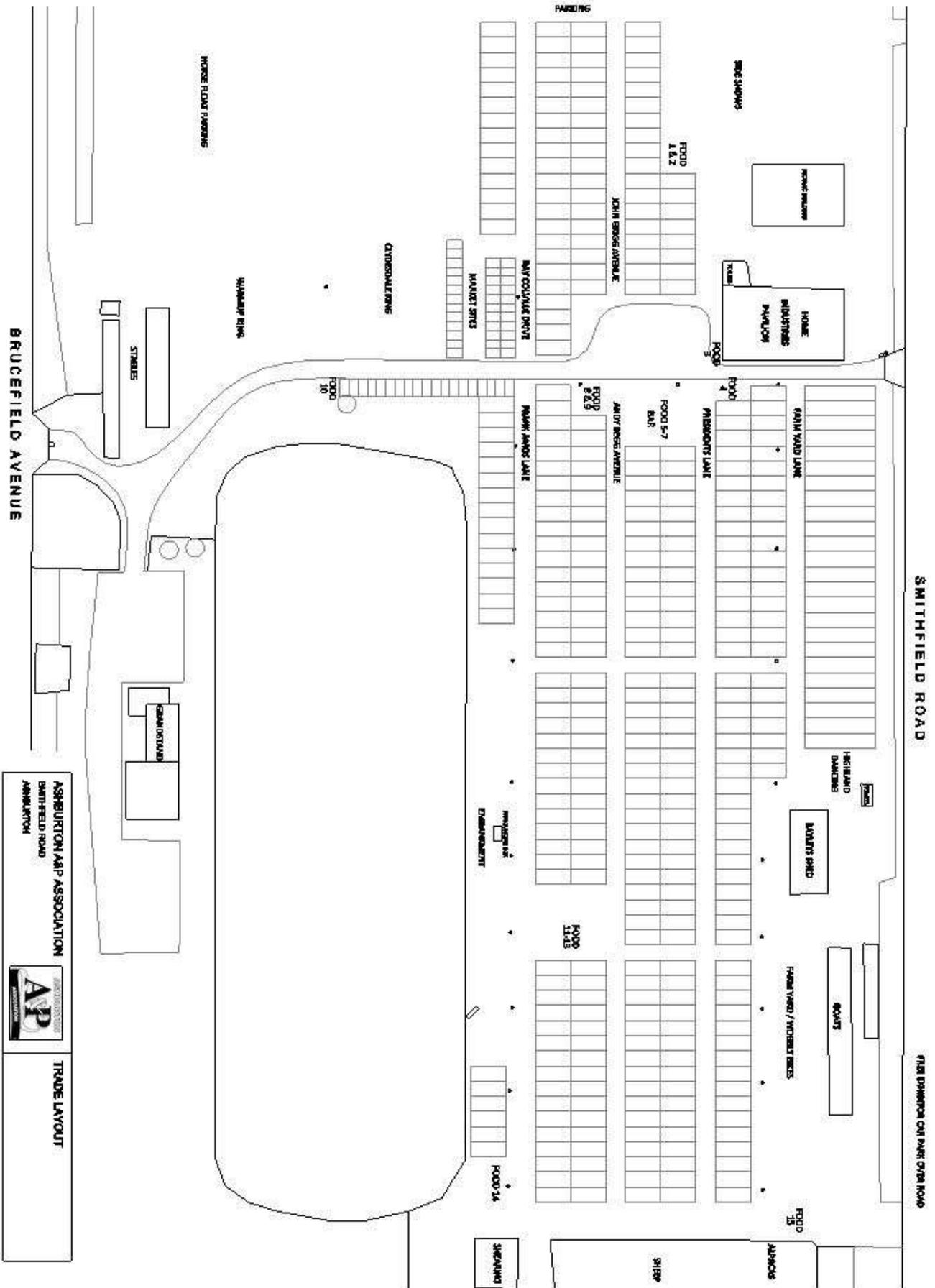
### DURING THE SHOW

- 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



ASHBURTON AAP ASSOCIATION  
SMITHFIELD ROAD  
ASHBURTON



TRADE LAYOUT