

147th A & P Show

Friday 1st & Saturday 2nd November 2024

Ashburton Showgrounds

ONE OR TWO DAY ATTENDANCE OPTIONS

Market Site Information Pack

SITE APPLICATIONS CLOSE ON 30th August 2024



Introduction

This information pack sets out how to apply for 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 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 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.

For its 2024 Show, the association will allow market site holders to choose to operate only on one day of the Show (Saturday), rather than on both days, with strict conditions (see page 4). ONLY 35 SITES AVAILABLE

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

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✉ 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)

A & P Association President

Ben Stock (☎ 027 274 1884)

Key dates

30 th August 2024	Market site applications close
September 2024	The Ashburton A & P Association advises applicants of the results of their application for a market site
31 st October 2024	Site holders can start setting up their sites at the Ashburton Showgrounds
1 st November 2024	First day of show –market sites must be setup and manned by 9.00am and manned all day Friday
2 nd November 2024	Second day of show –market sites must be manned all day Saturday until 4.30pm, when dismantling of sites can commence
4 th November 2024	Sites to be cleared by 5.00pm

Market site information

Market sites at the Ashburton A & P Show tend to be occupied by a range of exhibitors, including artisan producers, craftspeople, and suppliers of homewares.

In addition to market sites, there are also trade sites available at the Ashburton A & P Show. 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. If you are interested in a trade site at the Ashburton A & P Show, please refer to our separate information pack relating to trade sites.

Below are some key details on market sites at the Ashburton A & P Show, including how they differ to trade sites.

- **Market sites can be operated for both days of our 2024 Show, or only on the Saturday: under strict conditions (see next page).** Trade site holders must operate their sites on both days of the Show.
- **The base size of all market sites is the same:** the size of each market site is the same (being 3m front x 5m depth). A market site holder can have a bigger sized site by purchasing two market sites, but refer to the separate information pack on trade sites if you require an even larger site.
- **No power available at market sites:** there is no power available at market sites. If you are interested in a site with power, please refer to the separate information pack on trade sites.

All sites are outdoors. Previously the Ashburton A & P Association has also offered an indoor market area, but this is not being offered at our 2024 Show.

The layout at the Ashburton Showgrounds has the trade sites located in a continuous area across one part of the grounds. The market sites are located in a separate area, adjacent to Trade Sites at the Northern end of the grounds.

Attachment C to this information pack highlights on a map of the Ashburton A & P Show the approximate areas where market sites will be located.

Saturday only market site option

For its 2024 Show, the association will allow market site holders to choose to operate only on one day of the Show (Saturday), rather than on both days, with strict conditions. These conditions are set out below.

- **There is NO discount on the cost of market site where site holders choose to attend for only ONE day:** the base cost of market site is the same whether a site holder attends our Show for both days, or opts to attend for only ONE day.
- **Market site holders who choose attend our 2024 Show for the TWO days may choose their site on the Thursday 31st October 2024:** market sites are allocated on a first come, first served basis as site holders arrive at the Show.
- **Market site holders who choose to attend for our 2024 Show only ONE day (Saturday):**
 - **CANNOT** choose a site until Saturday morning; and
 - **MUST** be set up on their site, with vehicles having left the grounds, before 8.30am on the Saturday morning.

The cost of sites and extras

To have a market site at the Ashburton A & P Show, exhibitors must pay for the cost of the specific site. In addition to the base cost for a site, there are extra costs that an exhibitor may have to pay the Ashburton A & P Association for a market site. The extras (as detailed further below and all shown inclusive of GST) relate to additional discounted show entry tickets that a site holder may need (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. Site holders need to bring their own or organise hireage themselves.

Item	Site size	Cost (including GST)	Inclusions/exclusions
Outdoor market sites			
Base cost of site (for ONE or TWO days)	3m front x 5m depth	\$115.00	2 x 2 day entry tickets Power is not available
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 market site

To apply to have a market site at the 2024 Ashburton A & P Show, you need to (by no later than 30th August 2024

- complete the **application form** (template form included as **Attachment A** 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 market sites (after 30th August 2024) cannot be guaranteed acceptance
- once market sites applications are closed, the Ashburton A & P Association will advise applicants of the results of their application for a market site, and 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 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**

Exhibitor awards

All market site holders that choose to operate a site for the TWO days of our Show are eligible to win exhibitor awards. These awards will be judged on the first day of the show (Friday 1st 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
Best Small Display –all sites 10m width or smaller	Trophy, show ribbon	Ashburton District Council
Best Trade Display – all sites wider than 10m	Trophy, show ribbon	Talleys
Best Community Display	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 Plate ”***

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 B** 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. 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.
3. The delivery of equipment and erection of displays must be completed by **9.00am** on Friday 1st November 2024, **unless a market site holder is choosing to only operate on Saturday (see page 4)**.
4. Nothing may be removed from sites before **4.30pm on Saturday 2nd November 2024**. No access will be allowed to sites before this.
5. Vehicles around 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.**
6. There will be **no** vehicle access to sites after **9.00am** on Friday 1st November 2024, during the show on Saturday 2nd November 2024, **unless a market site holder is choosing to only operate on Saturday (see page 4)**, 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.**
7. **All sites must be manned for the full two days of the show**, starting 9.00am on Friday 1st November 2024, **unless a market site holder is choosing to only operate on Saturday (see page 4)**.
8. 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.
9. All sites are to be cleared by 5.00pm on Monday 4th November 2024. **There will be a charge of \$75 per man hour to any site holder not complying with these conditions.**
10. Each exhibitor must keep all display equipment, signs, marquee rope/pegs etc within their allocated site boundaries.
11. Security will patrol the grounds from 6pm on the 30th of October to 6am on the 3rd 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.**
12. **Site holders must not sublet sites.** Food or beverages are **not to be sold market 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 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 30th August 2024**. The form can be:

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



Market Site Application Form

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

I understand that all market sites must be manned for the full two days of the show, starting 9.00am on Friday 1st November 2024, **unless a market site holder is choosing to only operate on Saturday (and acknowledge the terms and conditions on page 4 for operating a market site for only ONE day)**.

CONTACT DETAILS AND BASIC INFORMATION

Business name

Postal address
(including postcode)

Phone number(s)

Landline:

Mobile:

E-mail address

**E-mail address for
account to be sent to**

Detailed description
of services and/or
products on display

SPECIFIC SITE REQUIREMENTS

I/we require following:

	Market site (3m x 5m)	Number of sites (maximum of 2)	Cost per site - \$115.00 gst inclusive
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	<hr/>	
	Name	<hr/>	
	Date	<hr/>	

DAYS THAT PLAN TO OPERATE MARKET SITE

(this information does not affect cost of site, but is useful to know for our Show planning purposes)

I/we propose to operate the market site requested above on the following days:

BOTH DAYS	Friday 1 st and Saturday 2 nd November 2024	TICK IF APPLIES	
ONE DAY ONLY	Saturday 2 nd November 2024	TICK IF APPLIES	

Bank account number for direct payments 06 0837 0154538 00

Please note: 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. **PLEASE DO NOT SEND PAYMENT FOR YOUR SITE WITH YOUR APPLICATION.** All costs above include GST.

Attachment B: 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 market site to the last minute and make sure that your site is setup and manned by 9.00am on Friday 1st November 2024, **unless you are choosing to only operate your market site on Saturday (see page 4)**

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 C: Map showing approximate location of sites

