



HELENSVILLE
SHOW

**TRADE SPACE
INFORMATION**

**108TH HELENSVILLE A&P SHOW
27 FEBRUARY 2010**

BOOKING INFORMATION

HISTORY & POSITION TO DATE

The Helensville Agricultural & Pastoral Association has held the annual Helensville A&P Show since 1900 with only a few being abandoned due to a polio epidemic and World War II.

Livestock & machinery exhibits featured from the outset. In 1957 the Helensville A&P Show moved from its home in Mill Road, Helensville to its current location, and in 2001 a 35 year lease was signed with the owners of the grounds the Helensville District Racing Club.

The Helensville A&P Show has a proud history of promoting Helensville's agricultural and pastoral interests. The Show is the largest annual event on Helensville's calendar and continues to build on a long and successful reputation for bringing the country to the town.

The Helensville A&P Show is a Helensville icon that celebrates all things town and country, from the latest technology for the rural sector, to the best in entertainment. The Show attracts 160 trade exhibitors, comprising a diverse range of commercial exhibitors who use the Show to launch new products, sell products, raise brand awareness and to reach their existing and prospective customers.

The Helensville A&P Association will host the 108th Helensville A&P Show on Saturday, 27 February 2010. The Show offers a unique hands on learning experience for all ages.

ABOUT THE SHOW

Since its inception in 1900, the focus of the Helensville A&P Association has been to promote excellence in agribusiness and bring the country to the town.

In recent years, the Helensville A&P Show has attracted record numbers of trade exhibitors and visitors. As the largest one day Show in the Northern District, which stretches from Franklin in the South to the top of the North Island, attracting up to 8000 people and 200 trade exhibitors, the Helensville A&P Show is able to offer its trade exhibitors:

- Extensive brand exposure
- The ability to reach key target markets
- The opportunity to generate sales
- Networking opportunities

In recent years the Show has been record breaking in many areas and have exceeded many expectations. The Show continues to mature and go from strength to strength, and there is still more that can be done to realise the potential the Helensville A&P Show has. The challenge has just begun!

We invite you to consider the benefits that supporting this local event can offer your business.

RELISH THE TASTE

2005 saw the first ever food & wine display at the Helensville A&P Show, "Relish the Taste". This is an area we see growing in our diverse productive area. In Rodney we have everything from vineyards to olive trees, homemade chocolates to macadamia nuts.

We see this as an opportunity to show our public what our area has to offer and give them the opportunity to sample it and purchase it. We invite you to take part in this initiative so we can watch it grow to become an integral part of our A&P Show.

PRICING & SITES

Outside uncovered trade sites

5x5 metres - \$78.75 inclusive of GST – discounted to \$70.00 (incl GST) if paid in full by Friday, 8 January 2010.

Outside uncovered commercial food sites

5x5 metres - \$150.00 inclusive of GST. No discount available for commercial food sites. We ask that large commercial food operators using hot plates and fryers provide their own power supply.

Relish the Taste Marquee covered trade sites

3 x 3 metres - \$130.00 inclusive of GST.

- The outside trade and commercial food sites are uncovered 5x5 metre sites.
- The minimum site frontage is 5 metres, and frontages ordered are to be in multiples of 5 metres.
- The site area must include room for guy ropes.
- We have a limited number of layout options available. Working with the 5x5 metre sites you can create a 10 metre deep site with a 5 metre frontage (two sites), a 5 metre deep site with a 10 metre frontage (two sites), a 10x10 metre square site (four sites).
- Power is available on a limited number of sites and is allocated on a first come first served basis. Please apply on the Application form. Water is available at no charge on all power box poles.

GATE PASSES

You will receive two gate passes for up to 5 metres and one additional pass for every other 5 metres ordered. Additional gate passes (maximum five) may be purchased prior to the Show, at a discounted rate of \$7 (usually \$10).

The full admission fee will be charged if paying for additional entry tickets on Show day.

VEHICLES & PARKING

- **For each trade site booked you will be issued with one official parking pass (to a maximum of three) for one vehicle, at Gate 2. This pass must be displayed on your dashboard. All other vehicles must park in the free public parking areas. No Gate 2 Parking Pass, NO ENTRY.**
- If space allows, your vehicle may be parked on your site. Vehicles not parking on the trade site must be removed from the trade area before 8:30am on Show morning and not return until after 4:00pm.
- Any vehicles in thoroughfares after 8:30am, or creating a hazard, will be towed away at the owners expense.

BOOKING YOUR SITE

- Complete the Trade Space Application Form in this information pack, attach your cheque, and return it to Helensville A&P Association, PO Box 23, Helensville 0840.
- Download and complete the Trade Space Application Form from www.helensvilleshowgrounds.co.nz and fax to 09-420 7584 or post to Helensville A&P Association, PO Box 23, Helensville 0840. Please remember to post a cheque for the full payment as the site will not be confirmed until payment is received.
- Payment can also be made by internet banking to Helensville A&P Association, ASB Helensville, Account Number 12-3139-00010223-00. Please advise payment method on Application Form.

Once payment is received in full, your site will be allocated and you will be sent confirmation, gate and vehicle passes, map and Health & Safety check list.

Your space allocation can be changed at our discretion if required.

BEST TRADE EXHIBIT

All trade exhibitors will be eligible for the best trade exhibit award which will be judged on: the interest created, the eye catching component, information conveyed, originality, interactive elements and staff presentation and service. The winner of the industrial type sites will be presented the Allied Farmers Ltd Best Trade Exhibit Trophy & \$50, and the winner of the stall type sites will receive \$25. Both to receive certificates and ribbons.

TERMS & CONDITIONS

Site Applications

Please complete site applications in full as our allocations are based on the information you give us.

Sites will only be allocated to fully paid applications. Any one arriving on the day without a confirmed paid booking will be asked to leave the grounds.

Your signature is required, as this is your agreement to abide by the conditions of our Trade Space. Any breach of the conditions will see the trade exhibitor being asked to comply with the conditions and if there is no cooperation the exhibitor will be asked to leave the grounds.

Trade exhibits will be subject to inspection and any requirements to comply will be at the exhibitors cost.

Refunds will be issued less 15% if received 14 days before the Helensville A&P Show. After this there will be no refunds issued except in the case of cancellation of the Helensville A&P Show.

Allocation

Currently you are unable to select your own site. Sites are allocated in the following order:

Sponsors and members of the Helensville A&P Association, repeat trade space customers, new customers.

We will begin allocating sites on **11 January 2010**. Applications received after this date will be allocated on a first come, first served basis.

Setting Up & Dismantling

Sites will be available from Friday, 26 February 2010.

There will be security on the grounds for the night of Friday, 26 February 2010.

The gates are open from 6:30am till 8:30pm on Saturday, 27 February 2010. Please enter Gate 2.

Show Day sites must be completed by 8:30am on Show morning and may not be dismantled until 4:00 pm.

Please ensure you have adequate insurance cover on all of your property, products, vehicle and equipment while on the grounds. We would recommend that ignition keys be removed from all vehicles not actually in use. You are advised not to leave moveable items unattended on your site.

Commercial Food Sites

All operators selling food or drink are classed as a commercial food site.

Whether your food stall is commercial or a fund-raiser we require a copy of your current food operators license (commercial) or a letter detailing what facilities you will have on the day and how you will be preparing the food (fund-raisers). Also if it is applicable please provide a copy of your current electrical fitness certificate. There are a limited number of food sites available.

Power & Water

If you require power please bring an extension cord. Extension cords for trade sites are plugged into junction boxes with a maximum of 10 amps. Trade space holders to ensure all cords, plugs and fittings are safe, secure and out of the way of people moving about, and out of the way of water. Water taps are located around the grounds on the power box poles. Please ensure all electrical equipment and leads meet Safety Standard AS/NSZ 3760:2003 and are appropriately tagged.

Items Not Permitted

Sales of any of the following items - Hot chips, hot dogs on a stick, candy floss, water pistols, any other type of firing guns, silly string, water bombs and any sharp objects, ie knives & scissors etc is not permitted. The sale of these items will see the trade exhibitor asked to leave the Showgrounds.

Raffles and lucky dips must have permission from the Executive Committee.

Food and drink may not be given away to the general public from a trade site, ie free sausage sizzle.

The MC at the main stage is not to be used for trade exhibitor announcements.

Health & Safety

The Helensville A&P Association will comply with the Health & Safety in Employment Act 2002, Health and Safety in Employment Amendment Act 2002 Hazardous Substances, New Organisms Act 1996.

Your booking confirmation will also include a Health & Safety checklist for you to complete.

You must ensure that your site is a safe environment for your staff and visitors.

Fair Trading Act

All trade space exhibitors must operate under this act in all their dealings with the public on Show Day.

Helensville A & P Association

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