



Catch a world class ride

## 2015 TRADE INFORMATION SHEETS

### IMPORTANT DEADLINES

<b>Trade Site Applications provisionally allocated:</b> ... ..	1 week from receiving application
<b>Deposit of the provisional trade site allocation due:</b> ... ..	..By date on invoice received (approx.. 2 weeks)
<b>Full trade site payment to be received by:</b> ... ..	20 December 2014 to receive a 5% discount
... ..	Between 21 Dec 2014 & 20 Jan 2015 at full site cost
... ..	After 20 January 2015 with a 10% late fee
<b>Equipment orders due:</b> ... ..	Friday 30 January 2015
<b>Trade Directory closes:</b> ... ..	Monday 2 February 2015
<b>Exhibits set up by:</b> ... ..	By 10am Tuesday 17 March 2015
<b>Exhibits completely removed by:</b> ... ..	..By 12 noon Monday 23 March 2015
<b>2016 Preferential Bookings close:</b> ... ..	Monday 6 April 2015

### MINIMUM TRADING HOURS

Tuesday – Saturday (17 – 21 March 2015):	10am – 5pm
Sunday 22 March 2015:	10am – 4pm
Friday and Saturday nights:	Option to stay open until 10pm

### CROSS-COUNTRY AT THE SHOWGROUNDS

With great results from 2014, the CIC 2\* and CIC 3\* cross-country will once again be held at the Showgrounds

### TRADE SITE DEPOSITS

- As in 2014, deposits will be invoiced. Deposits will be due two (2) weeks after invoiced received. Deposits will be a third of the full trade site cost.
- Those who made a preferential booking for 2015 will need to pay their deposit by 20 July 2014. Those not received by 28 July will forfeit their booking preference and will be placed back into the general pool. If changes are made to the preferential site, then the deposit will be due two weeks after the amended invoice.
- Please remember to indicate requirement of power or not on your Trade Application Form.

EventPro

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### **TRADE SITE PASSES**

**Trade site passes for principle exhibitors are allocated as follows:**

- Three (3) entrance passes for a 3m x 6m trade site and one (1) extra entrance pass for any additional site.
- Four (4) entrance passes for a 5m x 5m or a 5m x 10m trade site and two (2) extra entrance passes for any additional site.
- Non-Marquee trade sites will be issued with three (3) entrance passes and one (1) extra entrance pass for any additional site.
- A maximum of three (3) additional entrance passes, for trade staff only, may be purchased at \$50+GST each.
- If hired 6m x 6m trade site or less will be allocated one (1) vehicle pass. Up to 10m x 10m trade site will be allocated two (2) vehicle passes.

**Trade site passes for co-exhibitors are allocated as follows:**

- One (1) entrance pass will be allocated regardless of co-exhibit site size.
- A maximum of three (3) additional entrance passes may be purchased at \$50+GST each.
- One (1) vehicle pass will be allocated regardless of co-exhibit size.

### **ALLOCATION OF TRADE SITES**

- All non-preferential trade sites will be placed in a 'pool' and available on a first in first served basis.
- An updated version of the trade sites maps and allocations will be available on the Farmlands Horse of the Year website ([www.hoy.co.nz](http://www.hoy.co.nz)) under 'Trade'. This will be updated every Friday by 5pm and will be correct at the time of upload.
- Once a Trade Application is received, the site will be provisionally allocated and invoice sent. Deposit must be paid before the site is officially booked.
- Final confirmation of site will be sent on receipt of full payment of trade site.

### **SHARED TRADE SITES**

- Every trade site must have a principle exhibitor responsible for the site, all debts, legal requirements and ensuring the entire site is compliant with all Health & Safety and General Terms & Conditions of the event.



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- If a principle exhibitor applies for site space and invites a co-exhibitor to share the site, a sublet fee of \$110+GST must be paid and a completed Sharing Application Form signed by both parties.
- The principle exhibitor may not sublet to a third party and a co-exhibitor may not sublet out their space.
- A co-exhibitor is a non-wholesale business whose product or service the principle exhibitor does not normally stock or provide.

#### **TRADE CAMPING**

- Exhibitors wishing to camp (including within their trade site, in vehicles, trucks, floats and containers) must complete a Trade Exhibitor Camping Form and confirmation of site will be made upon receiving full payment.
- Trade camping and facilities are located throughout the venue.

#### **EQUIPMENT HIRE**

Equipment can be hired through the HOY Office. All orders must be through before 30 January 2015. After this date equipment will be available for purchase at the event on a first in first served basis with additional charges.

#### **ADVERTISING OPPORTUNITIES AND TRADE DIRECTORY**

Exhibitors have the opportunity to gain extra advertising through the HOY Trade Directory or becoming a Trade Sponsor. Trade Sponsorship offers a wide range of opportunities from advertising on the website, to brand association with a minor class. More details can be viewed with the Sponsors Information or by contacting the HOY Office.

#### **COLLECTION OF PASSES AND ADMISSION TO GROUNDS**

- In 2015, no one will be admitted on the Showgrounds without the correct entrance and vehicle passes.
- Collection of passes will be at the Ellwood Park Buildings at the Pologrounds.
- Admission for set up will be allowed from midday Saturday 14 March 2015.

**\*Please ensure you read the General Trade Exhibition Terms & Conditions, in full, available on the Farmlands Horse of the Year website ([www.hoy.co.nz](http://www.hoy.co.nz))**



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Trade Sponsorships offer exhibitors additional opportunities to promote services or products at the Show to maximize investment.

## *\$2,000 Trade Sponsorship*

- Receive a 15% discount on one of the following:
  - A) A maximum of two 6m x 3m trade sites
  - B) One 5m x 5m trade site, OR
  - C) One 10m x 5m trade site
- Four tickets to Lunch and Drinks in the Sponsor's Marquee, to be used any day except Sunday
- Link to your website from the Horse of the Year website

## **PLUS!**

\$2,000 trade sponsorship can choose five (5) from the list below:

1. Brand association with four minor classes along with the associated publicity
2. Two signs within the arena boundaries
3. A5 page black and white advertisement in the printed Trade Directory
4. Opportunity to place an advertisement on the event website Special Offers page
5. An advertisement included in the follow up email to competitors post-event
6. Trade Exhibitor's vouchers or samples to go into promotional bags which are distributed to all competitors
7. Six additional gate passes, plus two family passes to the Friday Night Extravaganza

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Trade Sponsorships offer exhibitors additional opportunities to promote services or products at the Show to maximize investment.

## *\$1,500 Trade Sponsorship*

- Receive a 10% discount on one of the following:
  - A) A maximum of two 6m x 3m trade sites
  - B) One 5mx 5m trade site, OR
  - C) One 10m x 5m trade site
- Two tickets to Lunch in the Sponsor's Marquee, to be used any day except Sunday
- Link to your website from the Horse of the Year website

## **PLUS!**

\$1,500 trade sponsorship can choose three (3) from the list below:

1. Brand association with four minor classes along with the associated publicity
2. Two signs within the arena boundaries
3. A5 page black and white advertisement in the printed Trade Directory
4. Opportunity to place an advertisement on the event website Special Offers page
5. An advertisement included in the follow up email to competitors post-event
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