



bnz
**NATIONAL
HORTICULTURAL
FIELD DAYS**

A HAWKE'S BAY A&P SOCIETY EVENT **A&P**

TRADE INFORMATION PACK 2020

New Dates for 2020: 17-18 June

Apply For a Trade Site:

The BNZ National Horticultural Field Days is an industry-only, two-day business to business event, it is proudly New Zealand's only focused Horticultural event.

Creating a fantastic opportunity for professional development, showcasing Innovation & Technology and getting face to face with Horticultures stakeholders.

This event is key for the entire horticulture industry from students, on the ground workers, entry level personnel, through to mid and senior managers and CEO's. The BNZ National Horticultural Field Days brings the horticulture community together for a business opportunity, whilst celebrating Horticulture in New Zealand.

The BNZ National Horticultural Field Days are now established as the most significant Horticulture focused event on the industry calendar.

Representation from industry increases each year as does attendance from all over New Zealand giving you as a Trade Exhibitor strong industry presence and fantastic networking and sales opportunities.

The Trade component of the Field Days is the backbone to the event's success. Providing a 'pure horticulture' focus means attendees are not clouded by lifestyle or other trades. Exhibiting at the 2020 event provides you the opportunity to:

- ✓ Grow Market share and profits to attendees from across New Zealand.
- ✓ Generate sales leads for ongoing business post-show.
- ✓ Build brand awareness and loyalty.
- ✓ Showcase new innovations, technologies and adaptations.
- ✓ Build relationships with clients.
- ✓ Expand databases.
- ✓ Opportunities to educate, provide professional development and 'help desk' existing clients.
- ✓ Support & grow the Horticulture Industry.

There are a range of options for Trade Exhibitors across both indoor and outdoor trade areas. We strongly encourage all Trade Exhibitors to maximise their investment by sharing their goals and reason for attending with us so that we can work with you to ensure success.

Our point of difference is the opportunity to talk face to face with your target market. We provide opportunity for you to showcase and demonstrate your business so that your buyers can really understand the benefits and intricacies of your products. As you know there is nothing quite as powerful as seeing the product and brand in action!

A dedicated trade specialist will be available to support all exhibitors during the entire process. Our role is to make your investment a success!

Focused on the Future!

The 2020 BNZ National Horticultural Field Day will continue to highlight the industry on the Showgrounds Main Arena, showcasing outdoor sites and giving each Exhibitor prime frontage for foot traffic through the two-day event. In response to industry requests there will continue to be major focus on innovation and technology with national companies profiling new products coming to market.

The outdoor layout has developed to accommodate the Field day's focus on delegate interaction with product and ideas. Several Arenas have been created to maximize trade 'front door' opportunities. Each Arena has a central concept and a themed presentation space allowing exhibitors to select their trade space with a focused audience in mind. Patrons enjoy talking directly to their suppliers and consultants, seeing new technology first hand and demonstrations of machinery and products.

Trade opportunities centre around delegate engagement focus- getting the right people in front of the right exhibitors. Each area has a specific 'bookable' demonstration arena. Businesses are encouraged to book a slot or slots to really showcase the features and intricacies of their products.

A variety of sizes and locations are available both indoors and outdoors, tailored to suit every business, product and service.

If you need to get face to face with New Zealand's Horticultural Industry, your audience will be waiting for you at the BNZ National Horticultural Field Day's.

Marketing

The 2020 event will be promoted throughout New Zealand through a variety of networks including industry publications, print, radio and social media. A 2020 Field Day's guide will be produced for distribution in the lead up to the event, you will be informed of opportunities for advertising and advertorial during February.

We regularly communicate with news, special features and giveaways (*please notify us of any newsworthy editorial or significant news*), keep in touch over the coming months to find out how your business can be profiled as part of the BNZ National Horticultural Field Day marketing campaign.

Complimentary Tickets

This event is free to industry members and their clients to attend through our exhibitor complimentary ticket offer. Each exhibitor will be allocated tickets which they can pass on to clients, suppliers and contacts. This is a fantastic tool for driving people to this event.

Gate admission price without a complimentary ticket is \$10.

Trade Exhibitor Options

OUTDOOR TRADE

All outdoor trade sites are provided as green space. An outdoor site is ideal for exhibitors wanting the flexibility of space to set up their own site. If your business would benefit from a professional Marquee & Hires, we are able to facilitate that for you, (an additional cost may apply). Please enquire with your requirements.

Dedicated Demonstration Arenas are available free of charge, which can be utilised for demonstrations or showcasing products. Maximise your investment by booking a demonstration time slot (More information to follow).

Site sizes vary and can be customized to suit your requirements.

Outdoor Trade site investment

Wifi is available to most sites, **FREE of charge** (please specify if you require wifi for your business operation).

Power is available to most sites, a set-up cost of **\$50 + gst (additional charge)** will apply.

5m x 5m	\$720 + GST
10m x 10m	\$970 + GST
20m x 20m	\$2455 + GST

*Larger sites available on request. \$POA for larger sites.

INDOOR TRADE

Exhibition Hall – The Premium indoor pavilions are larger spaces that will be divided with exhibition style panels. These spaces are protected from the weather conditions. Premium trade sites are available for those wanting maximum exposure and are all sites are fitted with three Velcro-receptive walls, 3m back wall and two side panels 1.8m wide, panels are approximately 2.7m high. Larger sites are available on request.

Indoor site Investment:

Wifi is available to all indoor sites, **FREE of charge**.

Power is available to all indoor sites, a set-up cost of **\$50 + gst (additional charge)** will apply.

Exhibition Hall	3m x 3m	Sites start at \$1170 + GST
-----------------	---------	-----------------------------

*Larger site pricing available by enquiry.

Trade site & Exhibitor specifications, Terms & Conditions:

Power can be added for a one-off setup cost of \$50 plus gst, power may not be available to all outdoor sites- please enquire at time of booking.

Some indoor trade sites will not allow for heavy machinery and vehicles. Please enquire if this is required.

Outdoor sites will have restricted vehicle access areas to maintain the quality of the grounds for the Field Days. Exhibitors must abide by all access restriction requests, signage and Parking locations.

Fork hoists may be available for pack in and pack out, on request and free of charge. Please notify one of the NHFD crew of your requirements and timings in advance if possible.

Our role is to make your investment a success. Any questions can be directed directly to the Trade Manager Mel Blackmore. Exhibitors are expected to abide by requests made by the Trade Manager.

For additional Marquee and equipment hire please call our preferred supplier Mardi Gras Event Hire:

Phone 06 878 2361 or visit www.mardigrasevents.co.nz

A specialized sound, AV & power technician is available during setup by request and during show hours. This service is free of charge for 'quick fixes'. A charge maybe required for larger requirements, please request a quote.

Demonstration stages/spaces and speaking opportunities are available free of charge however spaces are limited, booking a time slot at time of site purchase is recommended. The NHFD Events Team reserves the right to allocate demonstration times around availability.

Subletting: Sublet tenants must complete a separate application form, acknowledging the acceptance of terms and conditions including the Health and safety acknowledgment. All sublet applications must be accompanied with a flat rate fee of \$400 +GST

**Exhibitors who invite/host another company or individual (sublet Exhibitor tenant) to display or demonstrate on their site must ensure that the company or individual concerned completes a Trade Application Form and pays the Sublet fee. If this process is not received the original Exhibitor shall be liable to pay the sublet charge.

The unique nature of this event as New Zealand's only Horticulture specific business trade show is the key to its' continued growth. We endeavour to maintain this by ensuring only Horticulture related trades are accepted however some retail sites may not be strictly horticulture focused. The NHFD Events Team reserves the right to not accept trade applications due to this requirement.

Site Fees: A deposit of \$500 is due at time of site booking. Complete payment in full is required to secure & confirm your site. An invoice will be sent once your site is allocated. The Trade Manager reserves the right to requisition the site for re-sale if the deposit remains unpaid in full within one calendar month of booking/invoicing.

Site allocation: The BNZ National Horticultural Field Day Trade Manager will allocate trade space as per the requirements of each trade exhibitor. Every Trade site remains subject to improvement/change, even after confirmation.

BNZ National Horticultural Field Day organisers reserve the right to alter the site map at any time to ensure an effective, safe and clear layout for all trade exhibitors and public. Alterations to layout and sites will be communicated to the site holder as soon as possible.

Event hours: Exhibitors are required to have their sites fully operational during the advertised opening hours of the Field Days, Wednesday 17 June 9am-4.30pm & Thursday 18 June from 9am - 4.30pm. Food Vendors may open beyond these hours if desired.

Set up and pack down: Outdoor sites are accessible for set up from Monday 15 June. Indoor sites are available from Tuesday 16 June. If you would like access to the Showgrounds prior to these dates, please discuss this with our team, as approval will be required.

All gear must be removed from the Showgrounds by 5pm Friday 19 June unless prior approval has been granted.

Power: Power will be supplied as per your trade confirmation; supply is standard 3-point plug. Limited 3 phase may be available. All exhibitors are required to bring their own tagged and tested leads (appropriate for their intended use ie outdoor specific) to connect to the Showgrounds supply.

All power requirements must be confirmed at the time of site booking, some outdoor sites do not have power available. There is no guarantee that power will be made available if a late request is made.

Some outdoor sites do not have wifi cover, please confirm your requirements when booking.

Trade Packs: Tickets and entry passes, and vehicle access passes will be allocated prior to the Field Days and sent with your trade packs. You must have your site paid in full before you can obtain your trade pack. Please note on your trade application the number of staff who will require access during the Field Days.

Insurance and Security: The BNZ National Horticultural Field Days organisers do not insure exhibitor's property. Night security is provided overnight Tuesday 17 and Wednesday 18 June. It is anticipated that the site will be vacated the night of Thursday 18 June.

BNZ National Horticultural Field Day organisers will not be liable for loss or damage to the exhibitor's property whilst it is on the Showgrounds site.

Health & Safety: Exhibitors must comply with the current Health & Safety legislation and must comply with its provisions. As an exhibitor at the BNZ National Horticultural Field Day, you must acknowledge on your application form that it is the responsibility of yourself, your staff and any appointed agents to take all necessary precautions to ensure the safety of the people and property within the allocated boundaries of the trade site & demonstration space as applicable.

Exhibitor cancellation and refunds policy and key dates:

Exhibitor cancellations must be made in writing by email. These will be acknowledged by the BNZ National Horticultural Field Day Trade Coordinator. The following rules will apply:

Prior to 1st March 2020:	50% refund of total fee paid.
Prior to 1st May 2020:	25% refund of total fee paid.
After 1st May 2020:	No refund.

All sites will be retained for last year's site holder with first right of refusal up until and including 13th March. After this date all sites will be offered for general sale.

BNZ National Horticultural Field Day organisers hold the right to cancel this contract and to retain any monies paid in relation to this contract if the exhibitor infringes any of the exhibiting conditions.



CONTACT US

The BNZ National Horticultural Field Days 2020.
Event proudly owned & managed by the Hawke's Bay A&P Society.

PO Box 349, Hastings 4156 (06) 878 3123 nationalhort.co.nz

TRADE MANAGER - MEL BLACKMORE (06) 878 3123 Ext 703 021 703 991 trades@hawkesbayshow.co.nz	GENERAL MANAGER - SALLY JACKSON (06) 878 3123 Ext 705 0274 704 624 sally.jackson@showgroundshb.co.nz
--	---