



# Get face to face with industry at New Zealand's largest horticultural event:

THURSDAY 28 JUNE 2018 - SHOWGROUNDS HAWKE'S BAY - HASTINGS

FOR COMPLIMENTARY TICKETS VISIT: [WWW.NATIONALHORT.CO.NZ](http://WWW.NATIONALHORT.CO.NZ)



## TRADE INFORMATION 2018

**The National Horticultural Field Day is an industry-only, one day business to business event. The Field Day is a purely Horticulture event, creating fantastic opportunities for networking, education and development, whilst celebrating horticulture in New Zealand.**

The Field Day is now established as the most important Horticulture 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 day is the backbone to its' success. Providing a 'pure horticulture' focus means attendees are not clouded by lifestyle or agricultural focussed trades.

There are a range of options for trade exhibitors across both indoor and outdoor trade areas with plenty of space for demonstrations and interactive displays.

### Building on the success of 2017!

**The 2018 National Horticultural Field Day will build on the success of the 2017 event, expanding further onto the Showgrounds Main Arena, creating more outdoor sites and giving each exhibitor prime frontage for foot traffic.**

Patrons enjoy talking directly to their suppliers and consultants, seeing new technology first hand and demonstrations of top-of-the-line machinery and products.

If you need to get face to face with New Zealand's horticultural industry, your audience will be waiting for you at this year's National Horticultural Field Day.

The 2018 event will be promoted throughout New Zealand through a variety of networks including industry publications, print, radio and social media. We regularly communicate with news, special features and giveaways, so keep in touch over the coming months to find out how your business can be profiled as part of the National Horticultural Field Day marketing campaign.

### Exhibitor Loyalty Program

We wish to recognise the support of returning exhibitors by offering a **Loyalty Reward Program** whereby exhibitors will retain their 2017 site price (for the same or comparable site) for subsequent years and only forfeited if there is a break in consecutive attendance. The Loyalty reward for 2018 represents a \$100 discount (10 %) on the 2018 basic site fee.

### Bring a Colleague referral programme

For 2018 we are offering the option for exhibitors to extend their pricing (including any loyalty discounts) to a **new** exhibitor to encourage their attendance. The new exhibitor must nominate the referral exhibitor on their application form.

Twitter: @nathortfieldday

[www.nationalhort.co.nz](http://www.nationalhort.co.nz)

# TRADE SITE OPTIONS

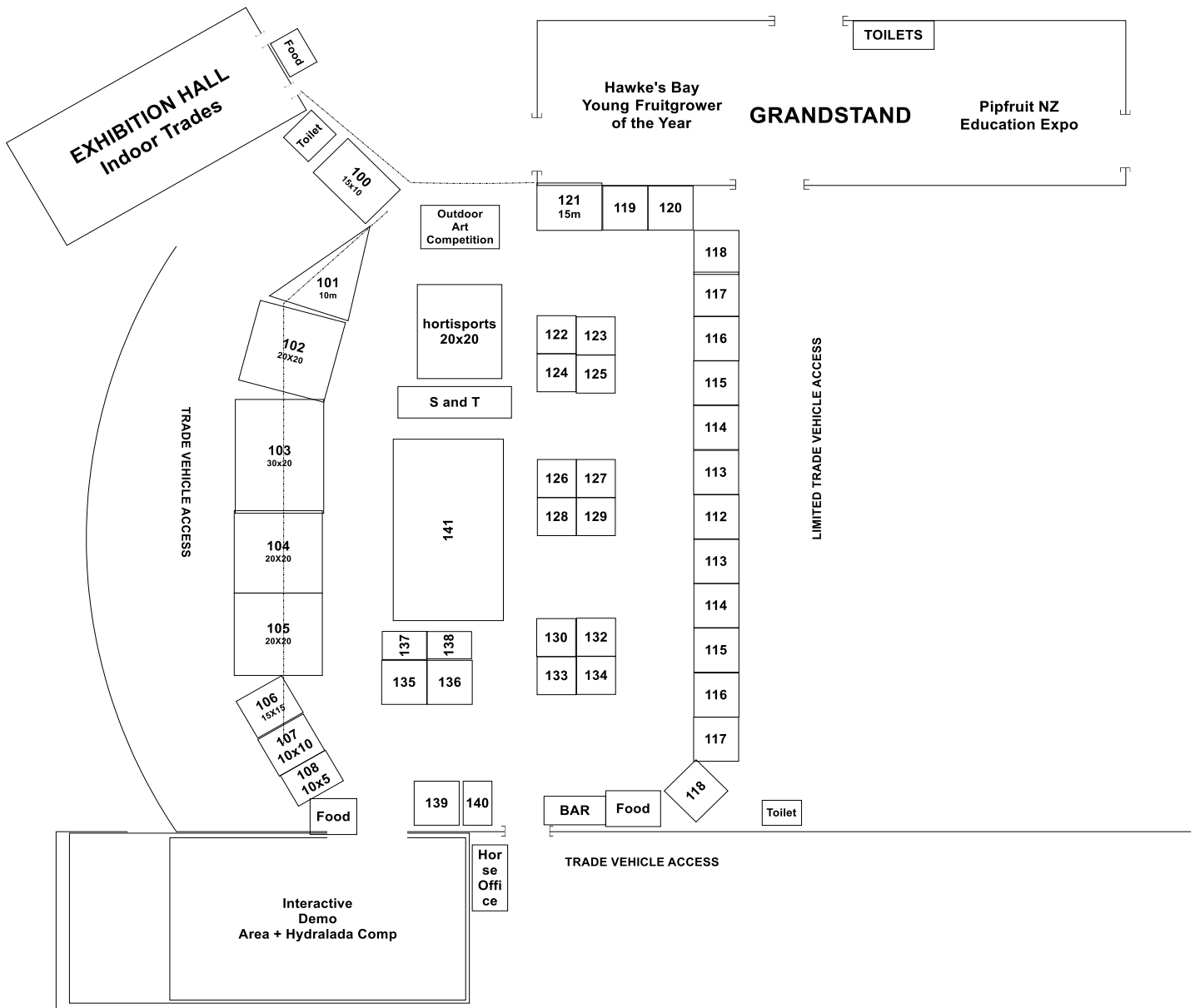
## Outdoor Trade

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.

We have a huge amount of space which can be utilised for demonstrations or showcasing heavy machinery. Site sizes vary and we are more than happy to work with you to arrange demonstration space and special access.

**Sites start at 10m x 10m \$970 + GST**

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



# TRADE SITE MAP

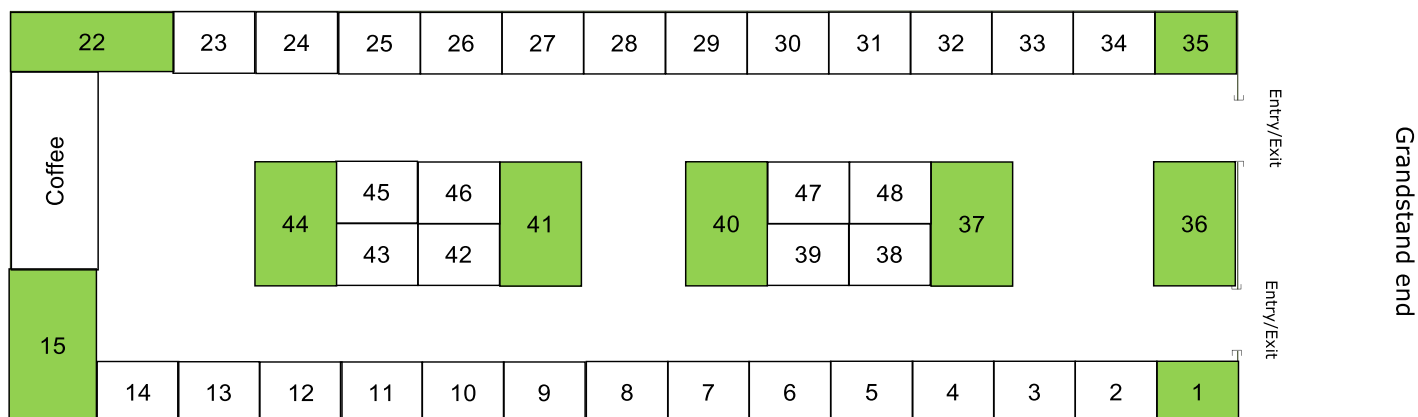
## Indoor Trade

The Exhibition Hall is a busy indoor pavilion with exhibition style panels. Premium trade sites are available for those wanting maximum exposure. Indoor sites are fitted with three Velcro-receptive walls, 3m back wall and two side panels 1.8m wide, panels are approximately 2.7m high.

### **Exhibition Hall Indoor sites start at \$970 + GST (3m x 1.8m)**

Premium sites within the Exhibition Hall carry an additional charge and site sizes may be larger than 3m. Premium sites are marked in green on the map.

National Horticultural Field Day  
Indoor - Exhibition Hall



## Indoor and Outdoor Site specifications

Power is included in your site fee along with 2 chairs and 1 trestle table.  
There is a 10% discount when booking multiple sites.

The Exhibition Hall floors do not allow for heavy machinery, and vehicles are not permitted inside.  
Outdoor sites will have strict vehicle access areas to maintain the quality of the grounds for the Field Day.

Marquee and any additional equipment hire please call our preferred supplier Mardi Gras Event Hire:  
Phone 06 878 2361 or visit [www.mardigrasevents.co.nz](http://www.mardigrasevents.co.nz)

## Complimentary tickets

This event is free to industry members and their clients to attend through our exhibitor complimentary ticket offer. Each exhibitor is allocated 20 hard copy tickets and unlimited electronic 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.

Event organised and managed by: Hawke's Bay A&P Society  
PO Box 349, Hastings 4156 p: 06 878 3123 f: 06 878 3121 w: [www.nationalhort.co.nz](http://www.nationalhort.co.nz)

Brent Linn, General Manager  
p: 06 878 3123 m: 021 868643  
e: [events@showgroundshb.co.nz](mailto:events@showgroundshb.co.nz)

Mell Anderson, Trades Co-ordinator  
p: 06 878 3123 Ext 703  
e: [eventsupport@showgroundshb.co.nz](mailto:eventsupport@showgroundshb.co.nz)

# TERMS AND CONDITIONS

The unique nature of this event as New Zealand's only Horticulture specific trade show is the key to its' continued growth. We endeavour to maintain this by ensuring only Horticulture related trades are accepted.

**Site Fees:** Complete payment of site fees is due upon booking and confirming your site. An invoice will be sent once your site is allocated.

**Site allocation:** National Horticultural Field Day organisers will allocate trade space as per the requirements of each trade exhibitor, keeping in mind the overall flow and layout of the event.

National Horticultural Field Day organisers reserve the right to alter the site map at any time to ensure a safe and clear layout for all trade exhibitors and public.

Alterations to site placement or site size 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 Day, Thursday 28 June from 8.30am - 4.30pm.

**Set up and pack down:** Outdoor sites are able to set up from Tuesday 26 June. Indoor sites are available from Wednesday 27 June. If you would like access to the Showgrounds prior to these dates, please discuss this with our team, as approval is required.

All gear must be removed from the Showgrounds by 5pm Friday 29 June unless prior approval has been granted.

**Power:** Power will be supplied as per your trade application; supply is standard 3-point plug. Limited 3 phase may be available. All exhibitors need to bring their own tagged and tested leads to connect to the Showgrounds supply.

Some outdoor sites do not have power and water, so please ensure you confirm your requirements when booking.

All power requirements must be confirmed at the time of site booking. There is no guarantee after this date that power will be made available.

**Trade Packs:** Tickets and entry passes and vehicle access passes will be allocated prior to the Field Day and sent with your trade packs early May. You must have your site paid in full before your trade pack will be posted. Please note on your trade application the number of staff who will require access during the field day.

**Insurance and Security:** The National Horticultural Field Day organisers do not insure exhibitor's property. Night security is provided overnight Wednesday 27 June.

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 National Horticultural Field Day, you acknowledge 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 allocated.

## **Exhibitor cancellation and refunds:**

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

Prior to 1st March 2018, 50% refund.

Prior to 1st May 2018 25% refund.

After 1st May 2018, no refund.

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.

# TRADE SITE APPLICATION 2018

Online Application Form Available [www.nationalhort.co.nz](http://www.nationalhort.co.nz)

Exhibitor/Company Name		
Postal Address		
Contact Name		
Contact Phone		
Email		
Website		
Description of your business or products		
Preferred Trade area	Indoor	Outdoor
Returning Exhibitor requesting Loyalty rewards Y/N		
I am a new exhibitor with referral pricing from: (name of company and contact)		
Site size required		
Preferred site numbers		
Do you need power to your site		
Number of staff attending (for ticketing purposes)		
Would you like hard copy comp tickets (20 max)		

## Payment

Your full site fee must be paid to confirm your site. An invoice will be sent once your site location and size are confirmed. Any site fees unpaid by the 1st April 2018 may lead to cancellation of your booking and forfeiture of any payments made.

Hawke's Bay Agricultural & Pastoral Society  
ANZ Hastings  
01-0646-0231027-00

## Agreement (Please acknowledge and sign)

I/we have read the National Horticultural Field Day terms & conditions.  
I/we undertake to abide by the conditions as set out in the terms and conditions as provided on request and on our website [www.nationalhort.co.nz](http://www.nationalhort.co.nz) governing the conduct of the 2016 National Horticultural Field Day.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return your signed Application form by email [eventsupport@showgroundshb.co.nz](mailto:eventsupport@showgroundshb.co.nz)  
or post, P O Box 349, Hastings 4156