



National Horticultural Field Days

GROWING INDUSTRY

June 26 & 27 2019

TRADE INFORMATION PACK 2019

Why Get Involved:

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 2019 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 have the opportunity to 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!

What's new:

Expanding on the past – Focused on the Future

The 2019 BNZ National Horticultural Field Day will build on the success of the 2018 event. Significant support from industry partners has allowed the event to grow to a two-days and will expand further onto the Showgrounds Main Arena, creating more outdoor sites and giving each Exhibitor prime frontage for foot traffic. In response to industry requests there will be major focus on innovation and technology with national companies profiling new product coming to market.

The new outdoor layout has developed to accommodate the Field day's focus on delegate interaction with product and ideas. Several Arena's 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.

New areas for 2019 include:

- ✓ Education and careers pavilion
- ✓ Master Class mentoring facilitated by Massey University
- ✓ Focus on water - Corporate seminar series
- ✓ Innovation and technology HQ

Trade opportunities centre around delegate 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 this year's BNZ National Horticultural Field Day's.

Marketing

The 2019 event will be promoted throughout New Zealand through a variety of networks including industry publications, print, radio and social media. A 2019 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 news worthy 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.

Exhibitor Loyalty Program

We wish to recognise the support of returning exhibitors by offering a **Loyalty Reward Program** whereby returning exhibitors will receive a 10% discount on their 2019 site purchase.

Bring a Colleague referral programme

As part of our push to grow the industry specific trade component of the BNZ National Horticultural Field Days 2019 we are offering a thank you GIFT for returning exhibitors who refer new Trade Exhibitors.

If you refer a new exhibitor on your application form, and that business confirms their attendance at the event, the Hawke's Bay A & P Society will carry over your site fee from 2018.

You will also receive a 'Cellar Masters Selection' gift pack from our Hawke's Bay A & P Society prestigious Wine Awards Cellar.

The new Exhibitor will also receive our 'Cellar Masters Selection' gift pack from the Hawke's Bay A & P Society Prestigious Wine Awards Cellar. *T&C's apply

Trade Award

All trade exhibitors will be invited to attend an awards function hosted by the Hawke's Bay A & P Society. Awards will be presented recognizing excellence, innovation and trade displays providing opportunities for networking with industry personnel and stakeholders. Judging will be completed on Wednesday afternoon by prominent industry representatives and the awards function will be held on Wednesday evening. All 2019 Exhibitors will be eligible for the prestigious Trade Award – No entry form will be required. The winners of this category will receive a \$500 discount off their 2020 Trade site and a gift bag.

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.

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

Outdoor Trade site investment

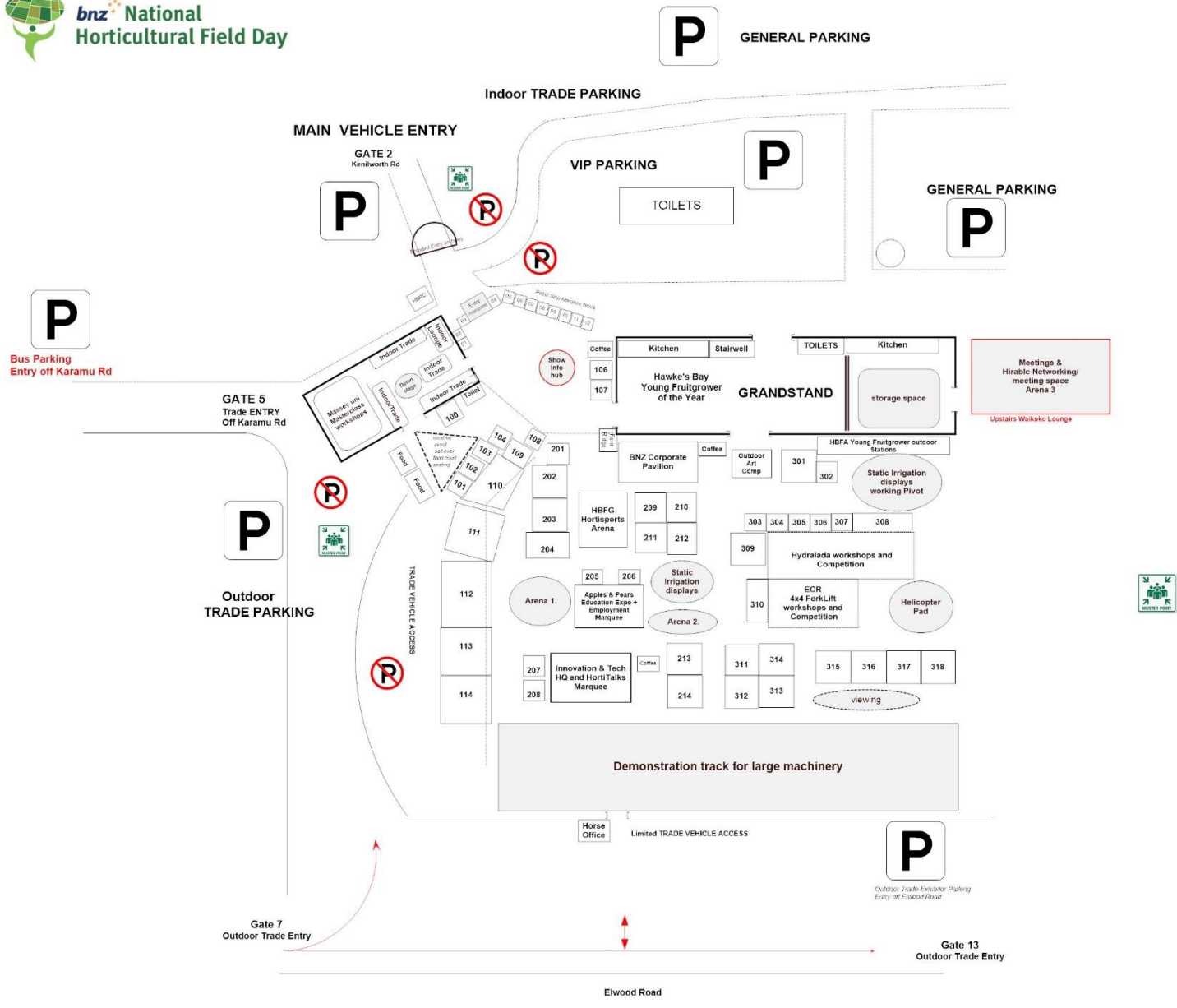
Wifi is available to most sites, **FREE of charge** (please specify if you require wifi).

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	\$1455 + GST

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

BNZ National Horticultural Field Days 2019 Outdoor Layout v1.



Elwood Road

Indoor Trade

Differing from previous years, the Indoor Trade space has been substantially expanded to reduce the effect of potential weather/rain impact on customers and to generate more interactive opportunities and grow sales.

Larger sites requests may be accommodated if availability allows.

Three Indoor Trade zones are now offered with specific target markets:

- Retail Pavilion - focused on product turn over and new customer generation. Located at the entry/exit of the event, all patrons attending the BNZ National Horticultural Field Days will walk past your site. This pavilion is a strip marquee made up of 3x3 marquee's creating a welcoming courtyard on the tarmac.
- Exhibition Hall – a quality space which will be aligned with the Massey University Master Class offering exhibitors the opportunity to present their products & services to the people making the decisions in their business and future leaders. The Exhibition Hall layout allows for maximum contact with this group of managers, mid to senior business leaders and CEO's. There will also be the facility to demonstrate products on the central stage.
- The Innovation & Technology HQ – a Premium marquee space with a dedicated focus on new innovation and technology. Trade exhibitors in this area will benefit from the venue hosting the Technology Speaker series- based on the popular Ted Talks format. Ample opportunities to showcase your innovations and up-close technology products. Free wifi & a venue technician will be provided in this area to support exhibitors and clients.

The Ravensdown Innovation Award contestants are welcome to exhibit in this venue.

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.

Strip marquee offers a cost-effective option providing a professional 3m x 3m marquee that allows you to fit out to your own specifications. *(no additional hires or panels are included in this option)*

Indoor site Investment:

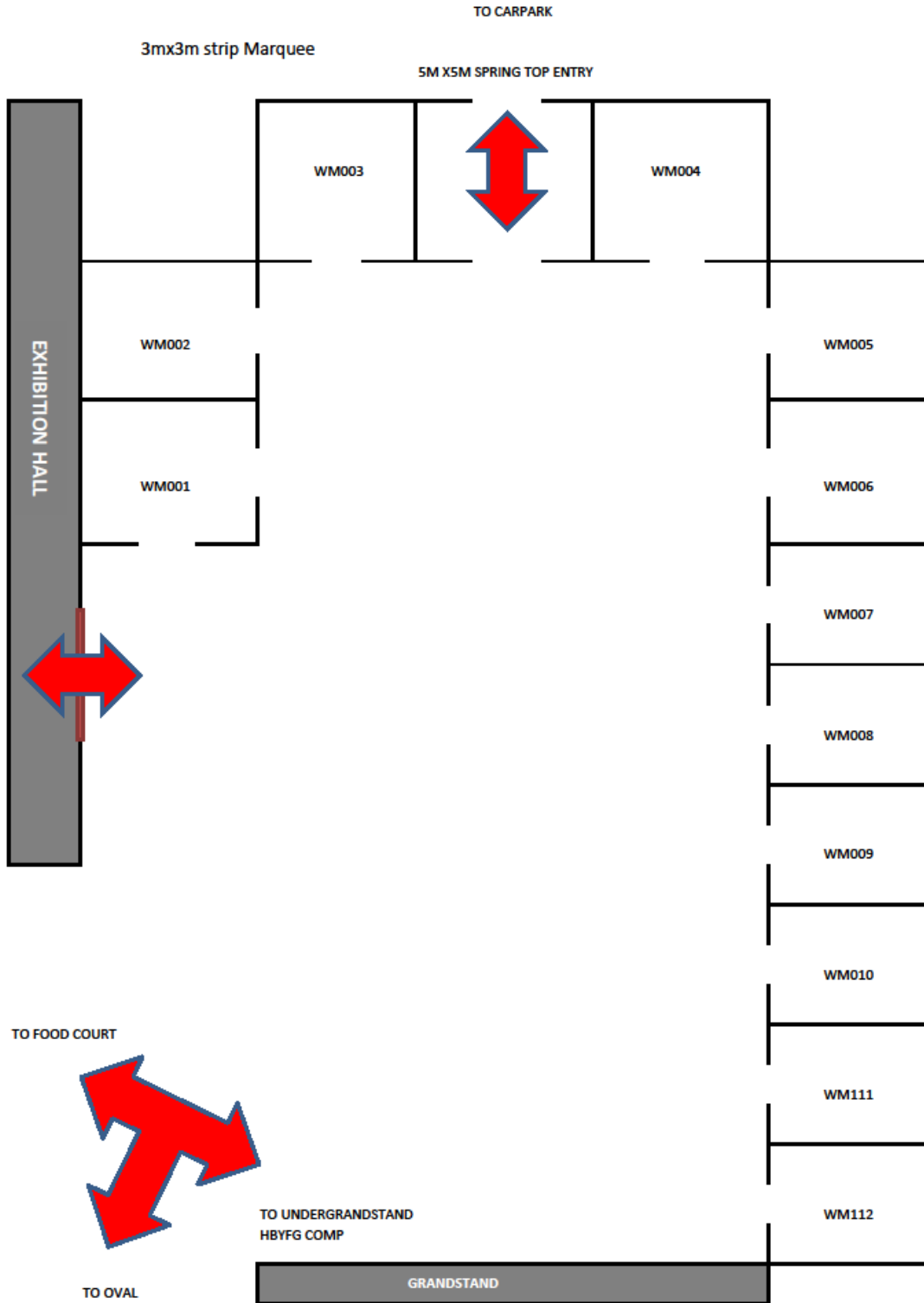
Wifi is available to all indoor sites, FREE of charge.

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

Retail Pavilion	3m x 3m	\$870 + GST
Exhibition Hall	3m x 1.8m	Sites start at \$1170 + GST
Innovation & Technology HQ	3m x 1.8m	Sites start at \$1250 + gst
Static display space (unmanned)	Various	\$100/m

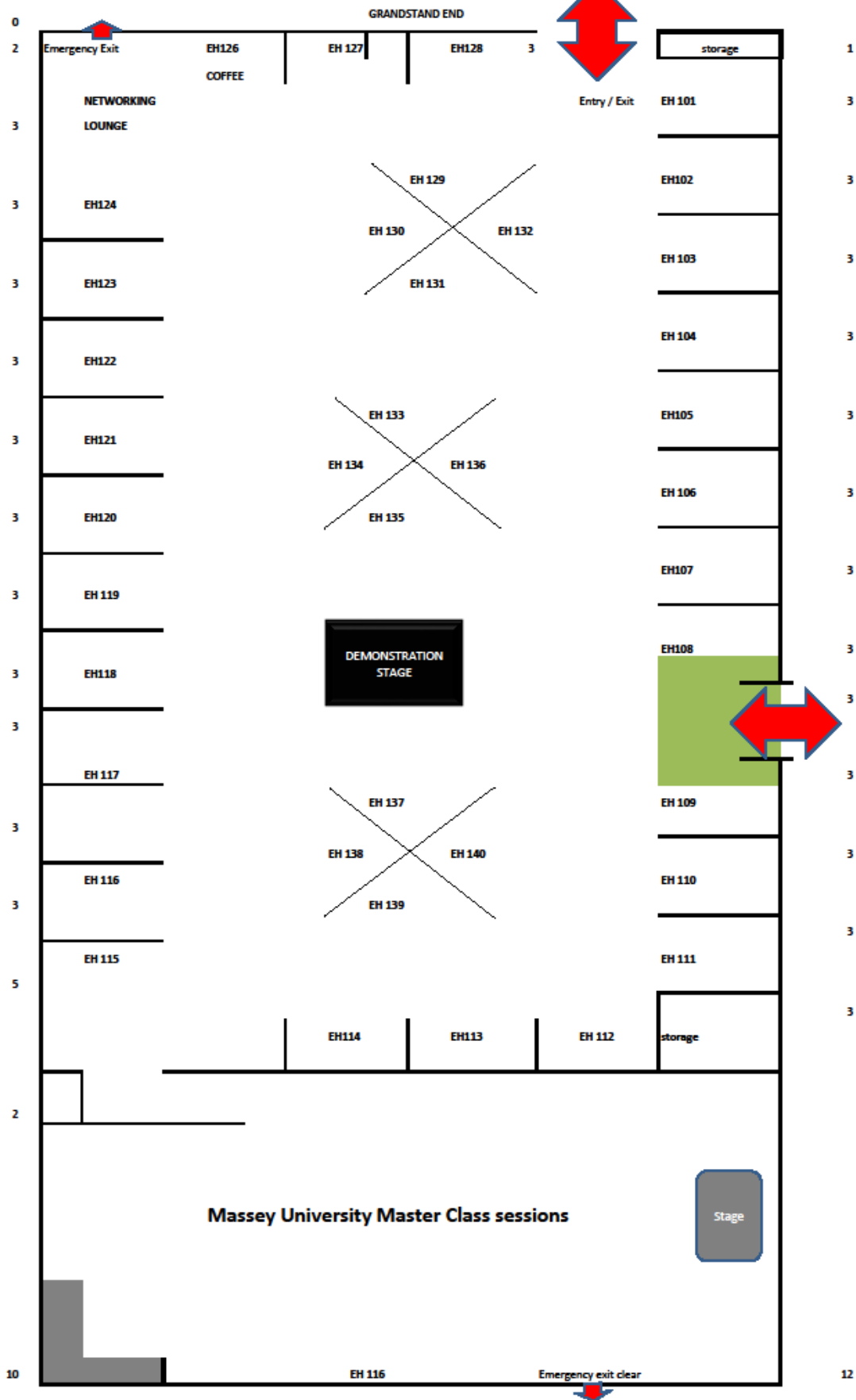
**Larger site pricing available by enquiry.*

Retail Trade Strip Map

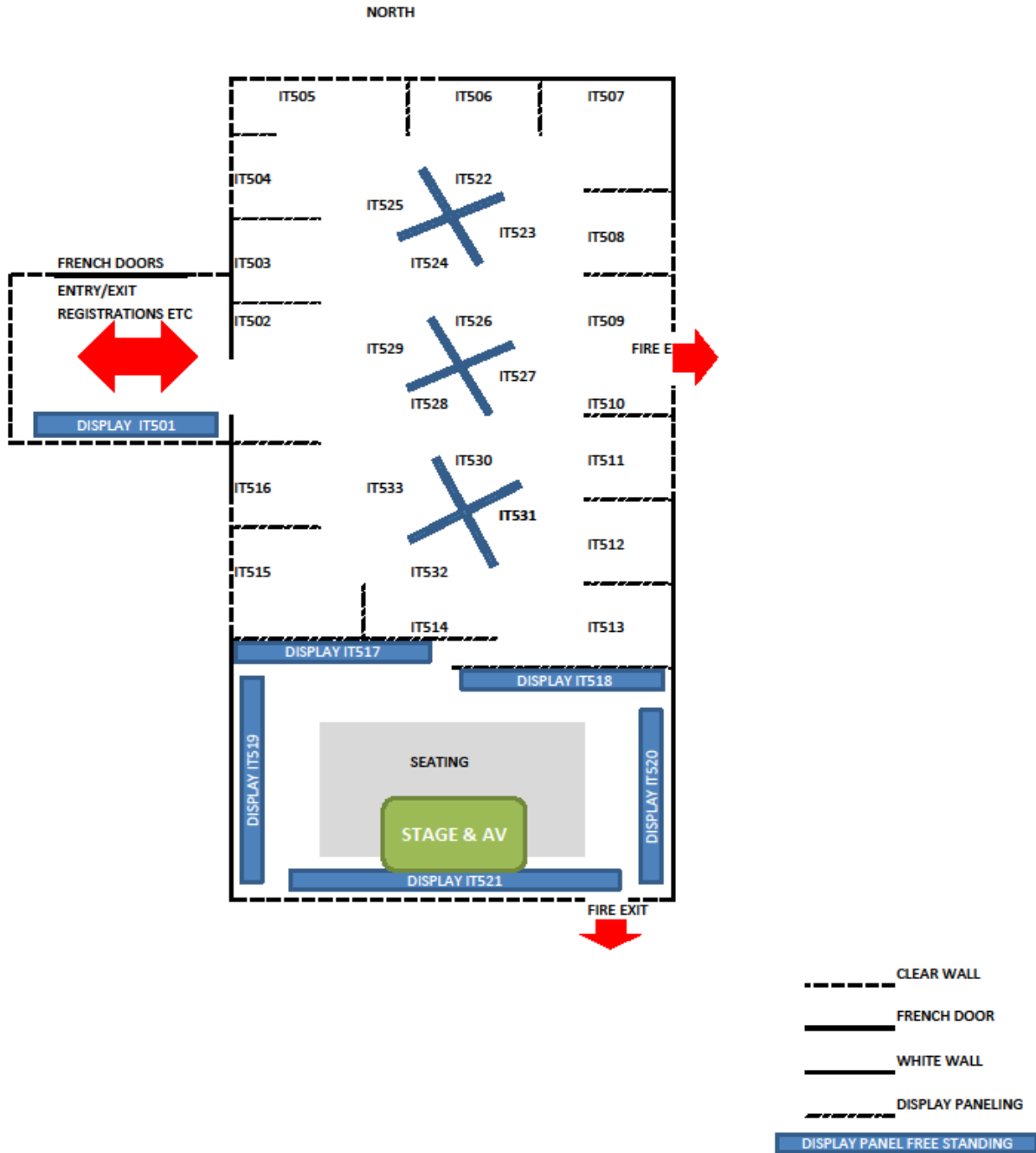




Exhibition Hall Trade Map



Innovation & Technology Trade Map



30M X 10M CLIP FRAME MARQUEE
 5M X 5M SPRING TOP ENTRY

Contact us:

The BNZ National Horticultural Field Days 2019. Event proudly owned & managed by the Hawke's Bay A & P Society.

PO Box 349, Hastings 4156 p: 06 878 3123 w: nationalhort.co.nz

Trades Co-ordinator:	TBC	p: 06 878 3123 Ext 703	e: eventsupport@showgroundshb.co.nz
Event Manager:	Di Roadley	p: 06 878 3123 Ext 704	m: 0274977303 e: events@showgroundshb.co.nz
Sponsorship:	Sally Jackson	p: 06 878 3123 Ext 705	m: 0274704624 e: sally.jackson@showgroundshb.co.nz
General Manager:	Sally Jackson	p: 06 878 3123 Ext 705	m: 0274704624 e: sally.jackson@showgroundshb.co.nz

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.

The 2019 Loyalty programme 10% discount is available to all returning 2018 exhibitors. T&C's may apply. The 10% discount will apply to one site and will not extend across multiple sites. This is a one-off price reduction and will not carry through to future year's Loyalty programme pricing.

A Welcome back subsidy may be available for past exhibitors who are not eligible for the 2019 Loyalty Programme. Please enquire.

The 'Bring a colleague' referral programme applies to new exhibitors who have never exhibited at the BNZ National Horticultural Field Days, even if known as another business name or contact person. * Both parties must nominate each other on their respective application forms to be eligible for this programme. The Hawke's Bay A & P society retains the right to revoke this offer if not all conditions are met.

The gift from the Hawke's Bay A & P Society of the 'Cellar Masters Selection' wine pack, will contain two bottles of wine chosen from the Hawke's Bay A&P Society Wine Award Cellar by the Cellar Master and presented in a gift pack.

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.

A dedicated Trade Specialist will be available to support all exhibitors, our role is to make your investment a success. Any questions can be directed directly to the Trade Co-Ordinator. Exhibitors are expected to abide by requests made by the Trade Ordinator.

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 Event Manager reserves the right to allocate demonstration times around availability.**

The unique nature of this event as New Zealand's only Horticulture specific business trade show is the key to its' continued growth. We endeavor to maintain this by ensuring only Horticulture related trades are accepted however some retail sites may not be strictly horticulture focused. The NHFD Event Manager 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 Co-Ordinator 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 Co-ordinator 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 26 June 11-4.30pm & Thursday 27 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 24 June. Indoor sites are available from Tuesday 25 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 28 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 Mid May. You must have your site paid in full before your trade pack will be sent. 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 26 and Wednesday 27 June. It is anticipated that the site will be vacated the night of Thursday 28 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 2019:	50% refund of total fee paid.
Prior to 1st May 2019:	25% refund of total fee paid.
After 1st May 2019:	No refund.

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.



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TRADE SITE APPLICATION 2019

Online Application Form Available www.nationalhort.co.nz

Exhibitor/Company Name			
Postal Address			
Admin/accounts details:	Name:	Phone:	email:
Contact pre-show:	Name:	Mobile:	email:
Contact during-show:	Name:	Mobile:	email:
Purpose for attending?			
Description of your business or products			
Preferred Trade area	Name of preferred venue: Covered/Indoor		Located near arena/pavilion: Outdoor
I would like to activate my Loyalty Programme Benefits		Yes/No	
<input type="checkbox"/> I am a new exhibitor eligible for the <i>welcome gift</i> <input type="checkbox"/> I am a returning exhibitor nominating this new business: <input type="checkbox"/> I am eligible for the <i>Thank You gift</i>		(name of company and contact details)	
Site size required	___m x ___m	Located on/near previous location	YES / NO
Do you require power to your site?		Do you require wifi to your site?	
Number of staff attending (for ticketing purposes)		Number complimentary tickets required for customers?	
What would you like us to do with your tickets & Trade pack?	<i>Please circle one</i> <ul style="list-style-type: none"> • Hold for collection • Send to above address 	Postal address for mail out if different from above:	

Payment

A deposit payment of \$500 is due with this application, an invoice will be issued after site allocation process is completed.

Your deposit fee must be paid to confirm your site.

Payment in full is required no later than the 20th of May 2019, failure to do so may lead to cancellation of your booking and forfeiture of any payments made.

Agreement *(Please acknowledge and sign)*

I/we have read the 2019 BNZ National Horticultural Field Day terms & conditions.

I/we undertake to abide by the conditions as set out in the terms and conditions enclosed, provided on request and on our website nationalhort.co.nz governing the conduct of the 2019 BNZ National Horticultural Field Day.

Signature _____ Date _____

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