



CANTERBURY  
**A&P  
SHOW**

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**WEDNESDAY 11  
TO FRIDAY 13  
NOVEMBER 2026**

Canterbury Agricultural Park  
[www.theshow.co.nz](http://www.theshow.co.nz)

# Trade Pack Information

Everything you need to know about exhibiting, generating leads, closing sales and promoting new products at The Canterbury A&P Show.



**Pictured From Left:** Nick Klaver Marketing & Event Coordinator, Peter Engel Managing Director, Geoff Bone Event Director, Andy Phillipson Operations Manager, Debbie Hawker Trade & Event Manager

## **We are so pleased to welcome you back to the Canterbury A&P Show.**

A place where tradition meets new energy and where our town and country communities unite for one of the region's most anticipated annual events.

The original management team is back, and we are incredibly excited to be leading the way once again. Having delivered many successful Show's in the past, we have the experience and the vision needed to ensure the scale and vibrancy of The Show that we know and love.

We are drawing on our deep industry relationships and a strategy to ensure the showgrounds are used to their full potential. With a focus on fresh ideas, and commitment to innovation, we are rebuilding a trade environment that works for you – our exhibitors. By focusing on exhibitor success, we aim to create a profitable and memorable three-day experience for everyone involved. Whether you are launching a new brand or connecting with thousands of visitors, we are here to support your investment and help you see strong results.

When you work with us for the 2026 Show, you are partnering with a team that has a proven track record, with over fifteen years of experience in running successful shows. While we are making some adjustments to ensure the Show remains a sustainable and world-class event for the long term, our focus remains on your commercial success. As a charitable organisation, your business is at the heart of what we do, and we are dedicated to delivering you the visibility and connections needed to thrive.

This is a chance to re-energise your presence and be part of an event that balances community spirit with a robust commercial focus. From the initial planning to pack-in, through to the event itself, our team is invested in exhibitor success. Let's work together to write the next chapter of this pinnacle event and create a future that benefits your business, our entire community and supports the future of the Canterbury A&P Show.

# Heads Up!

Here is your trade timeline checklist for 2026

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Read this Trade Information Pack from start to finish!



Complete your online application/expression of interest



You will be contacted with site availability



Once your site is chosen and your application is approved, you will receive a deposit invoice



Once your deposit invoice has been received, a copy of the Trade Confirmation Pack will be sent to you as well as our online Health & Safety Induction and remaining balance invoice



Your tickets & passes will be released once your account has been paid in full, and you have completed our online Health & Safety Induction



In the weeks leading up to the show, you will receive your pre-show checklist



**Showtime!**



# Trade Site Pricing

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The 2026 Show marks a renewed commitment to running a strong, stable, financially secure event. To do that, we've updated our outdoor trade site pricing.

The reality is simple: we can't continue delivering a large-scale show on fees that no longer cover the true cost of operating. These adjustments ensure CAPA remains viable and that the Show can continue to grow, improve, and serve exhibitors well into the future.

We're now inviting you to secure your spot for 2026.

Through our online portal, you can re-book the site you had last year or select a new location that better suits your setup and goals.

Your presence helps shape the Show, and your investment directly supports the longevity of this iconic event. We're focused on building a sustainable, high-performing environment where your business can thrive - not just this year, but for years to come.

Please be aware; we have limited covered retail sites available, and these will be allocated on a first in basis. If there isn't the demand for a covered retail precinct, trades will be notified with adequate time to make other outdoor site arrangements.

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## Outdoor Sites

### Your Blank Canvas

(excluding Corporate & Sponsorship Sites)

We have a number of outdoor site options starting from as little as \$1200 + GST

Premium and corner sites will incur an additional surcharge and these sites are highlighted on the main site map in this pack.

To request your outdoor trade site, please

[CLICK HERE.](#)

### Site booking fees include:

- Your 3-Day passes to The Show (refer to table on page 10)
- A listing on our website and show map (if full payment received prior to 28 August 2026)
- Security

### Site booking fees do not include:

- Power
- Marquee (unless specified)
- Signage
- Forklift Hire
- Fit out
- Flooring

*Information on adding any of these features to your booking will be included in your Trade Confirmation Pack.*

# Trade Site Pricing

## Covered Retail Sites

### Shop & Explore

Our covered retail precinct is an area showcasing an exciting mix of lifestyle, home, fashion, crafts, and specialty products.

The layout has been designed for visibility and flow, this premium precinct places retailers at the heart of a busy indoor shopping area where visitors come to browse, explore, and buy.

With curated placement, strong promotional support, and a comfortable all-weather setting, our indoor sites provide an exceptional platform for exhibitors looking to connect with customers and drive sales.

### Site booking fees include:

- Your 3-Day pass to The Show (refer to table on page 10)
- A listing on our website and show map (if full payment received prior to 28 August 2026)
- Covered Site
- Site Dividers
- Security

### Site booking fees do not include:

- Power
- Signage
- Forklift Hire
- Site Flooring

*Information on adding any of these features to your booking will be included in your Trade Confirmation Pack.*

To book a covered retail site, please [CLICK HERE](#).

Size	Price
3x3 Covered Retail Site	\$1250
6x3 Covered Retail Site	\$2000
Corner Site	15% surcharge

*All prices quoted are excluding GST*

**If the demand is there, we will offer a covered retail precinct**

# Trade Site Pricing

## Wool Zone

### Wools Time to Shine

Building on its successful debut, the Wool Zone has quickly established itself as a must visit feature of the Show. Its new central location off Deans Ave, near the heart of the Showgrounds brings it closer to the competitions and the foot traffic that matters.

Exhibitors benefit from premium exposure in a focused, well-designed space where visitors come specifically to explore New Zealand's wool and fibre products. With curated placement, high visibility, and targeted promotion, the Wool Zone delivers a platform to drive engagement, sales, and brand growth.

### Site booking fees include:

- Your 3-Day pass to The Show (refer to table on page 10)
- A listing on our website and show map (if full payment received prior to 28 August 2026).
- Covered Site
- Site Dividers
- Site Flooring
- Security

### Site booking fees do not include:

- Power
- Signage
- Forklift Hire

*Information on adding any of these features to your booking will be included in your Trade Confirmation Pack.*

To book a site in the Wool Zone, please [CLICK HERE](#).

Size	Price
Per 3x3	\$1100

*All prices quoted are excluding GST*

# Refreshments, Food & Amusement Sites

To create a balanced and profitable environment for everyone involved, our team has taken a strategic approach to planning the Showgrounds. We're designing the layout to ensure that all food and beverage operators, coffee vendors, amusement providers, and refreshment points are thoughtfully placed across the venue. This helps maintain steady visitor circulation, prevents overcrowding in any one area, and protects the trading potential of each vendor.

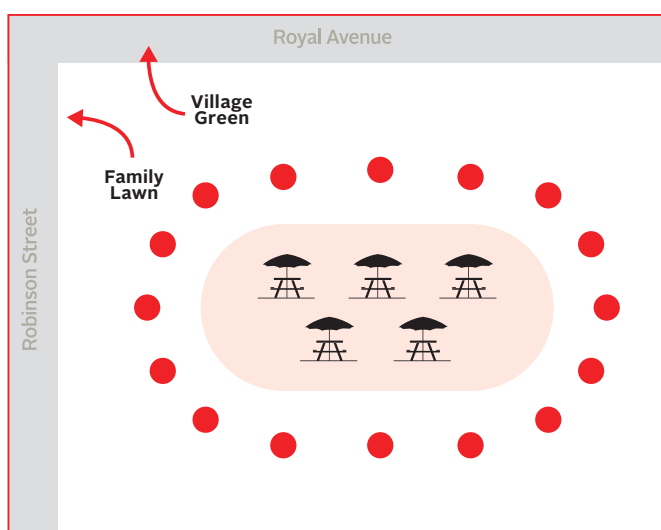
## Featured Areas

This year, we're introducing a range of themed areas designed to elevate our visitors' experience.

The Food Truck Oval, Horseshoe Food Hub, Cellar Corner, and Covered Retail areas have all been created to bring together complementary businesses in one vibrant, high-traffic environment.

These zones will be prominently signposted, well-promoted, and carefully curated to showcase exhibitors in the best possible way. For businesses aiming for strong engagement and a standout presence, these specialist locations offer an exceptional opportunity to shine.

## Food Truck Oval Map



### Key

- Sites
- Seating

## Food Truck Oval & Horseshoe Food Hub

### Where great tastes gather

Step into the Food Truck Oval & Horseshoe Food Hub - two bustling zones celebrating flavour, creativity, and the best of local and regional cuisine. These premium food spaces bring together a curated selection of vendors in vibrant, high-traffic environments designed to draw hungry crowds throughout all three days.

With dedicated promotion, clear signage, and an inviting atmosphere, our food zones offer food businesses a prime opportunity to stand out and serve thousands of passionate visitors.

### Food Booking fees include:

- Your 3-Day pass to The Show (refer to table on page 10)
- A listing on our website and show map (if full payment received prior to 28 August 2026).
- Security

### Food Booking fee does not include:

- Marquee Hire
- Power
- Signage
- Forklift Hire
- Flooring
- Refrigerator time

To request a Food or Drink Vendor site, please [CLICK HERE](#).

To request a Coffee Vendor site, please [CLICK HERE](#).

Size	Price
Food Truck Oval Site	\$1250
Horseshoe Food Hub Site	\$1250

*All prices quoted are excluding GST*

# Refreshments, Food & Amusement Sites

## The Cellar Corner

### Sip, savor, relax

Our Cellar Corner is a dedicated destination crafted for discovery, tasting, and connection. In the heart of the show grounds, this specialty area brings together producers, brewers, and distillers in an engaging, festival-style environment near the main stage.

With strong marketing, bold signage, and a lively atmosphere, it's the perfect place for exhibitors to showcase their craft, build brand awareness, and engage with enthusiastic show-goers in a premium, experience-driven space.

### The Cellar Corner booking fee includes:

- Your 3-Day pass to The Show (refer to table on page 10)
- A listing on our website and show map (if full payment received prior to 28 August 2026).
- Security

### The Cellar Corner booking fee does not include:

- Power
- Marquee
- Liquor Licensing
- Signage
- Forklift Hire
- Flooring
- Refrigerator time

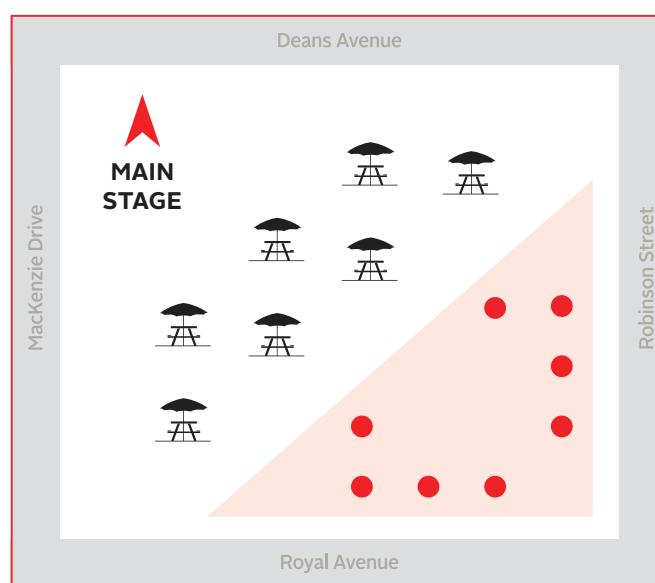
*Sites are limited and will be allocated on a first-in basis secured by a deposit.*

To express interest in a Cellar Corner site, please [CLICK HERE](#).

Size	Price
3x3 Cellar Corner Site	\$1450
6x3 Cellar Corner Site	POA

*All prices quoted are excluding GST*

## The Cellar Corner Map



### Key

- Sites
- ☂ Seating

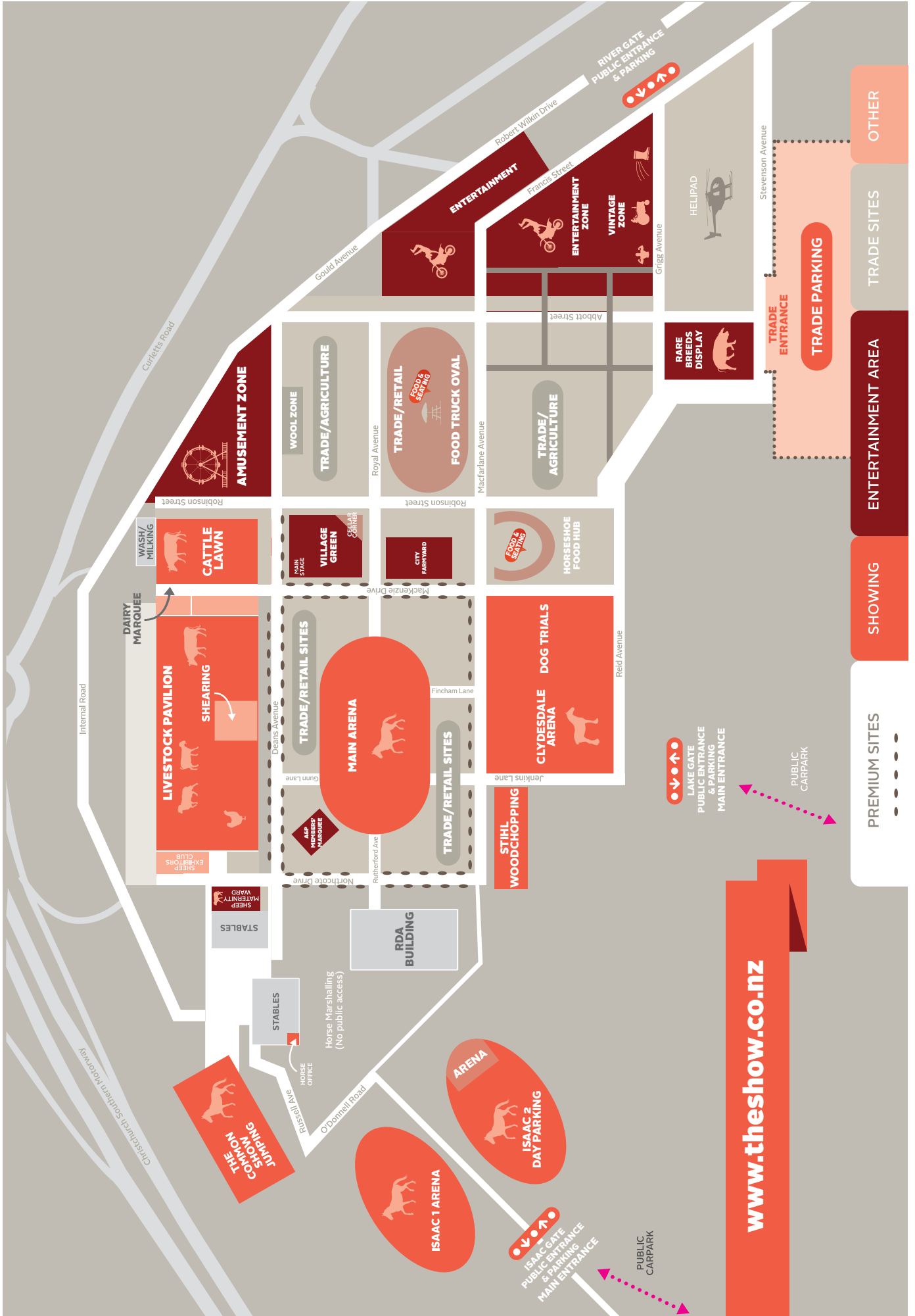
## Amusement Sites

### Shop & Explore

Every year we receive more expressions of interest for amusement sites than we have space!

*Sites are limited and will be allocated on a first-in basis secured by a deposit.*

To express interest in an Amusement site, please [CLICK HERE](#).



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

# Entry Passes & Parking

## Trade Ticket Allocations

Each member of your team must have a ticket to enter the showgrounds during the show.

Your ticket allocation is based on your site investment as follows:

Site Investment	Up to \$1250	\$1250 – \$1750	\$1750+
3 Day Exhibitor Passes	2	3	4-8
Parking Passes	2	3	4-8

*Corporate and Sponsorship passes will be provided based on the allocations agreed to in your contract.*

*All prices quoted are excluding GST*

Additional discounted trade tickets will be available to purchase from July.

# Advertising & Sponsorship

We're excited to expand our sponsorship and advertising opportunities this year, including access to our live, on-the-day content creator who will be capturing and sharing highlights from across the Show.

Exhibitors looking to boost visibility - whether through branded content, special promotions, competitions, or giveaways - will have new avenues to engage visitors and amplify their presence. Full details on these enhanced promotional opportunities will be included in your Trade Confirmation Pack.

Alternatively, you can email Debbie at [trade@theshow.co.nz](mailto:trade@theshow.co.nz) to discuss.

# Trade Awards

Generously sponsored by

**BECK & CAUL**

More information available in your Trade Confirmation Pack

## Key Dates

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Repeat Bookings Close	6th Mar
Online Bookings Open For New Exhibitors	9th Mar
Food, Coffee & Amusement Sites Allocated By	10th Apr
Final Site Fee Invoices Due By	28th Aug
Power Applications Due By	28th Aug
Entries Close for Beck & Caul Trade Exhibit Awards	28th Aug
Outdoor Sites Available For Pack-In	4th Nov
Night Security Commences	7th Nov
ALL OTHER exhibitors' setup by 7pm	10th Nov
<b>Show Days!</b>	<b>11th - 13th Nov</b>
INDOOR/COVERED Sites removed by noon	15th Nov
PRE-BOOKED storage security finishes at noon	15th Nov
OUTDOOR exhibits removed by	20th Nov

## Contact Details

**Canterbury A&P  
Show Management  
Team**

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**Geoff Bone**  
Event Director  
ED@theshow.co.nz

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**Debbie Hawker**  
Event & Sales Manager  
trade@theshow.co.nz

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**Nick Klaver**  
Marketing & Event Coordinator  
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