THE NEW ZEALAND
AGRICULTURAL SHOW 2022

WEDNESDAY 09 TO FRIDAY 11 NOVEMBER

TRADE & SPONSORSHIP INFORMATION

NOVEMBER, 2022

WEDNESDAY	THURSDAY	FRIDAY
9th	10th	11th

Proudly brought to you by the Canterbury A&P Association.

The Best Show Ever

Share in the success of New Zealand's largest agricultural and pastoral event and the largest trade and sponsorship exhibition in the South Island. With up to 100,000 visitors expected to attend in 2022, The New Zealand Agricultural Show provides exhibitors with an incredible selling opportunity in a unique market environment.

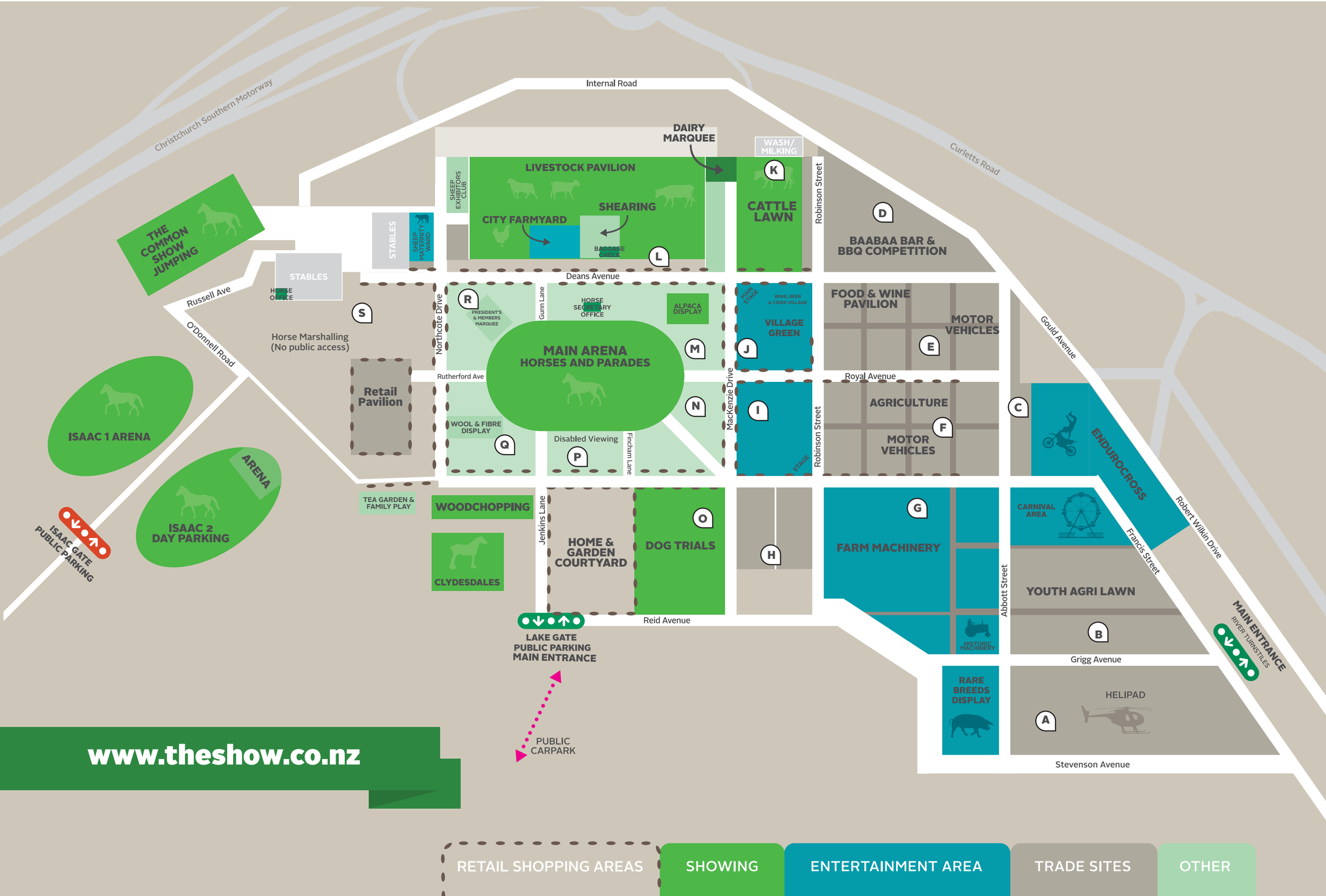
Each year around 600 trade exhibitors take part in the event, sharing in a piece of the Show's $16+ million contribution to the Canterbury economy.

3 DAYS

2022

NOVEMBER

WEDNESDAY	THURSDAY	FRIDAY
9th	10th	11th
8.00am – 5.30pm	8.00am – 5.30pm	8.00am – 5.30pm


Internal Road
Christchurch Southern Motorway
Curletts Road
DAIRY MARQUEE
WASH/ MILKING
LIVESTOCK PAVILION
SHEEP EXHIBITORS CLUB
SHEARING
CITY FARMYARD
BAGGAGE CHECK
CATTLE LAWN
K
L
Robinson Street
D
BAABAA BAR & BBQ COMPETITION
THE COMMON SHOW JUMPING
STABLES
SHEEP MATERNITY WARD
STABLES
HORSE OFFICE
Deans Avenue
Russell Ave
O'Donnell Road
S
Horse Marshalling (No public access)
Northcote Drive
R
PRESIDENT'S & MEMBERS MARQUEE
Gunn Lane
HORSE SECRETARY OFFICE
ALPACA DISPLAY
MAIN ARENA HORSES AND PARADES
M
MAIN STAGE
WINE, BEER & CIDER VILLAGE
VILLAGE GREEN
J
FOOD & WINE PAVILION
MOTOR VEHICLES
E
Gould Avenue
Rutherford Ave
Retail Pavilion
N
MacKenzie Drive
I
STAGE
Robinson Street
AGRICULTURE
F
MOTOR VEHICLES
C
ENDUROCROSS
ISAAC 1 ARENA
ARENA
WOOL & FIBRE DISPLAY
Q
Disabled Viewing
P
Fincham Lane
ISAAC 2 DAY PARKING
ISAAC GATE PUBLIC PARKING
TEA GARDEN & FAMILY PLAY
WOODCHOPPING
Jenkins Lane
HOME & GARDEN COURTYARD
DOG TRIALS
O
G
FARM MACHINERY
CARNIVAL AREA
Francis Street
Robert Wilkin Drive
CLYDESDALES
H
Abbott Street
YOUTH AGRI LAWN
B
MAIN ENTRANCE
RIVER TURNSTILES
Reid Avenue
HISTORIC MACHINERY
Grigg Avenue
LAKE GATE PUBLIC PARKING MAIN ENTRANCE
RARE BREEDS DISPLAY
HELIPAD
A
PUBLIC CARPARK
Stevenson Avenue
www.theshow.co.nz
RETAIL SHOPPING AREAS
SHOWING
ENTERTAINMENT AREA
TRADE SITES
OTHER

THEMED SITE OPTIONS

HOME & GARDEN COURTYARD AREA
OUTDOOR AND COVERED SITES

Includes products, ideas and displays for entertaining, decorating or landscaping and so much more!

Located on Macfarlane Avenue, ideally positioned between the Woodchopping and Mighty Mix Dog Trials Arena, in a premium location directly in front of the Lake Turnstiles which is the main visitor entrance to the Showgrounds.

SITE SPECIFICATIONS

- Available in increments of 6m x 6m, 5m x 10m, 10m x 10m sites
- Sites HG13-HG17 3m x 3m marquee supplied sites
- Ground Surface: Grass
- Power additional, order form available on our website

HOME & GARDEN COURTYARD PRICING
All prices exclude GST.

Outdoor Site	Price	Outdoor Area
Up to 35m²	$1,255	Home & Garden
Up to 60m²	$1,700	Home & Garden
10 x 10	$2,550	Home & Garden
10 x 15	$3,230	Home & Garden

SUPPLIED MARQUEE SITES
All prices exclude GST.

Site	Price	Covered Area
3x3	$1,500	Home & Garden Courtyard
3x6	$1,800	Home & Garden Courtyard

BEER, WINE & CIDER VILLAGE
COVERED SITES

Located on the ever-popular Village Green, this area showcases Canterbury's stunning variety of wine, craft beers and cider. With the choice of many a tipple to keep Show visitor's thirsts quenched and a courtyard seated area in a prime location.

With viewing to our main stage, this is a great location to enjoy entertainment from some of New Zealand's top musical talent.

SITE SPECIFICATIONS

- Available in increments of 3m x 3m or 6m x 3m marquee supplied sites
- Ground surface: Grass
- Seating and theming is provided to further enhance this space

BEER, WINE & CIDER VILLAGE PRICING
Total price includes a marquee (supplied and installed). All prices exclude GST.

Site	Price	Covered Area
3x3	$1,530	Beer, Wine & Cider Village
6x3	$1,870	Beer, Wine & Cider Village

INNOVATION & EDUCATION PAVILION
COVERED SITES

Located on the Youth Agri Lawn, this space is an area for agrifutures to be on show for our youth and for new and innovative agrisolutions to be on display. We recognize that agrifood tech and innovation solutions need to solve real problems and deliver real industry benefit. We put producers at the heart of our innovation process and empower them to participate and engage.

This space is an area for agrifutures to be on show for our youth and for new and innovative agrisolutions to be on display. Many don't realise agricareers include farming but also, legal, accounting, technology, advertising, food science, compliance, regulation and Rural youth face many hurdles in trying to earn a livelihood and showcasing their new and innovative ideas.

SITE SPECIFICATIONS

- Available in increments of 3m x 3m or 6m x 3m marquee supplied sites
- Ground Surface: Grass
- Power additional, order form available on our website

INNOVATION & EDUCATION PAVILION PRICING

All prices exclude GST.

Site	Price	Covered Area
3x3	$1,530	I & E Pavilion
6x3	$1,870	I & E Pavilion

AGRICULTURAL PASTORAL & WELLBEING PAVILION
COVERED SITES

Rural and remote communities in New Zealand face unique challenges in providing access to quality mental health services. Individuals living in rural New Zealand report poorer mental health than those living in urban communities.

Located on the embankment, this new and innovative space provides rural New Zealanders with efficient access to existing mental health services organisations. It addresses the importance of overcoming the stigma around mental health challenges, focusing on confronting mental illness in rural communities through education and connection with support services. This area will have a farm gate in front of it showcasing 'lean on a gate, chat to a mate' mental health campaign.

SITE SPECIFICATIONS

- Available in increments of 3m x 3m or 6m x 3m marquee supplied sites
- Ground Surface: Grass
- Power additional, order form available on our website

AGRICULTURAL PASTORAL & WELLBEING PAVILION PRICING

All prices exclude GST.

Site	Price	Covered Area
3x3	$1,530	Agricultural P&W Pavilion
6x3	$1,870	Agricultural P&W Pavilion

FOOD & WINE PAVILION
INDOOR SITES

Providing a space for the showcase of top produce, tasty tipples and indulgent treats, the Food & Wine Pavilion is a must-visit spot for Show visitors. Along with offering bountiful options to satisfy appetites built after a day of walking around the Showgrounds, the Pavilion also houses the Demo Kitchen, with demonstrations from the country's top chefs daily throughout the Show and a display of winning wines from the Aotearoa Regional Wine competition. The Pavilion entrance is located on Deans Ave, and, within close proximity to the Main Stage on the Village Green.

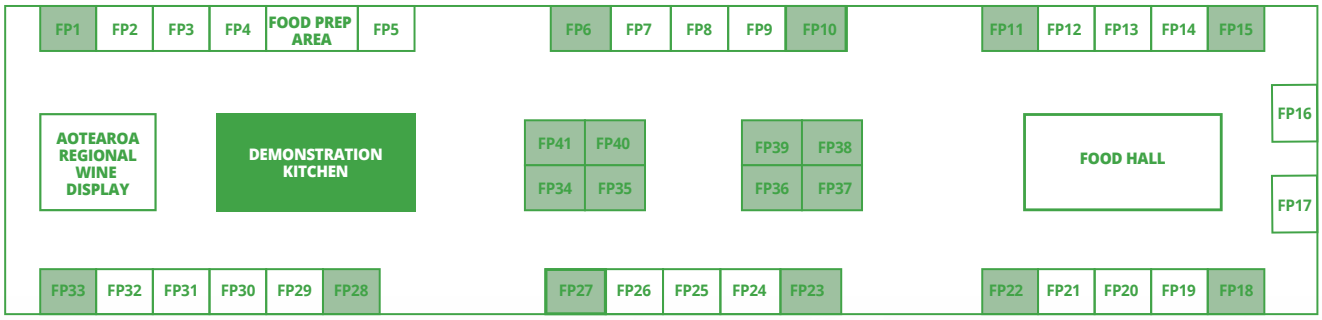
HOME & GARDEN COURTYARD PRICING

Total price includes a marquee (supplied and installed) and storage area. All prices exclude GST.

SITE SPECIFICATIONS

- Available in increments of 3m x 3m or 6m x 3m
- Surcharge for corner sites
- Fully walled space with black velcro receptive partitioning (2.3m height)
- Overhead signage supplied
- Overhead lighting supplied
- Ground Surface: Grass
- Power additional, order form available on our website.

Indoor Site	Square Metres	Price	Partitions
3x3	9	$1,870	Included
3x3 Corner	9	$2,210	Included
6x3	18	$3,570	Included
6x3 Corner	18	$3,910	Included



RETAIL PAVILION
INDOOR SITES

A permanent building housing over 100 exhibitors, located on the corner of Northcote Drive and Macfarlane Avenue, alongside the Main Arena. The Retail Pavilion showcases everything from product sales to services and innovation to travel destinations and more!

SITE SPECIFICATIONS

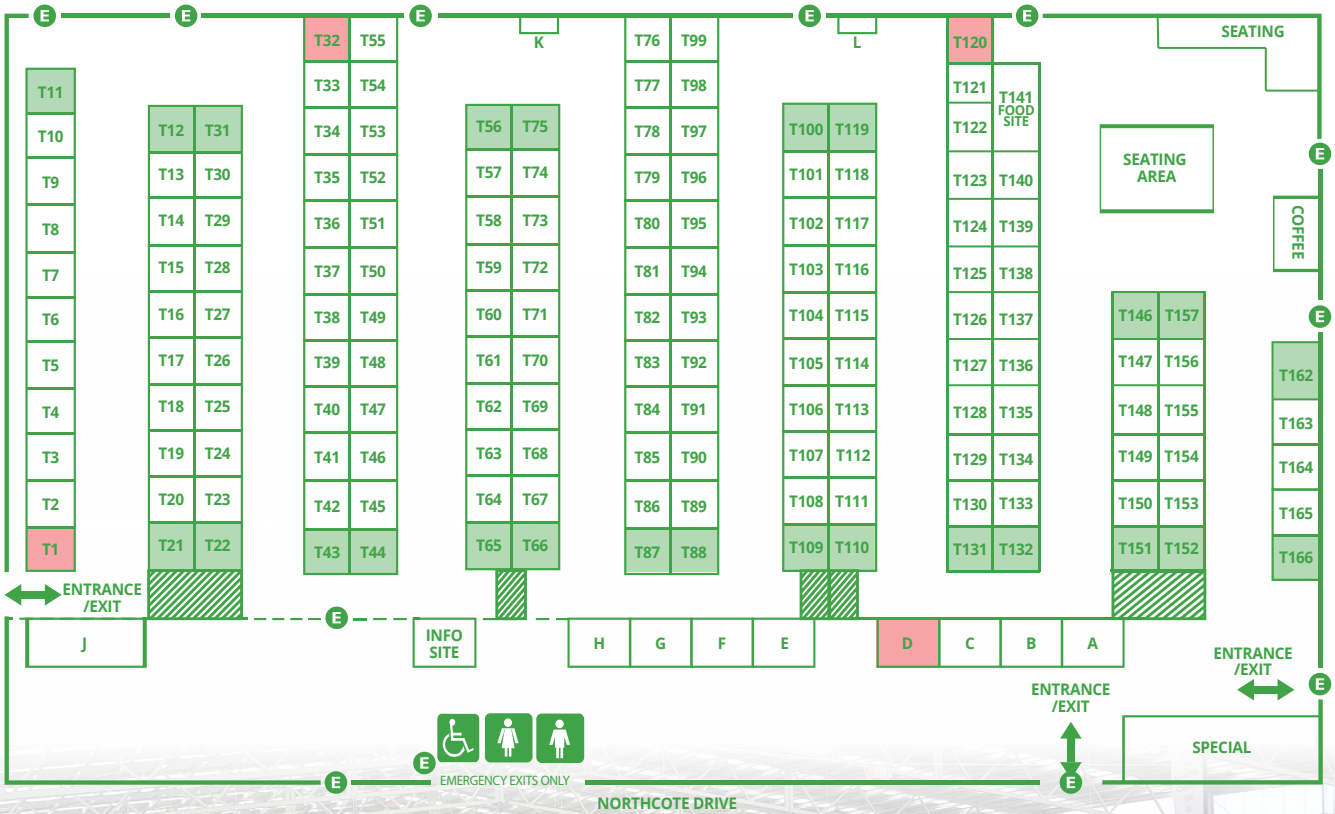
- Available in increments of 3m x 3m, 6m x 3m or 9m x 3m
- 10% surcharge for corner sites
- Fully walled space with black velcro receptive partitioning (2.3m height)
- Lighting: General overhead lighting
- Ground surface: Firm compacted surface (sand & clay mixture)
- Aisles: Portafloor flooring (grey)
- Power additional, order form available on our website

Indoor Site	Square Metres	Price	Partitions
2x3	6	$965	Included
3x3	9	$1,260	Included
3x3 Corner	9	$1,360	Included
6x3	18	$2,395	Included
6x3 Corner	18	$2,600	Included
9x3	27	$3,780	Included

RETAIL PAVILION PRICING

All total prices include partitions between sites (supplied and installed). A surcharge applies for corner sites (refer to plan). All prices exclude GST.

Sites T1 T32, T120 & D, are designated Fire Warden Sites that will be required to attend an induction. Fire Warden Sites will receive a 10% discount on their site fee for their assistance



OUTDOOR SITE OPTIONS

OUTDOOR PRICING

General trade space is located throughout the Showgrounds. We have 5 hectares covering equestrian products, fashion, retail, education, motor vehicles, boats, farm machinery, agricultural products and so much more!

SITE SPECIFICATIONS

- Ground surface: Mainly Grass
- Power additional, order form available on our website or by request.

PRICE

Price excludes GST.

Size	Price
Varies	$POA

PREMIUM SITES

Premium & corner sites with the heaviest foot traffic are hugely popular. Because of this, premium and corner sites incur a surcharge. They are available upon request once the previous exhibitor re-bookings have been processed.

Premium and corner sites are then allocated on a first in basis for those that have paid a deposit. Premium sites are located along Deans Avenue. Due to the demand of this area, sites are quoted on an individual basis based on the frontage and depth required. Some of these sites have marquees supplied.

Premium sites incur an additional 10% on the site fee. Corner sites incur an additional 20% on the site fee. All prices exclude GST.

SUPPLIED MARQUEE SITES

PRICE

Price excludes GST.

Size	Square Metres	Priced From	
3x3 - 3x6	9 - 18	$1,500	Home & Garden Courtyard and Beer, Wine and Cider Village

SITE SPECIFICATIONS

- Standard outdoor sites are available from as small as 3m x 3m for $1050 and range up to sites as big as 30m x 30m (POA)
- Premium sites incur an additional 10% on the site fees
- Corner sites incur an additional 20% on the site fees
- Ground surface: Grass & Concrete
- Power additional, order form available on our website or by request.

FOOD VENDOR OPTIONS

Food vendor sites are pocketed all over the Showgrounds and subject to availability. These sites are limited and extremely popular. If you are preparing and selling food at the Show you will need a Christchurch City Council Food Licence.

The Canterbury A&P Association require that all food vendor vans, trailers, and caravans are clean, tidy, and hold a current WOF. There are water taps located all over the Showgrounds for your convenience.

SITE SPECIFICATIONS

- Ground surface: Mainly Grass
- Power additional, order form available on our website or by request.

PRICE

Price excludes GST.

Size	Price
Varies	$POA

Exhibitor Tickets & Parking Passes

EXHIBITOR TICKETS

Every Exhibitor team member must have a ticket to enter the Showgrounds during the Show.

Exhibitors are supplied with 3-Day Exhibitor Passes allowing one person entry on all three days.

A 3-Day Exhibitor Pass can be exchanged for 3 x 1-Day Exhibitor Passes.

VEHICLE PARKING PASSES

All vehicles accessing the designated Trade Exhibitor Parking area, will be required to display a parking pass - otherwise they will be directed to park in the public car park. Please bear with us this year as we imliment a partically electronic system.

Vehicles wishing to access all trade sites on Show Days (prior to 7.30 am) must display a parking pass and exhibitor pass/es. Parking passes will be required after 5:30 pm on set up days in order to gain access into the Showgrounds outside of business hours.

Additional discounted Exhibitor tickets can be purchased online until Friday 4th November 2022, through your exhibitor portal.

All sites have tickets and parking passes are allocated as per the table below:

Passes	Quantity
3-Day Exhibitor Passes	8
Parking Passes	4
If you require additional exhibitor and/or parking passes, please reach out.	

Extra Exhibitor Ticket discounted rates, excl GST:

$42.50 3-Day Exhibitor Pass (valued at $71.40)

$17.00 1-Day Exhibitor Pass (valued at $23.80)

2022 Trade Exhibitor of the Year

Trade Exhibitor of the Year Awards brought to you by Continental Event Hire. All Trade Exhibitors are eligible to enter the Trade Exhibitor of the Year Awards. To enter, simply nominate the site name/number that you would like judged (nominations close Friday 4th November 2022).

Judging will take place on Wednesday 9th November 2022. Each year the competition becomes more and more hotly contested with the overall winner receiving an attractive prize package, with judges assessments based on:

- Welcome & friendliness of exhibitor staff
- Interest created
- Eye-catching components
- Information conveyed
- Originality
- Staff presentation and service
- Impact versus cost
- Site promotion
- Other outstanding features i.e. interactive elements, giveaways, demonstrations.

The 2022 Awards will be held at a special evening function on Wednesday 9th November; all Trade Exhibitors are invited to attend. Results will be available on the Show website, in the Canterbury A&P Association newsletter and are also forwarded to key media. An invitation to the Awards will be sent via email to the email address supplied in your Trade Site application.

2019 Trade Exhibitor Of The Year Winners

Overall Winner:
Moo Chews

Best Presented Food & Wine Pavilion Site:
Limoncello Savrona

Best Presented Home & Garden Trade Site:
Trendz Outdoor (2nd year in a row)

Best Presented Indoor Trade Site:
Show TV (Euroblade)

Best Presented Agricultural Innovation Hub Site:
Irrigation New Zealand

Best Presented Small Outdoor Trade Site:
(less than 99sqm): Gwamma/Custom Trees

Best Presented Medium Outdoor Trade Site:
(100 - 399sqm): Moo Chews

Best Presented Large Outdoor Trade Site:
(over 400sqm): St Johns

Sponsored by:

RESEARCH FIRST

BECK & CAUL THE CREATIVE MASTERMINDS

Overall Winner | Moo Chews

SPONSORSHIP & ADVERTISING OPTIONS

The New Zealand Agricultural Show invites you to partner with us as we celebrate the 2022 Show.

Since 1863, the Canterbury A&P Association has brought this iconic event to Canterbury.

In 2021, we pivoted and now manage The New Zealand Agricultural Show entirely in-house, allowing the development of stronger relationships with our sponsors and more added value.

The Association's mission is to further the progress of agriculture in Canterbury. This is achieved via:

- The Future of Agriculture – Supporting young people from schools and local communities to participate in agriculture.
- Supporting the Show – Where the history of Canterbury agriculture and the future of New Zealand agriculture is highlighted.
- Competitions and Events – We run agricultural competitions and events to help maintain an active community throughout the year.
- Providing Pastoral Care and Mental Health Support to rural communities.

We are also very excited to bring two new pavilions to the 2022 Show the Youth Agri Lawn and the Agricultural Pastoral Care & Wellbeing Pavilion, and it would be our great pleasure to partner with you to bring our best Show ever to Aotearoa and Ōtautahi, where we encourage all New Zealanders to come to the Show at least once in their lives.

SPONSORSHIP OPPORTUNITIES

Our sponsorship opportunities are sold on a "first in" basis, and we are very grateful for the support of our Sponsors who make our 2022 New Zealand Agricultural Show possible.

Platinum	Gold	Silver	Bronze
1 Available $100,000	8 Available $50,000	9 Available $20,000	15 Available $10,000
Naming right options include	**Naming right options include**	**Naming right options include**	**Naming right options include**
~~New Zealand Agricultural Show~~ SOLD - Vero	Food & Wine Pavilion *or*	Shearing Section (New Zealand Corriedale Champs) *or*	~~Wool & Fibre Section~~ SOLD - PGG Wrightson
~~New Zealand Agricultural Online Digital Show~~ SOLD - Vero	Agricultural Pastoral Care & Wellbeing Pavilion *or*	~~Farm Machinery~~ SOLD - Cochranes	~~Wood Chopping Competition~~ SOLD - Stihl
	Youth Ag Lawn • Innovation • Education • Interact *or*	Sheep Section *or*	Alpaca Section *or*
	~~VIP & Members Pavilion~~ SOLD - Bayleys Real Estate	~~Village Green~~ SOLD - Nestlé	Pig Section *or*
	BaaBaa Bar *or*	Carnival Area *or*	Poultry Section *or*
	Equestrian Section & Main Arena *or*	NZ Rural Games "Clash of the Colleges" *or*	~~Dog Trial Section~~ SOLD - Mighty Mix
	Cattle Lawn & Cattle Section *or*	'2 Strangers & a Wedding' Competition *or*	Vintage Machinery Section *or*
	National NZ Christmas Cake Competition	Livestock Pavilion *or*	Goat & Angora Section *or*
		Home & Garden Courtyard	~~Young Auctioneers Competition~~ SOLD - Heartland Bank
			Mint Lamb Competition *or*
			~~Boys & Girls Ag Day~~ SOLD - Ravensdown
			Aotearoa Regional Wine Competition
			~~Trade Exhibitor of the Year~~ SOLD - Continental Event Hire
			~~City Farmyard~~ SOLD - Hazlett
			Endurocross Competition

SPONSORSHIP BENEFITS

	Platinum	Gold	Silver	Bronze
	1 Available $100,000	8 Available $50,000	9 Available $20,000	15 Available $10,000
Naming rights New Zealand Agricultural Show	√			
Naming rights New Zealand Agricultural Online Digital Show	√			
Naming rights "2 Strangers & a Wedding" competition	√			
Naming rights to specific pavilions		√		
Advertising – "2 Strangers & a Wedding" competition	√	√		
Presidents Pavilion full access	√			
Members Pavilion full access	√	√	√	
Meet our Celebrities TBA	√	√		
Trade site discount for sponsor	100 %	50%	40%	30%
Show Opening Extravaganza - 5th November (TBC)	√	√	√	
Carparking	√			
Logo featured on all New Zealand Agricultural Show 2022 assets	√	√	√	√
Signage at the entrance & on Curletts Road fencing	√			
Signage within the New Zealand Agricultural Show	√	√		
Signage within section exhibiting or relevant sponsorship pavilion	√		√	√
Name/logo - individual section social media & communication groups	√		√	√
Naming rights for individual sections/handing out trophies/ribbons	√		√	√
Name/logo - website	√	√	√	√
New Zealand Agricultural Show 2022 - social media promotions	√	√	√	√
Feature story stuff	√			
Name/logo - schedules & catalogues	√			
Acknowledgement by MC's & announcers on site at the 2022 New Zealand Agricultural Show	√			
Advertising - media & radio	√			
Partner - ticket selling opportunities - early bird pricing	√	√	√	√
Complimentary tickets **Denotes per day*	10 x VIP Family passes*	8 x VIP Family passes*	6 x VIP Family passes*	4 x VIP Family passes*

Retailing or communicating your message at an event of scale is an art form. Standing out from the crowd whilst maintaining your brand and communicating your message can be challenging. We encourage you to consider using our experience and partners to maximise your investment in the Show. We want to help you and your business succeed because we know this will cement our ongoing relationship. Call us at the Show or call our expert partners, and we will assist you in achieving your goals at the 2022 New Zealand Agricultural Show.

SHOWGROUNDS

Canterbury Agricultural Park, the home of the New Zealand Agricultural Show, is located in the south-west of Christchurch alongside the Southern Motorway. The Park is a 42-hectare, purpose built Show facility situated 10 kilometres from Christchurch Airport.

There is also ample free parking available for Show visitors, including a free car park shuttle service to the entrances.

MAXIMISE BUSINESS POTENTIAL

- Take advantage of over 100,000 expected visitors over the 3-days of the Show
- Make the most of a unique customer-orientated selling environment where both consumers and business customers are open to new experiences of purchasing opportunities.

MAXIMISE MARKET EXPOSURE

- Generate new customers and sales leads for ongoing business post-show
- Rapidly expand your database of sales leads
- Build brand awareness within new markets
- Develop brand loyalty
- Educate consumers about your product
- Generate on-the-spot sales
- Speak directly to your target market
- Strengthen your bond with existing customers
- Capitalise on specific targeted traffic to your site, offered by multiple themed areas
- Over 84% of the 2019 Show exhibitors indicated an interest to return! (The full Show was cancelled in 2020 & 2021).

ADVERTISING & SPONSORSHIP OPPORTUNITIES

SPONSORSHIP

Boost your Brand presence with either a Platinum, Gold, Silver or Bronze sponsorship. These sponsorships have been designed to highlight your brand in the most visible areas of the Showgrounds. Discover more about these exciting sponsorships here https://www.theshow.co.nz/sponsorship

In addition to the above sponsorships there are several other opportunities that you can take advantage of to promote your presence at the Show i.e.

- Naming Rights to the Stables, Main Arena and Entertainment Zone
- Prize Money Sponsorship in the following area: Woodchopping, Equestrian, Sheep, Cattle, Goat, Pig, Endurocross, Dog Trials and Alpacas

This is by no means an exhaustive list of sponsorship opportunities. We can tailor a personal sponsorship package to more closely align to your marketing objectives.

OFFICIAL GUIDE

This full colour guide has everything you need to know about what's on at the Show, detailed maps and the all-important Exhibitor list. Distributed to Canterbury households prior to the Show. Advertising starts from $700+GST per quarter page.

SCHEDULE OF CLASSES

An essential publication for anyone exhibiting (animals), containing the showing schedule and entry forms. This publication has a shelf life of over two months. Advertising starts from $180+GST per quarter page.

NEWSLETTERS

Multiple newsletters are distributed throughout the year i.e. Trade Exhibitors, Exhibitors, and Members and Show Visitors. Advertising starts from $350+GST.

HORSES & PONY AND LIVESTOCK CATALOGUE

Both Catalogues include comprehensive listings for all competitions and classes held during the three days of the Show. With daily programmes, it's a must for Show competitors and spectators alike. Advertising starts from $250+GST per half page.

SIGNAGE

Target your clientele by advertising in one of the Show sections. Simple corflute signs make a great impact and further promote your business and trade site. From $100+GST.

KEY DATES

Repeat bookings from previous Show required	Mon 2nd May
New Exhibitor Sites allocated from	Tue 17th May
Power Applications due by	Mon 3rd Sep
Final payment due by	Fri 30th Sep
Sites available for pack in - OUTDOOR	Tue 2nd Nov
Nominations for Trade Awards close	Fri 4th Nov
Deadline for ticket purchases on account	Fri 4th Nov
Night Security Commences	Sat 5th Nov
Feature sites available for pack in inside/covered Food Pavilion, Retail Pavilion & supplied marquee sites. Retail Pavilion must be set up by 5pm	Mon 7th Nov
All other exhibits set up by 7pm	Tue 8th Nov
2022 New Zealand Agricultural Show **Show Hours 8am - 5.30pm**	**Wed 9th - Fri 11th**
Trade Exhibitor Awards	Wed 9th Nov
Inside/covered sites removed by noon	Sat 12th Nov
Security on site till 6am Security storage available from 6pm 11 Nov FEES APPLY	Mon 14th Nov
Outdoor exhibits removed by 12pm	Sun 20thNov
2023 New Zealand Agricultural Show	Wed 8th - Fri 10th Nov

CONTACT DETAILS

New Zealand Agricultural Show Management Team

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