

Retail Exhibition Information and Application Form



29th November – 3rd December 2017
The Trusts Arena, Waitakere



Welcome,

I am thrilled to invite you to be a part of the new Auckland based flower show – the New Zealand Flower and Garden Show. Whilst this is the first year for the show, it is being managed by experienced event managers and horticulturalists that ran the Ellerslie International Flower Show for many years and who will ensure the new shows success. As this is the first national flower show in Auckland for over eight years we are expecting huge interest and even bigger crowds with 60,000+ visitors being budgeted for!

The show this year opens to the public from the 29th November – 3rd December 2017. Good timing from a horticultural perspective as it is late spring, also popular with retailers as it is close to Christmas and an overall benefit is that it doesn't clash with other local events. It is expected that we may have one late night opening until 10.00pm otherwise the show will be open from 10am-6pm, we would be interested in your feedback on this idea.

There are many different exhibit categories and brief information on each of these is attached, along with site sizes. It may seem somewhat daunting working out the best category and size for you but we are here to help. Please complete the attached application form, and we will contact you shortly after. We will be working with you to ensure you have the best possible experience exhibiting at the inaugural New Zealand Flower and Garden Show.

Please note that prices quoted in the category break down are excluding GST.

Again please do not hesitate to contact us if you would like any further detail or clarification. You should also be aware that this document is an application only (an indication of your intent to exhibit at the show) and not a confirmed booking.

We look forward to hearing from you.

Very Best Wishes,



Kate Hillier
Event Director



RETAIL SITE CATEGORIES

* First measurement denotes site frontage; second measurement denotes depth of site.

** Prices quoted are exclusive of GST.

Category	Category Description	Size Site *	Cost + GST **
Premium Retail / Fashion Quarter	<p>These sites offer a wide view vantage point as they are set back and look on to popular destinations, therefore offering wider exposure to a larger group of foot traffic. These sites provide a convenient move in, move out option.</p> <p>Includes: Covered marquee structure, canvas marquee dividers, exhibition panelling, wood flooring with carpet tiles, power and light fixtures plus official retailer identifying signage. Water is accessible nearby. Please note the cost DOES NOT include furniture.</p>	3m x 3m	\$3,330
		6m x 3m	\$6,300
		9m x 3m	\$8,910
Retail Street / Home & Living Marquee	<p>These sites are the show's most popular they are sited in 'avenues' throughout the show creating shopping destination areas. This area provides a more economical alternative for those wanting the benefit of the move in move out option.</p> <p>Includes: Covered marquee structure, power, light fixture, official retailer identifying signage, exhibition black panelling and pro flooring (plastic event flooring). Water is accessible nearby. Please note the cost DOES NOT include furniture.</p>	3m x 3m	\$2,520
		6m x 3m	\$4,680
		9m x 3m	\$6,480
Exhibition and Plant Retail	<p>Principally nursery exhibitors for plant sales fit in this category. Other exhibitors in this category must have 100% specific gardening products, and must adhere to the following: 75% of the exhibit would be displayed in a creative, exhibition fashion with only 25% dedicated to active selling.</p> <p>Includes: A covered marquee structure which includes canvas marquee wall dividers, picket fencing, power, storage and light fixtures plus official retailer identifying signage. In addition to that, due to the display nature of these sites, some storage space is made available, at the rear of your site. There is no flooring to allow for ease of watering plant material, water is accessible close by. Please note the cost DOES NOT include furniture or exhibition black panelling.</p> <p>Terms: A site display plan is to be submitted and approved prior to acceptance.</p>	3m x 3m	\$1,710
		6m x 3m	\$3,330
		9m x 3m	\$4,860
Stand Alone	<p>On an "Offer Only" basis as space is limited, and sites are allocated case by case in a unique and unmarked site.</p> <p>Includes: A dedicated power supply plus official retailer identifying signage. You may erect your own high quality plain white marquee at your cost. Please note that externally branded marquees are not acceptable.</p> <p>Terms: A site display plan is to be submitted and approved prior to acceptance.</p>	4m x 4m	\$3,040
		6m x 6m	\$6,660
		10m x 10m	\$18,000
Food Vendors	<p>Vendors are offered designated stand-alone sites, dependant on the size of operating food trailer.</p> <p>Includes: A dedicated power supply plus official retailer identifying signage. You may erect your own high quality plain white marquee at your cost. Please note that externally branded marquees are not acceptable.</p> <p>Terms: A photograph must be submitted for approval of overall look of vendor operations.</p>	Approx. 3m x 3m	\$2,500

Terms and Conditions

Should your application be successful, New Zealand Flower and Garden Show Management will send you an invoice, your first payment will confirm your acceptance of the terms and conditions as stated in this document.

Reference

NZFGS refers to New Zealand Flower and Garden Show Management.

Theme

Retailers are required to theme their site around garden concepts. This supports the overall look and attraction of the event and is very popular with judges and visitors. Retailers must also include pictures or promotional material of the goods they intend to sell from their site (this applies to all applicants regardless of event history). The theme this year for horticulture displays is: **‘Celebrating New Zealand’s Multi-Cultural Society.’**

Show Sites

NZFGS reserves the right to change the show layout and site positions. After the allocation of a site, and before the Show opening, matters may come to the attention of NZFGS which either they were not aware of at the time the site was allocated to a particular exhibitor, or which have arisen since the time the site was allocated. If, as a result of such matters, NZFGS in its reasonable opinion considers the attendance of the exhibitor at the Show would be prejudicial to the interests of the general public or the good name of NZFGS, NZFGS reserve the right to cancel or amend any allocation of a site.

Site Selection

Site selection is subject to availability and discretion of NZFGS.

Acceptance

Applications are subject to acceptance by the Exhibition and Retail Coordinator. Choosing the highest standard of exhibitor is crucial to the integrity of the Show.

Applications for a site will be assessed against the following criteria (not necessarily in order of importance):

- The relevance to a garden show and to the selected exhibition area.
- The impact of the display design.
- Past performance and level of presentation demonstrated by the applicant at other similar shows and/or events.
- The number of sites available.

Neither “Exhibition & Plant Retail”, or “Stand-Alone” site applications will be accepted until the necessary site designs have been submitted and approved by the Event Director.

Generally, a simple graph, layout design is acceptable but in the instance of any gardens within the “Exhibition and Plant Retail” category a design brief must be submitted and include both an artist’s impression and a scale diagram showing elevations.

Cleanliness

Retailers are required to keep their site tidy at all times and return their site to the condition they receive it in. If this is not adhered to, the retailer is subject to the cost NZFGS incurs to tidy their site. Future applications to subsequent shows could be jeopardised. The full cost of any re-instatement work or clearance of a site that NZFGS has to conduct on behalf of a Retailer – if the retailer fails to clear their site to an acceptable standard - will be invoiced in full to the Retailer responsible at the rate of \$300 per hour.



All Exhibitors are required to obtain site clearance from the Operations or Event Director before final departure from the Show site.

Health and Safety

Rules and obligations concerning health and safety are contained in The Health and Safety Guide which will be distributed closer to the show time. Retailers will be obligated to sign the Health and Safety Form and present it to the Site Office upon arrival on the show site for the first time. New Health and Safety regulations also require that retailers submit their own site specific Health and Safety Plan as well as signing the copy provided by NZFGS.

Build-up/ Breakdown

Exhibitors will have access to their sites as per the dates and times set out in the Key Dates section. No Exhibitor may commence build-up until they have signed in at Exhibitor Services. Final set-up is to be complete by the date and time set out in the Key Dates section. All tools and materials used in construction must be removed from the site by final set-up. Build-up of site must be completed by 8pm Monday 27th November. On breakdown exhibitors, must remove from the site everything that was brought in. Exhibitors must not breakdown their sites before sell-off (last 2 hours of final show day) ceases. Breakdown finishes at the date and time set out in the Key Date section, and security will be on site till then. On the final day, after the Show closes, Exhibitors are strongly advised to clear their sites and remove their property from the Show site.

Show Time

Your site must be manned for all the opening hours including the opening gala evening before the show opens to the public. In the event your products are sold out, active on site participation is required.

Promotional Material and Intellectual Property

The Exhibitor may not use the NZFGS Marks or other intellectual property belonging to NZFGS in any manner, without the prior consent of the Exhibition and Retail Coordinator. The Exhibitor acknowledges that NZFGS Management retains sole control over the creative content and all intellectual property in connection with NZFGS.

All sites will be photographed during show week and remain the property of NZFGS Management and are available in digital format on request.

Programme Information

Exhibitors must provide to the Exhibition and Retail Coordinator or an NZFGS representative, on or before the dates set out in the Key Dates section, company and exhibitor contact details and a brief description of their companies for the official Show programme. The details provided by Exhibitors may be included in their entirety, edited or not used at all, at the discretion of NZFGS Management.

Retailer's Manual

The exhibitor manual will be distributed to all retailers by email approximately 6 weeks prior to the show. Copies will be available at the Retail Information Evenings. Retailers are required to read, understand and follow all the guidelines set out in this manual.

Cancellation of Show

NZFGS may cancel or postpone the Show on any or all of the Show open days owing to a force major event (including floods, earthquakes and other acts of God) or inclement weather conditions (which means weather conditions that are unacceptable to NZFGS in that such conditions would impair performance and cause damage to equipment, or raise health and safety concerns.

Insurance

NZFGS carries public liability insurance and statutory liability insurance.



Retailer's insurance

Insurance cover for loss or damage to Exhibitors' goods or property on site is the full responsibility of the Exhibitor. Exhibitors are encouraged to obtain insurance cover for their property.

Exhibitors are strongly urged to take out insurance to cover the possibility that the Show may be cancelled by NZFGS due to a force major event or inclement weather.

Liability

NZFGS Management will not be liable for compensation for loss or damage by theft, fire, water, accident, the requirements of the local authority, or any other cause whatsoever.

NZFGS Management has no responsibility to any but its own employees and members of the public.

All exhibits will be staged, and all personal property will be placed, at the risk of the Exhibitors. Exhibitors are solely responsible for the security of their property before, during and after the Show. NZFGS Management will not be liable for any loss or damage whatsoever caused.

If the Show is cancelled on any or all of the Show open dates, for any reason due to a force major event or inclement weather conditions. Exhibitors shall not have a claim on NZFGS Management or its employees for loss, damage, interest, or compensation

Confidentiality

Any agreement reached between the retail exhibitor and NZFGS is to be treated as confidential between the parties.

Contract Cancellation by NZFGS

NZFGS reserves the right to cancel a site allocation, and therefore this entire agreement, if any of the terms, conditions or rules contained in this document and the Retailer's Manual are infringed.

Contract Cancellation by Retailer

There is a 30 day cooling off period from the acceptance date. If the retailer wishes to cancel the agreed site allocation after this date, NZFGS will retain all deposits paid.



Key Dates

Dates and times are subject to alteration by the NZFGS.

Saturday 30th September

Retail application deadline.

Saturday 1st October

Programme information deadline.

Sunday 1st October

Second and final payment of balance due.

Tuesday 31st October

Retailer's meeting A - *Place and time to be confirmed*. Retailer's packs to be collected. Retailers are required to attend only **one** of the two meetings. The separate dates are intended to provide convenience. Those from out of town will be sent their packs by courier.

Saturday 4th November

Retailer's meeting B - *Place and time to be confirmed*. Retailer's packs to be collected. Retailers are required to attend only **one** of the two meetings. The separate dates are intended to provide convenience. Those from out of town will be sent their packs by courier.

Monday 20th November

Stand Alone Retail sites available to commence build-up.

Thursday 23rd November

All Retail sites available to commence build-up

Monday 27th November

8pm all Exhibitors both horticultural and retail to have completed and leave the site

Tuesday 28th November

From 12.00pm Site opens for all exhibitors and media. No vehicle access.

4.30pm Exclusive Gala Opening (all retailers are required to have a representative manning their site).

6.00pm Opening Ceremony.

7.30pm Site closes.

Wednesday 29th November

Event opens to visitors 10.00am – 6.00pm

Thursday 30th November

Event opens to visitors 10.00am – 6.00pm

Friday 1st December

Event opens to visitors 10.00am – 6.00pm

Saturday 2nd December

Event opens to visitors 10.00am – 6.00pm



Key Dates Con't.

Sunday 3rd December

Event opens to visitors 10.00am – 6.00pm
Show Sell-Off is between 5.00pm – 6.00pm

Wednesday 6th December

All retail exhibitors to have completed breakdown

Friday 8th December

All Exhibition and Plant Retail exhibitors to have completed breakdown

Restocking: Retail exhibitors will be allowed access to site every morning between 7.00am and 9.00am for re stocking their site. All vehicles must be removed by 9.15am.



Payment Details

Should your application be successful, New Zealand Flower and Garden Show Management will send you an invoice, your first payment will confirm your acceptance of the terms and conditions as stated in this document.

TERMS OF PAYMENT & HIRE CONDITIONS

Confirmation is subject to availability and full payment.

CRITICAL PAYMENT DATES: 50% Deposit on receipt of invoice, balance of invoice due by 1st October.

General terms and conditions:

Site not guaranteed until full balance of invoice is paid.

Where payment is not made by the due date, NZFGS reserves the right to charge additional Default Interest of 2.5% per month to the account. Any expenses, disbursements and legal costs incurred by NZFGS in the enforcement of any rights contained in this contract shall be paid by the customer, including any reasonable Solicitor's fees or debt collection agency fees. Receipt of a cheque, bill exchange, or other negotiable instrument shall not constitute payment until paid in full.

The ownership of rental space for sale remains the property of NZFGS until full payment is received, in addition, access to the event site will be denied until full payment is received. The hirer is responsible for the agreed space and any equipment supplied i.e.: walling power etc. from the time possession of the space is taken till the time the space is vacated. Any damage caused to the equipment, will be charged at full replacement cost.

There is a 30 day cooling off period from the tax invoice issue date. If the retailer wishes to cancel the agreed site allocation after this date, NZFGS will retain all deposits paid.

Once your application is confirmed a tax invoice will be sent to you.

PLEASE NOTE : Accepted methods of payment are cheque, credit card, or direct credit.

A \$27.00NZD bank fee must be added to the total amount for International Bank Transfers.

Bank of New Zealand Number - 02-1244-0125939-000 please make cheques payable to N.Z. Flower & Garden Show Limited.

I wish to pay with my credit card.

We can only accept VISA / MASTERCARD

***Credit card fees will apply.**

Card Number: _____

Expiry Date: _____

Amount (NZ) \$: _____

Cardholders Name: _____

Cardholders Signature: _____





NZ Flower & Garden Show Retail Application Form

PLEASE NOTE: Retailers applying to be a part of the show will be selected based on how they compliment the flower show, either in regards to products sold or theming of your site. Particular preference will be given to retailers who supply proof of plans to decorate their site in the images, sketches or written descriptions provided. Due to the limited number of retail sites available and the high volume of applicants, acceptance of your site is not guaranteed.

Company Name: _____
 Contact Name: _____
 Phone number: _____
 Email Address: _____
 Postal Address: _____
 Post Code: _____
 Website/Social Media: _____

Category	Size	Cost
	Total	

Please include a brief description of your exhibit and the products you wish to sell.

Signed: _____

Contact Name: _____ Date: _____

Please scan and email your application and supporting images/sketched site designs to tess@nzfgs.co.nz or post to Tess Langworthy, C/- NZ Flower & Garden Show, PO Box 60348, Titirangi, Auckland 0642



Contact Us

If you have any further queries or wish to discuss anything, please feel free to contact us.

Warm regards,



Tess Langworthy

Exhibition and Retail Coordinator
New Zealand Flower and Garden Show

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