



Adelaide Equestrian Festival Marketplace 18 to 21 April 2024

The Adelaide Equestrian Festival presents a great opportunity for exhibitors to connect with spectators and competitors at the premier Equine event in the Southern Hemisphere. If you're interested in setting up as an exhibitor in a marquee trading space or for vehicle/trailer displays please review and follow the instructions within this Information Pack.

This event not only showcases equestrian sports but also offers interactive displays and activities for families and horse lovers. It's an excellent opportunity for exhibitors to engage with a diverse audience, and for attendees to enjoy not only the equestrian aspect but also food, wine, music, and of course shopping.

Application Period: The application process for exhibitors is now open and you can submit your application using our convenient online process. Please note last years sites were sold out with a lengthy waitlist. So it's first in best dressed!

Booking Process: Exhibitors wishing to participate need to book sites based on the provided proposal and site maps. To secure your space, a 50% deposit is required within 3 business days of your booking.

Balance Payment: The remaining balance for all trade sites is due and payable by 31 January 2024. Make sure to meet this deadline to ensure your participation in the event. If you book a site after this date payment in full is due within 7 business days.

Flooring Options: It's important to note that various site options come with different flooring options. Some sites may include flooring, while others do not have flooring available. Be sure to review the details to choose the most suitable site for your exhibit.

If you're interested in being a part of the Adelaide Equestrian Festival as an exhibitor, make sure to follow the application guidelines and deadlines. This event is sure to be an exciting and vibrant showcase of equestrian sports and South Australian hospitality.

Please read this Information pack carefully and if you have any questions please contact the Marketplace Coordinator via email at carolneller@hotmail.com

Application Process

Bookings are now open applications are to be submitted online using our submission form located [here](#). Bookings close on Friday 1 March unless SOLD OUT prior.

Applications made after 31 January are required to pay in full within 7-days of submitting an online application. Finalised site numbers and maps will be provided by the 6 April. Please note allocation of sites is final and at the discretion of the Event Organisers.

Public Liability

It is a requirement that Insurance documentation for Trade Exhibitors must be received by the Marketplace Coordinator no later than 1 March 2024 to ensure your site. Failure to do so may mean your site is re-allocated.

We have made provisions within the online application to submit your Certificate of Currency Public Liability Insurance of \$10m at the time of application to simplify this process. If your insurance renewal falls before the event date, you can email the updated Certificate of Currency to the Marketplace Coordinator before the event.

Inclusions

Access to a 15-amp power source, lighting and 2 x Bistro Chairs, 1 x Souvenir Program, staff passes as per site size, 2 car park access passes.

Flooring

Floors are included in selected sites and reflected in the pricing. Floors CANNOT be installed into non-floored sites. If you want to install your own carpet tiles please choose from a 'Flooring included' site.

Market Place Hours **** Exact trading times to be confirmed closer to the event date**

Thursday 18 April	9:00am – 5:00pm;
Friday 19 April	9:00am – 7:30pm (twilight shopping)
Saturday 20 April	8:30am – 5:00pm
Sunday 21 April	8:00am – 4.00pm

Bump-In

Trade Exhibitors must operate for all 4 days of the competition. Bump in is Wednesday 17 April 2024. You will receive detailed information regarding vehicle access prior to the event.

Bump-Out

Exhibitors are permitted to bump out after the final horse presentation on Sunday 21st April 2024. Vehicle access is not permitted until after 4pm unless otherwise communicated by the Marketplace Coordinator. All stock and site fixtures **must** be removed from the Event venue **no later** than 5pm Monday 22nd April 2024.

Event Management accepts no responsibility for loss or damage to any stock during the event or that remains on-site during bump out. Adelaide City Council will apply an additional site usage charge for any items remaining after 5pm Monday 22 April and these charges will be directly passed on and invoiced to any trader who has stock, pallets, products or fixtures remaining on site.

2024 Site and Trading Information

Following the success of our two main trade areas in 2023, we will continue this format with a **City Side Marketplace** and **Southern Side Marketplace**.

Southern Side

Sites 1 – 21 are 9 square metres (3 metres wide by 3 metres deep). Sites can be combined to achieve wider frontage by purchasing adjoining sites. eg. 6 metre (18 sqm) / 9 metre (27 sqm)

Marquees are positioned facing the warm-up riding area and spectators walk past these stalls after they enter the venue via the Main Gates.

There is parking behind exhibit tents for vehicles. These vehicles cannot be moved after 8pm Wednesday 17 April until the end of the event on Sunday 21 April.

Please ensure you park in a respectful and orderly way so as not to obstruct other vendors. The Committee reserves the right to ask any vehicles be moved.

Vehicles may be moved again by you after 4:00pm on Sunday 21 April.

City Side

Sites 31-50 along the Western side are 6 metres deep, each with 3 metre frontages. You can increase your square meterage by purchasing adjoining sites. There is parking available for small vehicles if you secure sites 32-49, whilst larger vehicles can be parked across a pathway to the rear of these tents.

Please ensure you park in a respectful and orderly way so as not to obstruct other vendors. The Committee reserves the right to ask any vehicles be moved.

Sites 51-56 are 3 metres deep with 3 metre frontage (9 Sqm). Vehicles are not permitted to be parked behind these marquees.

Please familiarise yourself with the following updated terms of trade in the City Side Marketplace. These updates ensure real estate in the Marketplace is equitably accessed by all traders and meets the visual perimeters with regards to spectator egress and OH&S:-

To allow sufficient access and traffic movement in front of each exhibit space, traders are required to follow the 80/20 rule. 80% of your

stock/products/displays must be within the confines of the exhibit marquee structure with no more than 20% extending in front of your exhibit space. T

The Committee reserves the right to request removal of display items that extend beyond the agreed area of the exhibit. Failure to comply with such a request may result in additional site fees and or closure of your exhibit.

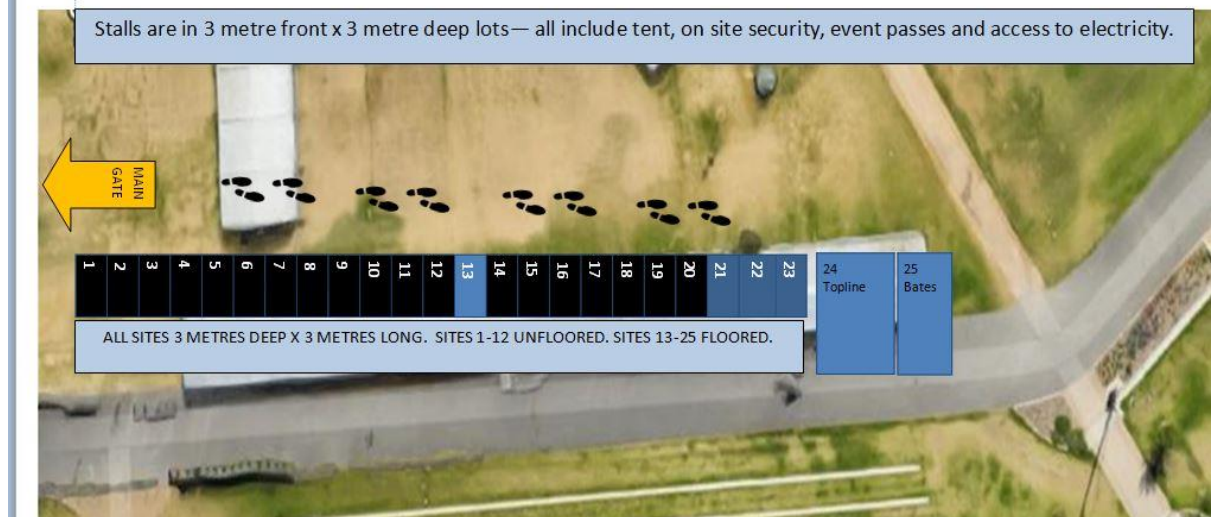
Traders who have paid the additional fee as part of this application, may erect overhead shade structures in front of sites 31-50 and 51 – 56. Side panels are not permitted nor any signage or branding that may block the visual aspect of another trader.

Images of proposed structures are to be emailed to the Marketplace Coordinator prior to the Festival for approval. Failure to do so may lead to disappointment. Structures need to be adequately secured. These are primarily to protect stock displays from the elements. The Committee reserves the right to remove any structure they deem unsightly, unsafe or that may be obstructing other vendors.

City Side Marketplace (blue sites are already allocated)



Southern Side Marketplace (blue sites are already allocated)



2024 Pricing

<p>Sites 1- 12 Southern Side Marketplace 3m x 3m (9sqm)</p> <p>Inclusions: Power, Lighting, 2 x Bistro Chair, 1 x Souvenir Program, 2 x staff pass 4 day access, 2 x car park access ** NO FLOOR</p>	<p>\$1,690</p>
<p>Sites 13 – 25 Southern Side Marketplace 3m x 3m (9sqm)</p> <p>Inclusions: Power, Lighting, 2 x Bistro Chair, 1 x Souvenir Program, 2 x staff pass 4 day access, 2 x car park access ** FLOOR INSTALLED</p>	<p>\$1,890</p>
<p>Sites 31 – 50 City Side Marketplace (Western Side) 3m x 6m (18sqm)</p> <p>Inclusions: Power, Lighting, 2 x Bistro Chair, 1 x Souvenir Program, 3 x staff pass 4 day access, 2 x car park access ** FLOOR INSTALLED</p>	<p>\$3,960</p>
<p>Sites 51 – 56 City Side Marketplace 3m x 3m (9sqm)</p> <p>Inclusions: Power, Lighting, 2 x Bistro Chair, 1 x Souvenir Program, 3 x staff pass 4 day access, 2 x car park access ** FLOOR INSTALLED</p>	<p>\$1,980</p>
<p>Wheeled Exhibition Truck/Float/Vehicle Display</p> <p>Inclusions: Power, 2 x Bistro Chair, 1 x Souvenir Program, 2 x staff pass 4 day access, 2 x car park access ** Displays over 25 sqm to be discussed with Marketplace Coordinator and allocated according to space allowance**</p>	<p>\$80 sqm</p>

FAQS

- All marquees come with a closable front.
- Security is onsite 24/7 for the duration of the event, including bump-in, however, the event organisers take no responsibility for lost, stolen or damaged stock.
- Access to 15 amp power source (need to provide own tagged and tested extension cord and power boards).
- Each site comes with 2 white plastic chairs.
- Vehicle access and secure parking is detailed per site.
- Access to spectator spaces ceases after 8pm Wednesday 17 April.
- Traders in Southern Side Marketplace may park storage floats/pods in an orderly and respectful manner behind their allocated exhibits but these vehicles cannot be moved for duration of event.
- Day to day transit vehicles may be parked in the VIP Parking area to the southern side of the Fullarton Road Entry gate and in the area behind the City Side Marketplace, a detailed map is provided pre event.
- Transit vehicles are not permitted beyond these sites.
- Car Park passes will be allocated and MUST be displayed clearly at all times.
- Traders in City Side Marketplace may park small storage floats/small pods behind or in the vicinity of their exhibit sites provided they are parked in an orderly and respectful way so as not to hinder or impinge on the space of other exhibitors.
- Additional items such as wall fixtures, lounges, round tables etc can be hired directly from our supplier - Jo Armstrong, Atlas Events: jo@atlasevents.com.au Telephone 8297 2366 www.atlasevents.com.au
- Failure to adhere to our terms of trade may see your exhibit closed or barred from future events.

If you have any questions please do not hesitate to contact our Marketplace Coordinator

Carol Neller

Email: carolneller@hotmail.com

Phone: 0418 896 359



ADELAIDE
EQUESTRIAN
FESTIVAL



18-21 APRIL

2024

Adelaide Equestrian Festival 2024 Marketplace Payment Authority

Please submit an application via our online form [here](#).

A 50% deposit is required to lodge a site application and is due within 3-days of submitting your online application. Your site is NOT secured until a deposit has been received.

Payment can be made via either Electronic Funds Transfer or Credit Card.

EFT to Adelaide Horse Trials Management Inc
BSB 065 116
ACC 10109542

Please include a reference of your Business Name and Site numbers.

Credit Card Payments

Please fill in the form below and return per the instructions. If you wish to pay by Credit Card over the telephone, please email the Marketplace Coordinator to arrange a suitable time for this to take place.

Card type (circle): VISA Mastercard

Name on Card:	
Card Number:	
Expiry:	CCV (on back):
Amount to be deducted: \$	

Please return this page (or reproduce the details from this page) via email to Carol Neller, Marketplace Coordinator: - carolneller@hotmail.com or phone: 0418 896 359