



ADELAIDE
EQUESTRIAN
FESTIVAL



18-21 APRIL

2024

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, you can submit an application online. Please note last year's sites sold out with a lengthy waitlist. As we say first in best dressed!

Booking Process: Exhibitors who wish to participate will need to book their 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 to ensure your allocated 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.

Inclusions

Access to a 15-amp power source, lighting and 2 x Bistro Chairs, 1 x Souvenir Program, 2 x staff pass 4-day access, 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 on Wednesday 17 April. You will receive detailed information regarding vehicle access prior to the event.

Bump-Out

Exhibitors are permitted to bump out on the completion of the final horse presentation, however vehicle access is not permitted until 4pm unless otherwise communicated by the Marketplace Coordinator.

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

Numbered Site 1 – 21 these are each 9 square metres (3 metres wide by 3 metres deep). Sites can be combined to achieve e.g. 6 metre (18 sqm) / 9 metre (27 sqm) frontage by purchasing adjoining sites.

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, however, these cannot be moved after 8pm Wednesday 17 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 can be moved 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.

Please note these vehicles can not be moved after 8pm Wednesday 17 April until 4pm Sunday 21 April.

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

Small shade structures are permitted to be erected in front of sites 31-50 and 51 - 56 as long as they do not have sides, 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 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



Southern Side Marketplace

Stalls are in 3 metre front x 3 metre deep lots— all include tent, on site security, event passes and access

SITE 1	SITE 2	SITE 3	SITE 4	SITE 5	SITE 6	SITE 7	SITE 8	SITE 9	SITE 10	SITE 11	SITE 12	SITE 13	SITE 14	SITE 15	SITE 16	SITE 17	SITE 18	SITE 19	SITE 20	SITE 21	SITE 22	SITE 21	9x3 Site 24 Topline Site Mer- chandise	6x6 Site 25 Bates Sponsor
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ALL SITES 3 METRES DEEP X 3 METRES LONG. SITES 1-12 UNFLOORED. SITES 13-25 FLOORED.

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>	\$1,690
<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>	\$1,890
<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>	\$3,960
<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>	\$1,980
<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</p>	\$80 sqm

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 behind exhibits but these vehicles cannot be moved for duration of event.
- Day to day transit vehicles may be parked behind the VIP Marquee and near 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
- Additional items such as wall fixtures, lounges, round tables etc can be hired directly from our supplier - details to be provided upon request.
- 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
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 form via email to Carol Neller, Marketplace Coordinator: - carolneller@hotmail.com or phone: 0418 896 359