



## The Australian International 3 Day Event Marketplace

The Australian International 3 Day Event is the triathlon of Horse Sport comprising the 3 phases of Dressage, Cross Country and Showjumping over 3 days on the same horse.

Held annually in November, the Australian International 3 Day Event (Aus3de) is Australia's premier equestrian competition.

It is the only CCI four star event held in Australia, the only one held in the Southern Hemisphere and one of only six held across the world. For the past thirteen years, Adelaide has been the chosen host city of this Hallmark Equestrian event and this year we are adding a CIC3\* to our eventing program as well as continuing with the World Cup Showjumping which was so popular in 2015.

The Aus3de proudly takes its place alongside the other great international Four Star events, the Rolex Kentucky 3 Day Event in the United States in April, Badminton Horse Trials in England in May, Luhmuhlen in Germany in June, Burghley Horse Trials back in the UK in September and Pau in France in October.

This year we have some amazing things in the pipeline – entertainment that's going to take the event to a huge new level and keep people around the event precinct for much longer – which means a lot more activity in the Marketplace!

Join thousands of fans, participants and media and take the chance to join the action in the AI3DE Market Place.

This year, we are introducing a more diverse range of food and refreshment options whilst focusing trade in the one central location.

Food traders and Event Merchandise will be available in Rymill Park again this year to encourage customers to venture back to the main Marketplace area during the day and after the event.

## A3DE Market Place Expo Hours

(\*exact trading times to be confirmed closer to the event date)

Thursday 16 November 2017:

Dressage - free community day

Friday 17 November 2017: 9:00am – 8:00pm\*

Dressage - twilight programme 5.30- 9.30 Free to public and VIP ticketed access available to public

Saturday 18 November 2017: 8:30am - 7.30pm

Cross country - Twilight programme in Victoria Park 5 – 7.30pm approx.

Sunday 19 November 2017: 8:00 am – 5:00 pm Show jumping & presentations



Stephen Mowbray

(BOOKINGS CLOSE FRIDAY 30 SEPTEMBER or WHEN ALL SITES SOLD)

**Enquiries: Carol Neller 0418 896 359 Email: [marketplace@australian3de.com.au](mailto:marketplace@australian3de.com.au)**

## 2017 Site and Trading Information

The Market Place is divided into sections this year A – E plus a food precinct.

**Block A is sponsors only.**

**Block B** is set up in 3x3 blocks but can be purchased as 6, 9, 12 or 15 x3. (price on applic for larger sites) These sites back onto the other side – a canopy may be erected on the front side only. End sites can open up on front and side panels sides. (please read Site Conditions regarding canopy installation carefully)

**Block C** is set up in minimum 6x3 and has access to rear parking behind exhibit for one vehicle or small trailer/double float. (not for extended floats or trucks). Can be sold in multiples of 6 eg can purchase 12x3 or 18x3) There is NOT storage space for additional trucks, floats or storage units in THIS area.

**Block D** is set up in 3x3 blocks, end sites can be opened on front and side. **NO CANOPIES** in this area.

**Block E** is for trailers, self-contained trailer displays or single float displays.

The Food Precinct is strictly for food vans and coffee vans only. The placement of Food Vans will be finalized in September and bookings open on 1<sup>st</sup> July. (please read next page titled “Food Precinct” for more)

Trade Exhibitors will only be in Victoria Park again this year with the exception of merchandise which will also be sold in Rymill Park. Bump in for Rymill must occur on the Friday – there will no access for Food Vans/trailers on Saturday, Cross Country Day due to restrictions on the course.

When filling out your form, note 1st and 2nd preferences and we will allocate as available. If any refund is required as a result of preferred placement, this will be credited back to your account or credit card. Allocation of sites will occur in order of receipt of **full** payment by our accountant ( this INCLUDES payment of cool room if applicable, 3 phase power and any additional items included on your booking form, as well as required accompanying documents. Only large food vans should require 3 phase power (normal trade stalls do not require 3 phase power)

Please note – confirmation of your site WILL ONLY OCCUR once we have full payment and ALL accompanying paperwork (if insurance requires renewal prior to event – please send copy of existing Certificate of Currency and ENSURE renewal is sent. If we do not have current Insurance at the date of the event, your allocated site will not be guaranteed and another site may be allocated according to availability.

Advertising of your product or service will be included as part of the application fee. If you want this option, you will need to include a 50 word commentary (script) as well as a **HIGH RESOLUTION** logo that can be displayed on the big screen. The commentary and logo must be sent with your application or at some stage not later than Monday 9th October 2017 or it will not be included. Scripts cannot be given to commentators at the event to read over the PA – all advertising is pre-recorded which is why it is required in advance.

You will receive a confirmation email that we have your payment and confirming which site you are allocated upon receipt of payment/registration. Our accountant can generate an invoice PRIOR to payment but you will need to advise us about this. Please understand that your site allocation WILL ONLY OCCUR once full payment is received NOT on receipt of the application ONLY. The site map will be updated as registrations occur – to review available sites, please email the Marketplace Co-ordinator.

## Food Precinct

The Food Precinct will be aiming to provide a different range of foods with a **focus on flavor, freshness and healthy options.**

The Food/Catering registration and application will be released on 1<sup>st</sup> July 2017 so THERE IS NO NEED TO REPLY OR REGISTER NOW.

We will be focusing on providing a diverse range of options and inviting new caterers to participate. The positioning of food vans will also be at the discretion of the Marketplace Coordinator this year, to again provide wider access to food options.

We are looking for diversity, choice and freshness – these are the pivotal points this year so smaller food trucks are invited to take part at both Victoria Park and Rymill Park. Very small coffee providers are also welcome and may be positioned to suit around the marketplace.

The additional price of \$200 for a coolroom will apply again this year.

Please be aware that Beverage Supplier for the event may not be confirmed until October and food providers may be required to purchase beverage suppliers from the contracted event supplier. This arrangement forms part of the contract to supply at the event and is a mandatory part of the contract between our event and your business.

If you are unable or unwilling to purchase for a mandated Beverage Supplier exclusively, then please do not register OR be willing to operate without selling beverages/drinks from your trade stand.

Note that food vans may again be operating from the eastern side of the grandstand this year but this is still in negotiation with Adelaide City Council – there are restaurants leasing space on the site and we will need to position our Food Traders according to space allocations.

## 2017 Pricing – Victoria Park – 4 days Thursday – Sunday

**NOTE: Please include payment for extra's such as additional tickets, trestle tables, flooring and chairs with your site payment.**

	3x3	6x3	Car Parking
<b>BLOCK A</b>	<b>SPONSORS ONLY</b>		
BLOCK B	\$1540	\$2420	2 passes
BLOCK C		\$2640	3 passes
BLOCK D	\$1320	\$2200	2 passes
BLOCK E	\$1200		2 PASSES
BLOCK F (FOOD)	Registration opens 1 <sup>st</sup> July 2017		

### STANDARD INCLUSIONS

**All Event spaces in Block A, B, C and D include marquee with closable front, access to 240v power source (need to provide own extension cord); 2 white plastic chairs and an internal light. (Food vendors to provide own trailer/marquee)**

3 PHASE POWER = \$200.00 per site (\*so if you're in Victoria Park AND Rymill and need 3 phase at both locations – add an extra \$400).

**(All 30m extension leads and electrical appliances must be Tested and Tagged before coming onto site. Our electrical contractor will need to check leads on site)**



Exhibitors sharing spaces with other traders will be listed under one exhibitor/trader only. All correspondence will go to the primary exhibitor.

No exhibition signage is provided – exhibitors to provide their own signs.

**Car Park** passes will be issued according to site position – see Pricing grid for allocations. Vehicle parking MUST be restricted to designated areas. ONLY vendors in Block C will be able to park behind exhibits. All other vehicles will need to remain in designated carpark. This will be at the city end of the Market Place (Not behind tents or in Site Workers areas as in previous years). Fines will apply.

**Staff Access** passes – 2 passes will be allocated per 3x3 space. Additional passes can be purchased at a discount price of \$25/person per day.

**EXTRAS AVAILABLE** (additional items such as wall fixtures, lounges, round tables etc can be hired directly from White Marquee)

Additional plastic chairs	\$ 2.50 each
Trestle table (1.8 metre)	\$ 12.00 each
Ply floor (per square metre)	\$ 12.00/square metre

Our Event Hiring Contractor contact for your additional fixtures or fittings is:

Jo Armstrong from White Marquee.  
Telephone 08 7231 0435 or mobile 0427 794 624  
Email [joanne@whitemarquee.com.au](mailto:joanne@whitemarquee.com.au)

### Trade Village/Marketplace Enquiries:

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