

Your "How To General Collective" Guide







Welcome!

We're pleased to see you here!

Mostly we are really pleased to have you onboard at the next General Collective event!

We've included info for you to get the 'ins and outs' of being part of General Collective.

We do have some expectations and mostly they are there to ensure you make the most out of attending General Collective and that your brand is showcased at it's absolute best!

We're here to help so be sure to get in touch if you still have queries after reviewing the How To Guide.



YOUR 'HOW TO' GUIDE



Page

4. Event Location, Time & Entry 5. Stall Options 6&7. Your Space 8. Map for Pack In 9&10. Pack In & Unloading 11. Hire Items 12 Marketing & Nice to Haves 13. Extras 14. Parking - Vendors 15. Parking – Public 16. Eftpos & Cash Out Facilities 17&18. Health & Safety 19. FAQ's 20. Pre Market Check List 21. Market Day Check List

Event Location, Time & Entry





ASB Showgrounds 217 Greenlane Road West Epsom Auckland

Doors Open to the Public 9am – 4pm VIP Access from 8.30am

\$5 entry, kids under 15 free Cash or Eftpos (No CC)

Stall Options







Stall options are available in various sizes and shapes, as below.

- 2x2m, 3x2m, 4x2m, 6x2m
- 3x3m, 4x3m, 6x3m
- 3x3m gazebo
- Food 2x2m
- Food Truck

Your Space











- Stall depth is either 2m or 3m. Stall width can be 2m, 3m, 4m or 6m.
- 2x2m stalls allow for one trestle table, rack or shelf plus space behind for a backdrop.
 We encourage you to have your display at the front of your space, and not a walk in space. All products must be on the table, not on the floor in front. Stall examples refer to map pg. 8.
- 3x2m and 3x3m stall, or larger, allow for 2-3 tables, racks etc. We encourage you to have your display at the front of your space, and not a walk in space. If a walk in space is prefered we recommend providing a mat or rug to define your space, give warmth and improve the look. Products within 3x3 space can be displayed on tables and the ground.
- All gazebo sites are grouped together. If you did not request a gazebo site you cannot bring a gazebo on the day.
- Backdrops are essential and provide an opportunity to display your branding at eye level, frame your space and provide separation from the stall behind your space.
- All products, signage, shelving and tables must be secured in order for them not to cause any injury.

Your Space

- You must supply your own table/s, shelfs and racks to fit within your area, unless hireage has been arranged.
- Bring your own table cloth and ensure it is ironed and large enough to go to the floor. A table cloth is not a must, however if you choose to have your stand unclothed you must have 'good looking' table and ensure your boxes are hidden.
- Stall space is inside, under cover, in a large venue. Some food vendors will be placed outside. The ground is concrete.
- Space is marked out on the floor. There will be NO walls to define your space. Be creative with your display to provide definition to your space.
- Ensure your stall looks the best to uphold the high standard of the market.
- Have product displayed at varied heights. Display your branding up high to be seen often signage low hung from a table is not seen.
- NO empty cardboard/ plastic boxes etc on display. Storage of boxes may be arranged.









Map for Pack In

ASB Showgrounds 217 Greenlane Road West Epsom, Auckland

For pack in, enter through Gate 1.

Pack In & Unloading









GENERAL COLLECTIVE

Saturday:

Set up is available (optional) on Saturday between 2pm and 6pm, in three time slots. You will be given a marked out map with your time slot one-two weeks prior to event day.

2pm - Group One - Bottom of Map

3pm - Group Two - Middle of Map

4pm - Group Three - Top of Map

Please work towards a set up time of no more than 1 hour.

All vendors must have departed by 6pm.

Outdoor food vendors - if you wish to pack in on Saturday please contact me to discuss.

Sunday:

Access from 6am.

All vendors MUST be onsite and unloaded by 8am.

Ensure to have your stall set and ready by 8.15am.

Vendors arriving after 8am may not be granted access.

Pack out after 4.15pm - For the health and safety of vendors and customers please hold off on packing down until 4.15pm.

If you have helpers on market day be sure to have them arrive by 8am and ensure they sign in, collect a wristband and are also wearing a high vis vest and covered shoes. Alternatively, helpers can arrive from 9am and pay entry. We will be taking pre-payment before doors open to reduce any queues.



Pack In & Unloading

- Enter ASB Showgrounds via GATE 1 at 217 Greenlane Road West.
- Turn right and follow the outer ring road all the way to the LOADING ENTRANCE of Pavilion 3/4.
- Park your car outside the Pavilion 3/4 loading entrance.
- On arrival at the loading area, you will need to sign in and collect a wristband.
- Unload your stand and stock to your space.
- Immediately return to your car, exit onto road and enter through Gate 2 into main ASB Showgrounds carpark.
- Once parked, return to the venue (via the front entrance) and complete your set up.

DO NOT LEAVE YOUR CAR AT THE LOADING AREA - Move in and out promptly to ensure a smooth pack in for everyone. Any cars left in the loading bay or venue for long periods will be towed by the ASB Showgrounds.

Wear your high-visibility vest, covered shoes and wristband at all times during pack in and pack out. No high visibility vest = no access.

NO children onsite during pack in aged under 15 years old.





Hire Items

TABLES

- Trestle hire is \$20 + GST per table.
- Hired trestle tables are 1.8m x 0.70cm.
- Cutoff for ordering is three weeks in advance of event day.
- For those that have booked a table, please remember you need to supply the cloth that is large enough to cover the front to the ground.

POWER

- Various power options are available depending on the draw and outlet required. Pricing varies.
- All appliances, leads etc need to have a current test & tag. This is available on event day for \$6.50 + GST per tag, and is valid for 6 months.
- Cutoff for ordering is three weeks in advance of event day.

INTERNET

- Wireless internet is available at the venue.
- Wireless internet is \$50 + GST per connection.
- Cutoff for ordering one week in advance. Last minute connections are available on the day if required.





Marketing & Opportunities

Marketing options and opportunities are released to you over the weeks leading up to General Collective. Here's a breakdown of some of the offers, which may vary per event.





Branded Flyers Featured Offer Goody Bags Door Prizes & Free Gift with Purchase (Spin & Win)



Extras

We offer several optional extras. Full details of these will be provided by email in the lead up to the event.





Packed Lunch Pre Paid Entry Tickets Printed Flyers

Parking – Vendors

SET UP DAY - Saturday

- Parking is available at ASB Showgrounds on set up at no charge.
- Once you have unloaded to your space please remove your car from the loading dock and park in the main ASB Showgrounds car park.





EVENT DAY – Sunday

Exhibitor Parking – Alexandra Park

- \$10 inc GST paid on entry, cash & EFTPOS. You'll be issued with GST receipt.
- Entrance is on Campbell Crescent, you will see a sign saying Exhibitor Parking. Campbell Crescent is off Manukau Road where the statue of Sir John Campbell. The entrance is next to the Blues rugby building. For those coming off the Motorway they can either travel down Market Road into Campbell Crescent or turn left off Puriri Drive into Campbell Crescent.
- Parking open from 6am on Sunday, event day.
- Exit anytime throughout the day.
- You will be able to walk from Alexandra Park through a gate into ASB Showgrounds and then into the loading entrance of Pavilion 3&4.
- If setting up on Sunday morning only, go to ASB Showgrounds, Gate 1 to unload at the loading entrance, then move your car to Alexandra Park.



Parking – Public

Several parking options are available for customers on event day.

- Onsite parking for customers is available at ASB Showgrounds on a pay-as-you-go basis.
- Free parking available on Puriri Drive in Cornwall Park. Note Gate 4 may not be open.
- Alexandra Park flat rate of \$10. Entrance is on Campbell Crescent.





Eftpos & Cash Out Facilities

Many vendors offer eftpos and cash for payment of goods.

Eftpos machines are available to hire - we use Eftpos 2 Go who are available onsite during the event for issues.

For those who don't have effpos facilities we offer a cash out service.



Cash out is available for customers at the front entrance, inside the market.

The cost is \$3 per transaction up to \$100.



Health & Safety

Please familiarise yourself with the Site Safety Rules (Available for download on the portal).

Every person who is onsite during pack in and pack out MUST sign into the Visitor/Contractor book and agree to the Site Safety Rules.

Sign in will be positioned at entrances to Pavilion ³/₄ during pack in.

Once signed in you will be provided with a **wristband** which will need to be worn for the duration of pack in, event and pack out. No wristband, no access.

If you pack in on Saturday please keep this wristband on for Sunday, to avoid having to re-sign in.





Health & Safety

YOUR STALL

- Floor coverings must be adhered to the ground to avoid a trip hazard we suggest double sided gaffa tape.
- Items must be displayed in a way that products will not fall onto customers, or the ground and cause breakages.
- Power cables must be tested and tagged and laid away from pedestrians. You must also gaffa tape cables to the ground, or provide cable mats.
- Provide easy access into your stall and ensure there are no trip hazards.
- Assemble tables with legs locked in place.

VEHICLES

- Any cars inside the venue must drive in a clockwise direct and must only go forward (NO reversing at all).
- Speed limit of 5kph whilst indoors and hazard lights must be flashing.
- Speed limit of 10kph whilst onsite at ASB Showgrounds.
- Once we cut off cars inside the venue, there will be no negotiation around this.
- Take care of the many low objects (kids activity stations etc) when driving inside.

FIRE EVACUATION

- 3 horns will sound, exit via the Fire Exit Signs all marked.
- Assemble out on the Village Green.
- Follow instructions from GC staff or the Fire Safety Officer.

INCIDENTS & ACCIDENTS

- Report to Rose or GC staff member and file incident report immediately no matter how minor the incident or accident may be.
- First Aid Kit at entrance.

FAQ's

• When can we pack in?

We offer optional pack in on the day prior, from 2pm – 6pm. Pack in on event day is from 6am – 8am. Refer to Pack In pg.11

• If a wall space is confirmed, are we able to attach anything to the wall? Banner, backdrop, peg board etc?

Everything must be free standing and you may not attach anything to the venue walls.

Is internet available

Yes \$50 per connection – refer to Extra Hire Items pg.13

• What size are the trestle tables for hire?

Hired trestle tables are 1.8m x 0.70cm - refer to Extra Hire Items pg.13

• What can I have in a 2x2m space?

2x2m spaces allow for a 1.8m table at the front and a backdrop. We strongly encourage you to have a backdrop. Corner sites can have a plant or shelf to 'fill the gap' – refer pg.5 & 7.

• What can I have in a 3x2m or 3x3m space?

3x3m spaces and bigger can include a combination of tables, shelving, racks etc. We strongly encourage you to have a backdrop and a floor covering. (carpet, astro turf, rug etc).

• Can I bring a gazebo?

You can bring a gazebo only if you have booked a gazebo site at the time of submitting your application (a standard 3x3m space is not a gazebo site).

We suggest bringing just your gazebo frame, without the roof, and decorating the frame to tie in with your brand and improve the look of your space.

• In a 3x2m, 4x2m, 4x3m or 6x3m space, which is the longer side?

The long side is always at the front and back. The short 2m or 3m length is the depth on the sides.

• Are prices inclusive or exclusive of GST?

All prices exclude GST. The New Zealand GST rate is 15%.

• Do most vendors have effpos or just cash? Is there an effpos machine onsite?

Many vendors do offer eftpos. For those that don't, we offer a cash out service. Refer to Eftpos pg.18

• What is the cellphone reception like in the venue?

We haven't experienced any issues with cellphone reception.





Checklist – Pre Market

- Update your profile on the online portal with professional photos and interesting descriptions of product. EVERYTHING on your profile is visible to the public
- Check all social links on your Profile within the Vendor Portal are working
- Post flyer on Facebook & Instagram Link @generalcollective and #generalcollective
- Distribute flyer to customers, friends, family, school, community groups (email or print)
- Speak to friends, family, community organisations, book club, kindy, school etc about your involvement with General Collective. Spread the word and invite everyone!

GENERAL COLLECTIVE

Checklist – Market Day

- Event day set up from 6am. Arrive by 8am, unload and then park your car on the ring road BEFORE 8am. DO NOT leave cars at the entrance to the building after 8am
- □ Set up complete by 8.15am remember VIP guest arrival from 8.30am
- High visibility vest and covered shoes wear during pack in and pack out
- □ Wear your wristband, collected after reviewing H&S and signing in
- □ Table and/ or gazebo and table cloth
- □ Product for prize draw (if donated)
- □ Lunch, water, comfortable shoes
- Float
- □ Bags paper or re-usable
- Business cards