



Akaroa FrenchFest 2017 - Exhibitors INFORMATION

About FrenchFest

The stunning seaside community of Akaroa, Banks Peninsula is just over the hill from Christchurch. FrenchFest was first held in Akaroa in 1993 and the Festival is produced by the Akaroa Heritage Festival Society.

A celebration of all things Gallic, the Festival embraces the unique beauty, culture and heritage of New Zealand's sole French settlement. Visitors can delve into Akaroa's 19th Century history while revelling in all the contemporary colour and fun that the Festival brings to this seaside village.

The Festival takes place from Friday 6th October to Sunday 8th October with activities through the weekend on Beach Road on the Friday night; at the Recreation Ground at the north end of the village (also known as Jubilee Park) on the Saturday and Saturday night; and at Onuku Marae on the Sunday.

Objectives

- To produce a high quality, French-themed regional Festival that attracts attendees from across Canterbury;
- To educate and immerse attendees in Akaroa's diverse culture and French heritage;
- To promote local activities, talent and business with the emphasis on French heritage;
- To promote the uniqueness of Akaroa, Banks Peninsula and Christchurch nationally and build a high-profile event.

Target Markets

- Akaroa & the Bays residents;
- French-origin residents of Canterbury;
- Families (Whanau) of Christchurch and Canterbury;
- Visitors to the area
- People interested in the history of Akaroa.

Marketing

As part of the campaign there will be the iconic French Fest poster; advertising in newspaper, magazine and radio, and outdoor and online marketing. The website www.frenchfest.co.nz is the where the online information can be found.



Programme of Events (subject to change)

Friday 6th October, Fête des Lumières Street Party (Festival of Lights)

A fun filled evening with lights, band and roving entertainment on Beach Road.

Saturday 7th October, Le Jour du Marché (Market Day)

The main day of the celebrations including the landing re-enactment & parade, opening ceremony, market stall area, traditional French games, French food and wine, entertainment and much, much more!

Saturday 7th October, Evening Show

Bands, entertainment, food, wine, dancing and possible fireworks.

Sunday 8th October, Onuku Whanau Fun Day

The Sunday of the Festival weekend will take place for the first time at Onuku Marae. A traditional Powhiri will be held at the marae, and will be followed by a hangi or sea food lunch and all day activities including Maori games, arts and history talks. Stalls, live music and other family activities will offer a fun marae experience.

Exhibitor Registration Information

With a line up planned for a dynamic and exciting programme, we trust that FrenchFest 2017 will be a memorable and profitable day with something for everyone.

Akaroa FrenchFest looks for exciting exhibitors with unique products or services which reflect the overall French theme of the Festival. Our vision is to provide a range of exhibitors which represent the finest in their specialty area - whether food, beverages, produce, fine arts, crafts, or other merchandise. We are looking for exhibitors which enhance the colour and creativity of this event and deepen its French, Colonial and Peninsula connections. Preference will be given to the most relevant exhibitors. Key details are as follow:

- Standard exhibitor sites are 3m x 3m; if you require a larger area than this please contact to discuss. Please note an increased exhibitor site fee may apply.
- Exhibitors are required for *Le Jour du Marché* on the Saturday day and some for the Saturday evening. There will also be opportunities for some food exhibitors on Sunday at Onuku Marae. Please fill in the relevant part of the registration form if you are interested in exhibiting at these times as well.
- All marquees, trestle tables, chairs and other equipment must be supplied by exhibitors.
- Cover is recommended for protection from sun and/or rain.
- All exhibitors must have the relevant permits and licences where applicable.
- Exhibitor registrations close on Tuesday 29th August 2017.
- Exhibitors will be notified of acceptance by Monday 4th September 2017. All confirmation documents, including a site map, will be sent to all confirmed exhibitors by in September.



- All exhibitors must sign the FrenchFest 2017 Registration Form/ Terms & Conditions document and return it with their registration form.
- **PLEASE NOTE:** all exhibitors must either showcase or sell French products/services **OR** be decorated in the French theme and/or theme their products French for the day, for example - a pizza cart exhibitor could have a French inspired pizza on the menu, get staff to dress in traditional French dress and decorate their exhibitor site with blue, white and red bunting. This year we are trying to increase the 'Frenchness' of the Festival to an even higher level than in previous years, so attendees are fully immersed in French culture and celebrations. This doesn't need to be difficult or expensive and feel free to contact us for ideas. To celebrate your creativity there will be a prize for the best dressed exhibitor site!!

We look forward to your involvement in this unique event – *Salut!*

Contact Details

For any queries or more information please contact

Rebecca Cooper
Akaroa Heritage Festival Society Inc
PO Box 67
Akaroa 7542
Banks Peninsula
New Zealand

Email: events@akaroa.com
Phone: (03) 304 7816
Mobile: 021 287 8555
Website: www.frenchfest.co.nz

