

# ASAO Conference 2024 Notes

## Main Ring & Entertainment

- What are shows offering to entertainers.
- Some shows use agents, who may charge a booking fee, but prefer to book via them.
- Celebrities can be very expensive, but do bring in the crowds, but some celebrities have been approached and have declined due to the charity status (Vernon Kay and Sara Cox are examples).
- Choirs at Three Counties only offered entrance tickets.
- Most do not offer food to entertainers. Musicians may have day rates set by the association they are linked to.
- Main Ring Attractions.
- Suggestions for 'local talent' to keep down the cost of the main ring entertainment
- Pony club games, hounds parade, vintage tractor parade, young farmers, sheep dog trials, farming processes like baling.
- Some shows have horses in the main ring for most of the morning. One show alternates between a big main ring attraction one year, and local cheaper options the next.
- There seems to be repetition of the main ring entertainment, via agencies like MEME.
- Ben Atkinson, a horse trainer, who horses perform, and is very good. He has boosted crowd numbers.
- Some shows advertise things that families can do around the show ground for free, and promote all areas of the show, rather than just the main ring attraction. Advertising the activities tends to get families walking around more of the show, encouraging more footfall past the trade stands and food outlets. You could give the children an activity pack to collect stamps at each one visited, and the child presented with a rosette if they have a certain number of stamps.
- Possibility of an app, where notifications can be pushed out to visitors to advertise when things are happening. It can also be used to communicate if things are running late. Also a QR code could be used to link to one page that can be updated, but Wifi is required. One shows cost for the app was covered by sponsorship.
- Dog Creches
- Do shows provide them? Most shows do not. Lincoln show has in the past, but the increased cost of the marquee provided, could not be warranted for the number of dogs using the facility, so it has been stopped.
- Vintage Vehicles
- A discussion took place on the ticket allocation for vintage vehicles, one show gave 1 admission ticket, another the car is their ticket with passengers having to pay. All vintage vehicles have to be on site by 8.30am and leave after 5.00pm. There seems to be a problem with vintage vehicles leaving early at some shows, with other shows having strict vehicle movement guidelines, which are adhered to.