

# ASAO Conference 2024 Notes

## Ticketing

Livestock exhibitor and tradestands, how many free tickets per exhibit/ stand.

Trade stands tickets dependant on size of stand for most shows.

Livestock exhibitors is based on number of animals entered and breed, offer cheaper price for additional in advance.

2025 pricing - indicative ticket prices (increasing or not), discounts, bundled sales – shows are pushing early bird ticket prices in the hope more people buy in advance as this is more useful to shows. In the room 4 shows were putting their prices up. Social media coverage can improve your ticket sales. People are holding out before buying tickets because of the unpredictable weather.

Does anyone do online vehicle entry passes to go with on line tickets rather than posting out trade stand tickets and vehicle hangers

- Equine other events have gone digital, livestock potential, sheep no hope!!
- Digital for traders ticketserv, vehicle physical pass sent out, collect it a week prior or collect on the way in, different shape eg circle pre show, can't move around during the show, scanned in on the way in, other events eg badminton etc..... if all the Shows do it together,
- maybe that will help traders and exhibitors & Contractors prior to the show, traders need to abide by the rules, safety is very important.
- Everyone has to respect everyone and the rules.
- Let exhibitors in to members area?
- Everyone has a number they give each year
- Trade stands from further away need more than those closer due to staffing stand
- Maybe worth giving big trade stands more tickets
- At Yorkshire you request your wristbands and tickets at time of booking

2025 Pricing:

- Price increases of £1 or £2 on gate
- One show increasing gate price by £10 to encourage buying online
- Royal Cornwall has one price
- Majority around £25 for adult price
- Royal Welsh have spelt out the value of tickets with 101 free things to see and do on social. Really got traction when they put this on their paid social ads.
- A suggestion was made that if the entry ticket for a livestock exhibitor was only active between a certain time frame, or that tickets/information pack etc were to be collected on the day e.g.- no animal, horse, cattle etc no entry.
- Many shows are keeping their ticket prices the same for 2025. Of those with an increase, it varies from 2 – 5%
- Most Shows offering a three-tier ticket sales option: ■ Early Bird – best discount ■ Second phase - half way increase ■ Much higher increase on Show day to deter last minute bookings
- Some Shows have a cap on day sales to manage visitors on any given day.
- Competitive Sections/Tickets
- Exhibitors are entering livestock, but not bringing Livestock to the show but still using the tickets allocated (cheaper than buying normal tickets). This seems to be an issue across the board and no answer/solution to this. Some shows ask Exhibitors to collect

on the day, and they have now seen a decline in entries which they think is due to people entering and have no intention of attending with their livestock.

- Shows have noticed an incline in the selling of show tickets across social media platforms, when they have been allocated them as part of their livestock allocation – some shows have approached exhibitor.
- With new ticketing systems now, some shows are imposing 'time access' on the tickets i.e. vets tickets only valid from 6am-8am, to ensure not passed on to others.
- The general feeling was if an entry fee is charged then the exhibitor would be entitled to a ticket, but if no entry fee charged then no ticket.
- Free Tickets are only given to those who give/contribute to the Show.