

# Sponsorship opportunities

## Trading Up – building your business at exhibitions

XPO Exhibitions Limited is a New Zealand registered company which organises many of New Zealand's major trade and other events, including buildnz, designex, Plush, EMEX, Foodtech Packtech, Printech, and the three annual Gift & Homeware Fairs – Autumn, Winter, and Spring.

Trade shows and exhibitions are the ultimate event for introducing leading suppliers of industry goods and services to a target audience of industry professionals focused on developing the profitability of their businesses.

In New Zealand **XPO Exhibitions** co-ordinates the country's largest trade exhibitions. There are substantial benefits to those participating in trade exhibitions - firstly by creating unique sales and marketing opportunities for exhibitors, and secondly through building business knowledge and understanding for attendees.

Smaller, regional shows can never match the sheer pulling power of a National Show - both for exhibitors wanting to reach thousands of industry professionals over a short period, and for attendees wanting to keep abreast of the latest industry trends, products and services.

By concentrating New Zealand's most extensive wealth of products and services simultaneously under one roof, the show enables attendees to maximise their valuable time by easily accessing the best companies in the marketplace. This is evidenced by the thousands of repeat visitors who come back to our trade shows year after year.

Trade shows and exhibitions, are proven to be a vital part of modern business practice - a fact many exhibitors factor into their annual promotional and marketing budgets. Statistics from the Exhibition and Event Association of Australia show that 83% of all visitors to trade shows have the authority to purchase, or are a decisive influence in the purchasing decision of the company they represent.

That same research also highlights that more than 72% of visitors intend to make a purchase either immediately or in the near future. That's too good an opportunity for exhibitors to let pass by.

Attendees can access and compare their suppliers for new products and trends – all under the same roof at the same time. There is also the valuable opportunity to network and exchange ideas with industry peers in a non-competitive environment.

Again, statistics from the Exhibition and Event Association of Australia show that visitors use trade shows to review products and services and make purchases – with 71% of visitors spending at least a half day at the show. Some 54% of surveyed show attendees, said they came specifically to see new products and services, with 48% coming for information and 40% saying they were keen to keep up to date with technology.

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## THE SHOWS

### **NZ GIFT FAIRS** [www.giftfairs.co.nz](http://www.giftfairs.co.nz)

#### **Autumn Gift Fair** - March 2011 - ASB Showgrounds, Greenlane, Auckland

New products for the coming season, held in March every year the Autumn Gift Fair is perfectly timed to complement the return of suppliers from overseas buying trips. Like the other New Zealand Gift Fairs, this is a trade only show where retailers can view and order product lines in one place, at one time.

#### **Winter Gift Fair** – June 2011 - CBS Canterbury (formerly Westpac) Arena, Addington, Christchurch

Many Mainlanders will travel to the Spring and Autumn events but some prefer to do business at home and who can blame them! This is a trade only show where Southern retailers can view and order the latest product lines in one place, at one time in an energetic, friendly sales environment.

#### **Spring Gift Fair** – 29-31 August 2010 - ASB Showgrounds, Greenlane, Auckland

Retailers looking to stock their shelves in anticipation of the Christmas season need look no further than the Spring Gift Fair. Like the other New Zealand Gift Fairs, this is a trade only show for gift retailers.

### **EMEX** [www.emex.co.nz](http://www.emex.co.nz) May 2012

Over 150 of New Zealand's top Engineering, Machinery and Electronics suppliers will congregate at EMEX 2010 to showcase the latest innovations and technology to enter the market. Visitors can discover new technology and products and compare what is on offer, see, touch and hear products - get hands on experience with the technology. Meet the people behind the products and talk with the experts to find out about new innovations that are set to increase your productivity and make your business more efficient.

### **Foodtech Packtech** [www.foodtechpacktech.co.nz](http://www.foodtechpacktech.co.nz) 12-14 October 2010

Foodtech Packtech is the most important trade event for the New Zealand food technology and packaging technology industries. When you need new technology or equipment, it pays to compare brands. With one visit to this show you can see all the big names and can really weigh up the benefits of each before you make the big decision. You can then be sure you are getting the very best. See the latest the industry has to offer and learn from key experts. Our exhibitors come armed with quality product. They are skilled in their industries and are primed to give you the best possible advice and the best possible price on the products and services you need.

### **BUILDNZ / DESIGNEX / PLUSH** [www.buildnz.com](http://www.buildnz.com) 26-28 June 2011

Buildnz, designex & plush 2011 are conveniently co-located under one roof bringing to New Zealand the many facets of the construction industry, along with a large selection of design, interiors, textiles and lighting at New Zealand's ultimate building & design trade exhibition. This coming year we are pleased to host the Registered Master Builders Federation Annual Conference alongside the exhibition.

### **Printech NZ** [www.printech.co.nz](http://www.printech.co.nz) June 2012

Printech is New Zealand's essential showcase for innovative new thinking and dynamic new products and services for all sectors of the printing, design, and digital communication industries. Held every four years, Printech continues to attract large numbers of top level visitors motivated to buy. It targets the areas of printing machinery, printing inks and chemicals, pre-press, finishing, paper supply, graphics software and hardware, internet services, or website building and designing.

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## THE OPPORTUNITIES:

We will tailor make a sponsorship package especially to suit your objectives which may include, but not be limited to, some of the following opportunities;

### **Naming Rights**

Have your branding incorporated into the title of the show. Eg: "in association with X Company" or "brought to you by X Company". This is the ultimate sponsorship opportunity.

### **Lanyards**

Your logo around every visitor's (and/or exhibitor's) neck!

### **Visitor Attendance Prize**

Get your brand on every piece of visitor marketing material, including trade advertising, email & direct mail campaigns, fax outs, web promotion, show catalogues and in our PR.

### **Seminar Sponsorship**

Education is a key objective for visitors attending trade shows. Each trade show offers a seminar series and or breakfast/lunch forum, featuring leading local and international speakers pertinent to the industry.

### **New Products and Concepts Showcase Sponsorship**

Product showcases displaying exciting and innovative new product to market. As sponsor of this area, your company will be emphasizing the value you place in being an innovative and modern business. This area also attracts large media interest.

### **Exhibitor Cocktail Function**

If the exhibitors are part of your target market, why not sponsor the exhibitor cocktail function, held the evening of the second day of show. Estimated at approximately 300 guests.

### **Exhibitor Business Centre Lounge / Key Buyer lounge**

Lounges can be located within the event and will provide continuous refreshments for all badged exhibitors/key buyers at an event. Reach your customers on a continual daily basis by sponsoring a lounge.

### **Café/Bar**

Brand the Café/Bar as your own and gain added exposure to thousands of visitors who stop for a meal, drink or coffee break. Promote a Happy Hour or Complimentary Coffee from your stand.

### **Show Bag Sponsorship**

Get your name, message and product sampling to every visitor that comes to the show. The show bags are a very popular way of getting your message across to every visitor attending the trade show. From the moment you enter the show bags are on view and are well received and taken up by visitors.

### **Show Bag Insert**

We will insert one A4 Flyer or a small gift (provided by you) into every show bag. A fantastic way to get your material into the hands of every visitor at the show.

### **Foyer – Entrances**

Be the name every visitor sees first when coming to each show. With sponsorship of the show entrances, you can make a first and lasting impression. Meet every visitor before they enter the halls and as they leave. Large display and signage opportunities exist at the entrances, offering premium stand placement.

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