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THE BUSINESS OPPORTUNITIES
AND FRANCHISE EXPO
www.expro.co.nz

EXHIBITORS KIT

AUCKLAND, ASB SHOWGROUNDS
Hall One, 217 Greenlane

14. 15. 16 August 2009

Sponsored by



SUMMARY OF EVENTS

AUCKLAND BUSINESS OPPORTUNITIES AND FRANCHISE EXPO - 14.15.16 August 2009

Thursday, 13th August SETUP

8.00am Display Vehicles into place on stands

Thursday, 13th August

2.00pm - 5.00pm Exhibitors decorate stands

5.00pm - 6.00pm Informal exhibitor welcome
Cocktail party

7.00pm Hall secured, build-up completed
And final clean commences.

Friday, 14th August EXPO

10.00am - 4.00pm Expo Open to the Public

4.00pm - 5.00pm Cash bar for Exhibitors

Saturday, 15th August EXPO

10.00am - 4.00pm Expo Open to the Public

4.00pm - 5.00pm *Showstopper Awards presentation and drinks*

Sunday, 16th August EXPO

10.00am - 4.00pm Expo Open to the Public

4.00pm - 6.00pm Breakdown of stands

7.00pm Removal of goods from
Hall completed

PLEASE NOTE

In the interests of both professionalism and security,
Stands must not be dismantled before 4.00pm on Sunday.
Please notify your couriers and staff.

EXHIBITORS CHECKLIST

To help you with your preparation for the show, we have included the following checklist to ensure that important details are not forgotten.

4 Way Power Adaptor	Velcro Dots/Strips (hooks)
Power extension cord	Liquid Paper
Additional lighting	Paper/Lead Books
Furniture	Paper Clips, Rubber Bands
Dust Buster/Carpet Cleaner	Pencils, Pens, Markers
Display Material	Safety Pins/Drawing Pins
Indoor Plants	Scissors
Signage	Stapler & Staples
Brochures	Packing Tape
Business cards	
Name Badges and Exhibitor Passes	

IMPORTANT INFORMATION AND PROCEDURES

1. EXPO DELIVERY/COLLECTION ADDRESS

Please include your name, organisation and stand number.

**Delivery date: Thursday 13th August ONLY*

**Business Opportunities and Franchise Expo
ASB Showgrounds, FOYER of Hall 1
Attn Nicola Harris (ASB Showgrounds Office)
217 Greenlane West, Auckland
09 638 9084**

2. PARKING

As above at the ASB Showgrounds, Auckland.

3. BUILD-UP AND DECORATION OF STANDS

Thursday 13th August, 2.00pm - 5.00pm

Please ensure your stand is ready by 7pm when final cleaning will begin

4. SHOWSTOPPER AWARDS PRESENTATION

A free 3m x 3m stand or equivalent at the 2010 Expo. Presentations will be made at 4pm on Saturday 15th August and drinks and snacks will be served.

The Showstopper Award is designed to help exhibitors achieve the best results from the Expo - see our "Hints for Exhibitors".

The judging criteria are:

- is the stand eye catching?
- is it clear what the stand is promoting?
- are the staff professional and attentive?
- is the stand staffed and intact from opening to closing time each day?

5. **SIGNAGE/ DECORATIONS**

Peek Display can help you with all your signage and special display requirements.

Please contact **Jade Baty** *Event Coordinator Peek Display*

DDI: 09 307 9597

MOB: 021 791 533

FAX: 09 377 0158

EMAIL: jade.b@peek.co.nz

We also refer you to signage specialists, **Speedy Signs**,
Nationwide - call your nearest location on 0800 SPEEDY (77 33 39)

6. **STAND CLEANING**

Cleaners do not go onto your stand so that they do not disturb your display material. If you require your stands to be cleaned please advise us **during build-up** so appropriate arrangements can be made and costs advised.

7. **SPECIAL PROMOTIONS**

Exhibitors are encouraged to hand out freebies, special offers, discounts or other product samples. Please supply details of these offers, or any other special news, for possible inclusion in our media releases.

8. **FOOD SAMPLES**

Please advise us if you intend to distribute food samples for consumption as there may be special health regulation requirements.

9. **BADGES**

For security reasons it is essential for all Exhibitors to wear the exhibitor badge provided. These are necessary for access in and around the venue from build up to Expo conclusion. **Badge holders will be available from registration.**

10. **BREAK-DOWN OF STANDS**

Sunday 16th August, 4.00pm - 7.00pm

In fairness to our visitors and in the interests of professionalism,
Please ensure that your staff do not begin to break-down stands before 4pm.

11. **SMOKING IS ONLY PERMITTED OUTSIDE THE BUILDING.**

12. **FURNITURE HIRE/STAND DESIGN**

Jade Baty *Event Coordinator Peek Display*

DDI: 09 307 9597

MOB: 021 791 533

FAX: 09 377 0158

EMAIL: jade.b@peek.co.nz

13. **AUDIO VISUAL/ INTERNET/**

Hire Intelligence

Free phone - 0800 447 347

Web - www.hire-intelligence.co.nz

Email - auckland@hire-intelligence.co.nz

Local phone - 09 570 7309

Contact Grant or Rob

- 14. EFTPOS - TEMPORARY/ TELEPHONE - TEMPORARY LINE**
Eftpos 2 Go - 09 639 0930, based onsite at ASB Showground -need to book.
- 15. LEAFLET DISTRIBUTION**
Please advise your staff that, in fairness to other exhibitors, this may only be done from your own stand.
- 16. INSURANCE**
Whilst security is naturally provided, please advise your insurers regarding your participation in the Expo so that your cover, including public liability, can be extended. It is a good idea to pack away small valuable items overnight.
- 17. SUB-LETTING**
In order to maintain the right exhibitor mix and balance, sub-letting is not permitted, including handing out literature/samples, etc for non-exhibitors.
- 18. TOUTING**
Every year we receive complaints after the Expo that Exhibitors have had valuable time wasted by visitors who come in to 'tout' for business. Please let us know immediately if this happens, so that we can take the necessary action! Or feel free to politely ask them to move on yourself. We do have signs in the registration area saying in fairness to our exhibitors no 'touting' is allowed.
- 19. CATERING**
Food and refreshments may be purchased from the Restaurant Area now in the middle of Hall 1.
- 20. EXHIBITOR LOUNGE**
An exhibitor lounge, with complimentary tea and coffee, is provided for your comfort in Hall 1/Hub. Try to make allowances for short breaks during the day. Exhibitions are hard work!
- 21. ACCOMMODATION**
Please refer to the list of accommodation alternatives that has been provided with this kit.
- 22. ENQUIRIES**
Please don't hesitate to contact us on Tel: (07) 544 5058
Fax: (07) 544 5059 if you have any enquiries.

HINTS FOR EXHIBITORS

Every visitor to the Expo will have driven to the Expo venue and paid to see you, which means they are already in keen buying mode. Since everyone has different interests, it is important to flag down **YOUR potential prospects - you have about 5 seconds** for them to decide if they want to stop and talk to you!

PREPARATION

1. Identify what you want to achieve at the Expo - ***set your goals and expectations***: eg Sales - unusual except for smaller ticket items;
Lead generation - this is the most common reason for exhibiting;
Branding and market awareness - extremely useful for the longer term;
Market surveys - an excellent opportunity for high volume quick reaction;
Education - if you have an on-going service role.
2. **Carefully consider the message your signage is giving to the public** - this is the single most important factor. Even a well known brand-name needs a clear message to ensure visitors don't rely on their own preconceived ideas... Use your stand message to help you reach your goals - if you have something to sell, then SAY SO, and say WHAT BENEFITS buyers will get from it!
3. **Plan your stand** decoration to be cheerful and eye-catching. Avoid clutter and barriers on your stand - both will put visitors off!
4. **Plan your procedures** and **prepare** the paperwork **for efficient follow-up** to achieve your goals.
5. **Pre-promote** your presence at the Expo. A visit to the Expo frequently helps current prospects finalise their decisions, so make sure you invite them too!
6. **Roster the most senior appropriate staff** for your stand - they're the people who best understand your business and your goals.
7. **Create urgency** and a call for action for prospects to respond quickly - trial days, seminars etc.
8. **Ask all staff** to read the organisers' procedures and avoid unnecessary stress!

MARKETING CAMPAIGN

Promotion for the 2009 Business Opportunities & Franchise Expo will begin several weeks out from the Expo. The main components of the promotional campaign will be television, radio, press, direct mail, street signage and various magazines.

TELEVISION

The television campaign will commence prior to the Expo, primarily on TVNZ. The advertisements will be scheduled in prime spots around programmes that are popular with the event's target market.

THE NEW ZEALAND HERALD BUSINESS Feature

A Business Opportunities Feature about the Expo will appear in **The New Zealand Herald on the 7th of August**. This is an excellent opportunity for you to promote your involvement leading up to the Expo.

Please call Darrell Denney
Account Manager, Direct Sales
The Business Herald
APN New Zealand
Phone: 64 9 373 6020
Fax: 64 9 373-6420
Mobile: 64 21 936 858

Expro NZ will have editorial and advertising about the Expo.

PRESS

The press campaign will commence several weeks prior to the Expo and will include regional newspapers (Aucklander), Waikato Times, BOP Times as well as The New Zealand Herald

RADIO

Radio advertising will be placed on a range of Auckland's top stations suited to the Expo's target market.

FRANCHISE NEW ZEALAND MAGAZINE

The Expo has featured in the magazine throughout the year. In the latest edition front page cover has vouchers allowing encouraging free entry to the Expo - this includes their E newsletter.

EXPO GUIDE

Another excellent opportunity to promote your business. This booklet is given to every visitor on entering the Expo. It will be used by visitors on the day and for future reference. We will be in contact soon to discuss your involvement.

WESTPAC

Inside Branch advertising during week of Expo. Also complimentary invitations sent out to business clients with a detailed direct mail letter.

DIRECT EMAIL

Various organisations database mailing lists will be used including Expro NZ Ltd Visitor Database including the email address of those who visited the Expo in 2005 and 2008.

STREET SIGNAGE

Outside the Venue and on Greenlane Road.