



opportunities

Trading Up – building your business at exhibitions

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 OPPORTUNITIES:

NB: All costs quoted are indicative only. 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 neck!

Show Bag Insert

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

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

An exhibitor lounge will be located within the event and will provide continuous refreshments for all badged exhibitors (Estimated at over 1800). Reach exhibitors on a continual daily basis by sponsoring the 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.

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.

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.

For more information contact Irene Smith, ph 09 976 8352 or email irene@xpo.co.nz