

This is the opportunity to find new suppliers,
customers and partners and to expand your
business options and networks

**Business
North
Harbour**

**BUSINESS
EXPO
2020**

20.02.2020 • NORTH HARBOUR STADIUM

STANDARD STAND: \$595+GST
PREMIUM STAND: \$695+GST

Book your stand now!

businessnh.org.nz/businessexpo2020

Connect with your clients
Increase your network
Build your profile



**BUSINESS
EXPO
2020**

Showcase your organisation alongside the best at the Business North Harbour Business Expo 2020. Now in its seventh year, this is an event that consistently delivers tangible value to exhibitors. The event is known for the strong relationships formed and business development opportunities created. If you are a leader in your field, exhibiting is a must!

What's new in 2020?

Our Business Improvement District has grown!

The region now has 30,000 employees and 4,500 business and commercial property owners committed to the success of the North Harbour area.

New partners, new customers

North Harbour is the postcode of choice for business growth and investment which means new businesses are getting involved and providing new opportunities to connect.

Increased scale, scope, reach and impact

We've updated the regional exposure for the Business Expo, drawing increased attention to the exhibitors through *NZBusiness* magazine, and wider online and social media coverage.

Expo hours

The Expo runs from 10:00am to 6:00pm on 20th February 2020 at North Harbour Stadium in Albany. Business North Harbour is committed to helping you present your products, services and solutions to a local and regional audience in the most advantageous way possible.

Why you should be involved?

Visitors will get to see and experience your products and services first hand. This invaluable face-to-face interaction will benefit your business, because as we all know people do business with people. The added bonus of exhibiting is that it's appealing to business delegations as your stand will say more about your business than a presentation ever can.

You'll be able to experience the scale and diversity of the North Harbour Business District area. If you're still not convinced, here's a list of other reasons:

The Business North Harbour Expo is unique

This is the only expo of its type in Auckland and we are committed to delivering a one-stop platform to build new supplier, partner and customer relationships.

High Brand exposure

Put your company in front of people actively seeking new suppliers and world-beating products and services.

Align your brand with other leaders in your field

Lift your profile. You'll be among the very best North Harbour has to offer, making the Expo the ideal place for your business to shine.

Show Guide

We have gone above and beyond this year to offer your business more exposure across our marketing activities. Business North Harbour has continued its relationship with *NZBusiness* whose magazine and website are typically read and followed by business owners, partners, directors, and general managers of companies with annual turnovers up to \$20 million. *NZBusiness* magazine also reaches managers in larger companies, government agencies and corporates which have a small business interest. This is your

chance to speak directly to this audience and increase your business profile amongst these decision makers. Secure an advertising placement within the exhibition show guide by booking your space today if you want to stand out from the crowd. Content can be either an advertisement or editorial.

Half page horizontal: \$550 + GST

Dimensions: 190mm wide x 95mm high, no bleed

Full page: \$1,000 + GST

Dimensions 210mm wide x 297mm high, 3mm bleed

Align your brand with other
leaders in your field.
Be seen, be heard, be there!



**BUSINESS
EXPO
2020**

Exhibitor information

Exhibitor investment

Once again, the cost per stand has been kept low to ensure the event is accessible for both small and large businesses. Please note that businesses within the North Harbour business district will be given priority.

In recognition that some stands offer better exposure than others, the tiered pricing system is available again.

We have identified 41 Premium Stands and these stands are highlighted by their yellow shading on the attached Expo Floor Plan on page 5.

- **Standard Stand: \$595 + GST**
- **Premium Stand: \$695 + GST**

What's included?

- Three-sided **standard exhibition booth** – 2.4m wide x 1.8m deep x 2.3m high – walls are black velcro receptive panels, or
- Three-sided **premium exhibition booth** – 4.8m wide x 1.8m deep x 2.3m high – walls are black velcro receptive panels
- One fascia sign displaying your business name and stand number
- One 150w spotlight to better illuminate your business
- One 10amp 4-way power outlet
- Inclusion in the exhibitors list online and in print
- Link to your business website from our businessnh.org.nz/businessexpo2020 webpage
- Free access to wireless internet (reasonable usage applies)

If you require additional lighting, furniture or display material, please contact Fleur Pianina from Peek Exhibition (www.peek.co.nz) on 021 791 880 or; fleur.p@peek.co.nz by 17 January 2020.

Fleur will supply a quotation directly to you, these additional charges will be billed to your company. Order forms can be accessed from www.businessnh.org.nz/businessexpo2020

The Exhibition Hire Services catalogue can also be viewed at www.exhibitionhire.co.nz and order placement is available online.

Important dates and times

17 January 2020

Deadline to book additional lighting, furniture or display material.

Phone Fleur Pianina - Peek Exhibition Ltd on 021 791 880 or; fleur.p@peek.co.nz

05 February 2020

Deadline for advertising content to be submitted.

Full payment for stand and advertising must be received to secure your stand or advertising space.

19 February 2020

Optional set-up time: 3:00pm to 6:00pm

20 February 2020

On the day set-up time: 8:00am to 9:30am

Exhibition open: 10:00am

Exhibition close: 6:00pm

Breakdown 6:30pm to 8:00pm

This is THE opportunity to find new suppliers, customers and partners and expand your business options



**BUSINESS
EXPO
2020**

Marketing

We've got you covered

Business North Harbour will fully support this event with a multi-channel marketing programme which includes the following advertising publications and mediums:

FYI magazine – 3,800 copies per issue and an annual readership of over 65,000.

Your Business North Harbour e-newsletters – over 3,000 subscribers.

Business North Harbour website – prior to major events, over 2,000 page views a day of which 79% are new visitors.

North Shore Times (print and digital) – 89,000 average readership.

The Networker – delivered to 2,400 businesses with a potential readership of over 20,000 based on employee numbers in the North Harbour area.

Channel magazine – 36,500 copies per issue and a monthly estimated readership of 75,000 to 100,000.

NZBusiness magazine (print and digital) – 1,900 Auckland subscribers with a readership of over 20,000 plus a digital readership of 8,000 per month.

Hibiscus Matters – 23,500 copies delivered free door-to-door.

Ponsonby News – distributed to over 17,000 homes and businesses.

Herald Business – 1.72 million readers per week.

Social media platforms – Facebook, LinkedIn and Twitter.

Radio

Street signs and banners

All exhibitors will be issued ten digital visitor tickets to be used for staff, suppliers, guests and clients. To use these tickets, exhibitors can simply enter ticket holders name and email address into a webform and the ticket will be sent to their guests directly.

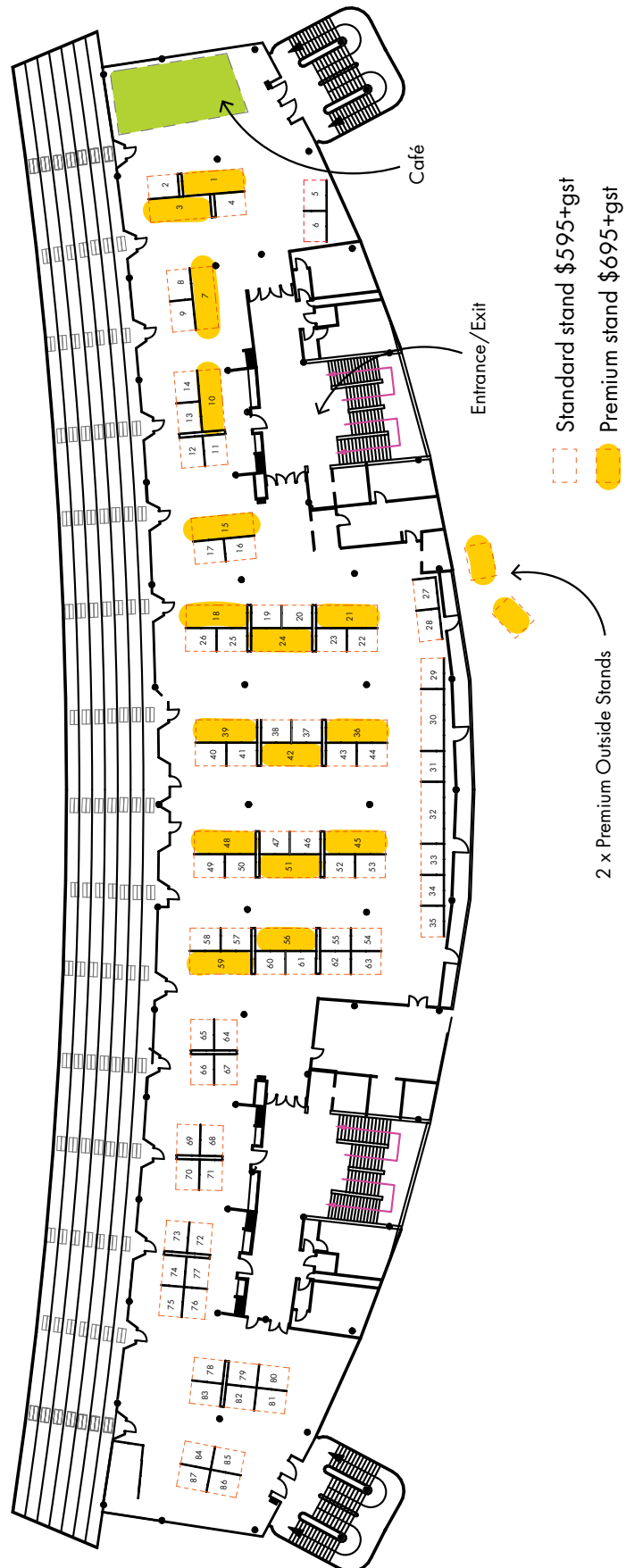
Help spread the word and WIN! #BusinessnhExpo2020

Exhibitors are encouraged to share information about the Business Expo on their Social Media platforms and business e-newsletters to increase visitor numbers.

Use hashtag #BusinessnhExpo2020 when posting on social media. We will draw weekly prizes based on volume of social media and digital marketing activity.

The exhibitor with the most posts will be given a free stand (one free stand).

Expo Map



Business North Harbour Expo Booking Form

Company Name		Charity / Not for profit? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Physical Address			
Postal Address (If different from above)			
Expo Representative			
Phone		Email	
Number of stands		Preferred Stand Position. <i>First</i> _____ <i>Second</i> _____	

(Please provide first and second choice as stands will be allocated on a first-in, first served basis)

IMPORTANT

Name of Company for stand fascia board

Provide your company logo for the online exhibitors list. Preferred files types are jpeg, tiff and png.

Please email to; comms@businessnh.org.nz

Cost per stand:

Standard Stand: \$595 + GST

Premium Stand: \$695 + GST

Charities / Not for profits: 20% off stand prices

Payment details:

Full payment must be received by 5 February 2020 to secure your stand.

An invoice will be sent to the email address provided above upon receiving your completed booking form.

Visa and Mastercard credit card payments are accepted, please complete the following details if you would prefer to pay via this option.

Credit card payment (if preferred)

Card number	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Card type.	<input type="text" value="None"/>				Expiry date				/		3-digit Security Code								
Name on card																			

Terms and conditions

- Business North Harbour has \$5,000,000 public liability insurance.
- North Harbour Stadium will ensure the venue is secure throughout the expo and that health and safety standards are maintained by exhibitors and visitors throughout the expo.
- We, as exhibitors, accept full responsibility for insurance of our personal and company equipment throughout the duration of this expo including 19 and 20 February 2020 if property is left at the venue.
- We, as exhibitors, take full responsibility for any specific licences we require in relation to the activities on our stand.

We accept the Terms and Conditions above and authorise this booking:

Signature _____ Date _____

