



Exhibitor Handbook

The handy booklet that covers everything you need to know about exhibiting at this year's event.

Wednesday 13th October

wellingtonconferenceexpo.co.nz



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Wellington Conference and Events Expo 10

Welcome to the annual showcase of what our vibrant city has to offer conference and event organisers.

The people who attend this exhibition are looking for new ideas and this is your chance to showcase the solutions you can provide. It's also the ideal time to reconnect with current clients and build on those existing relationships. There is no better time to get in front of buyers than when they're in the supplier search mode.

This year is a special one as it marks the tenth anniversary of the Wellington Conference and Events Expo. The exhibition has grown significantly over the last ten years and we are proud to be the largest regional exhibition of its kind. We'd like to say a special thank you to those exhibitors who have been with us from the very beginning; your continued support is much appreciated.

Since it's a milestone birthday for us we'll be celebrating the occasion with a walk down memory lane and more prize giveaways than ever before. Including a prize for the exhibitor with the best stand as voted for by attendees.

We wish you all the best with creating your stand and we look forward to seeing what you come up with. Please feel free to contact us if you have any queries or would like to run any ideas for your stand past us.

We look forward to seeing you on Wednesday 13th October.

Kind regards,



Melissa Cathcart
Marketing Co-ordinator
DDI: 04 803 8685
E: melissa.cathcart@wcc.govt.nz



Organisers' Contacts

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For exhibition and stand enquiries

Wellington Convention Centre
111 Wakefield St, PO Box 2199, Wellington
T: 04 801 4231 F: 04 801 4310
W: www.wellingtonconventioncentre.com

Robyn Radomski
Exhibition Manager
DDI: 04 479 8616
E: robyn@conferenceworks.co.nz

Alison Starling
Event Coordinator
DDI: 04 803 8690
E: alison.starling@wcc.govt.nz

Melissa Cathcart
Marketing Coordinator
DDI: 04 803 8685
E: melissa.cathcart@wcc.govt.nz

Contact for name signage and furniture requirements

Displayways (NZ) Ltd
82-84 Nelson Street
PO Box 39 165, Petone, Wellington
or book online at www.displayways.co.nz

Lisa Watson
DDI: 04 576 0990 ext: 209
E: l.watson@displayways.co.nz

For exhibition marketing enquiries

Melissa Cathcart
Marketing Coordinator
Wellington Convention Centre
DDI: 04 803 8685
E: melissa.cathcart@wcc.govt.nz

Contact for AV requirements

Multi Media Systems Ltd
Level 3, 43 Cuba Street
PO Box 9327, Wellington
W: www.multi-media.co.nz

Matt Hoyle or Sam Johnston
P: 04 499 8291
E: wgtm@multi-media.co.nz

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Expo 10 Programme

Tuesday 12 October

4.30pm – 7.00pm Exhibitor pack-in access available

Wednesday 13 October

- 7.00am – 9.00am Exhibitor pack-in access available
- 9.15am Exhibitors briefing in Expo Café
(please ensure you send a representative)
- 9.15am All stands to be packed-in and ready
- 9.30am Expo doors open
- 10.00am – 10.40am Seminar one – The art of event marketing with Karlene Hazlewood from Chilli Marketing
- 11.00am – 2.00pm Exhibitor Lunch
(please ensure that there is one person on your stand at all times)
- 11.30am – 12.10pm Seminar two - Gathering valuable event feedback with Rachel Wells from TouchScreen Marketing
- 1.00pm – 1.40pm Seminar three – Breaking the ice with Mark Hemmings from Human Rhythms
- 2.30pm – 3.10pm Seminar four – Events Capital + Rugby World Cup 2011 – What you need to know with Derek Fry from Wellington City Council
- 3.00pm – 4.00pm Student entry
- 4.30pm Expo close
- 4.40pm – 9.00pm Exhibitor pack-out

More information about the Speaker Programme can be found at wellingtonconferenceexpo.co.nz/attendees

Exhibitor welcome & briefing

There will be an informal briefing on last minute Expo logistics and updates at 9.15am in the Expo Café. Please do not miss out on this vital information prior to the Expo opening. Make sure you send someone along to hear the briefing.

Pack-in & set up

Pack-in is between 4.30pm and 7.00pm on Tuesday 12 October, and from 7.00am to 9.00am on Wednesday 13 October. All booths are to be set and ready by 9.15am on the Wednesday.

For pack-in and pack-out purposes, TSB Bank Arena can be accessed as follows:

- Through the main front doors of TSB Bank Arena
- Through the rear loading bay/dockway door facing Frank Kitts Park

Please check-in with the Exhibition Manager on arrival to collect your name badges and lunch passes. The Exhibition Managers desk will be located in the main hall by the cafe.

The loading bay/dockway is available for vehicles for a maximum time period of 10 minutes. Do not leave your vehicles unattended or your car may be removed.

Please do not deliver any equipment to TSB Bank Arena any earlier than midday Tuesday 12 October. Any deliveries must be clearly marked with stand number, company name, contact name and a contact mobile number. The delivery, receipt and custody of all equipment and decorations for your booth are your responsibility.

Parking

Public parking is available at Wilson's Parking beneath the TSB Bank Arena. **All areas external to the building are tow away zones and are controlled by Wellington Waterfront. There is no parking on the rear loading bay/dockway – drop off facilities only.**

Pack-out

Pack-out will be between 4.40pm and 9.00pm on Wednesday 13 October. Pack out will absolutely not be permitted prior to 4.30pm as attendees will still be onsite going through the Expo. The same access ways will be available as for the pack-in.

You must arrange for the removal of all equipment, rubbish and decorations after the Expo closes. If you are unable to remove all equipment during the pack out period, contact us by Tuesday 12 October to pre-arrange overnight storage (see page 4 for Alison Starling's contact details). Any items not pre-identified will be deemed abandoned and the venue will remove as rubbish.

Collections

If you are having items collected from the venue, please ensure that the Exhibition Manager is advised on the day and that each item is labelled with your company name, contact name and mobile number *plus* collecting company, contact name and mobile number.

Please ask for our consignment form from the Exhibition Manager before you depart the venue.

Exhibitor Stands

Stand walls

All stands will have three walls, except for those on corners or at the end of rows, which will have two walls - leaving two sides open. Stand walls are 2.3 metres high and are coloured black. The stand walls are Velcro receptive (use the hook side of Velcro dots or strips to attach objects to the walls).

Please double check your stand size you booked, there are THREE sizes:

- Corner stand with 6 m frontage
- 3m (wide) x 3m (deep)
- 3m x 1.8m

All booth walls are the same height.

NOTE: You may not drive nails, tacks, screws or pins into walls or furnishings. No writing, decorating, attachment of posters or disfigurement of any kind will occur to any wall or ceiling surfaces. At all times you will be expected to protect all floors, walls and doors during the pack in, installation and removal of all displays, exhibits and equipment, etc.

Included with your booth

- 1 x 4-way multi power-point per stand (5 amp)
- 2 x 100 watt spotlights per stand
- Exhibitor name signage

(These items will be in your stand on arrival to pack-in. Contact Robyn Radomski or Displayways if you do not wish to have any/all of this equipment in your booth - see page 4 for contact details) or if you have a custom design stand and do not need wall structure.

Tables, chairs and other furniture **will not** be provided in your stand.

Contact Displayways, the preferred exhibition company, to arrange your individual stand requirements. A catalogue of the furniture available for order can be found on the Expo website under the Exhibitors section.

Internet connection

There are three options available for Internet connections at the TSB Bank Arena.

Wireless Internet Connection

A wireless internet network is available for use in the venue. Vouchers for 24 hour access to the network can be purchased at the TSB Bank Arena reception for \$10.00 (including GST) on the day of the Expo.

Cabled Internet Connection

Wired broadband internet connection is available for \$100 (ex GST). This price includes installation, removal and support.

Telephone Lines

Telephone lines are available for dial up internet and Eftpos facilities for \$55.00 (ex GST)

Orders for the cabled internet and telephone lines are to be placed no later than **Friday 1 October**.

Please place orders with the Exhibition Manager – Robyn Radomski (see page 4 for Robyn's contact details).

Signage

Displayways will provide each stand with one name sign (900mm x 200mm). These signs will be uniform throughout the Expo for easy identification. The sign order form can be found on the exhibition website at wellingtonconferenceexpo.co.nz/exhibitors. Please complete the sign order and return it to Displayways no later than 1st October 2010.

Serving food and beverage

Confectionary giveaways are acceptable onsite. Food giveaways are permitted from your booth with prior approval. Contact us to confirm your arrangements. (See page 4 for Robyn's contact details).

If you wish to give alcohol away at your stand you must have a current liquor licence and one person on your stand must have a GM managers licence. You will need to provide the venue with a copy of both these licences prior to the exhibition and have a copy of hand during the day of the Expo. If you do not have the right licensing you can contact the Council's district licensing board to organise a special license at www.wellington.govt.nz/services/liquor/index. Please note that the license takes about three weeks to obtain.

Please note that coffee is provided from the Expo Café and therefore should not be served from individual stands.

Decorating your stand

We encourage everyone to individualise their stand as much as possible to encourage attendees to visit each booth. Remember the essential elements of your stand should be:

- What you offer
- What you seek
- What you are

Displayways are available to assist you with ideas and can design and build to your specifications.

Prize for best stand as voted by attendees! This year we will be asking attendees to vote for their favourite stand and there will be a prize for the winning exhibitor. Attendee voting forms will be located at the end of the exhibition hall.

Individual stand prize draws

We encourage all exhibitors to run their own business card draws and competitions. To maximise your exposure, we can include prize draws on the Expo website. You will be sent a form requesting information on any stand prizes so this can be highlighted on our website and be included in our attendee email updates prior to the event. Be creative with your giveaways - this is a great way to get visitors to take your brand away with them.

Please note: While we will give you a database of pre-registered attendees from Expo 2010 soon after the event, some attendees may indicate upon registration that they do not want their details distributed to others. This means that having your own stand prizes may ensure you capture more people's names and contact details to add to your own customer database.

Exhibitors Lounge

A purpose built Exhibitor Lounge is available all day for exhibitors to relax in and use as an informal meeting place. Water coolers and complimentary tea and coffee will be available throughout the day. This lounge is located in the second floor foyer space.

Exhibitor lunches

Complimentary lunch for exhibitors will be provided in the Exhibitor Lounge between the hours of 11.30am until 2.00pm to allow plenty of time for exhibitors to take a break. Lunch is available for two registered exhibitors per booth. An additional charge applies for extra exhibitor lunches. Please contact Robyn Radomski if you require additional exhibitor registrations and lunches.

Please ensure that there is someone on your stand at all times. If you cannot leave your stand, please advise the Exhibition Manager for alternative arrangements.

Marketing

To maximise visitor flow and awareness, we have a comprehensive marketing strategy in place which is targeted specifically at locally based conference and event organisers.

The marketing strategy includes:

- Attractive door prize to entice organisers to attend.
- Advertising in industry publications such as Meeting Newz and MiceNZ Digital – national audience.
- Advertising in the Dominion Post and Capital Times 'Conference Features' – local audience.
- Radio advertising on The Breeze, More FM, The Edge and Solid Gold.
- Six radio interview slots on The Breeze to promote attendance and raise profile.
- Targeted email campaign to past attendees and the Wellington Convention Centre database of over 6000 individuals.
- Invitation by post to audience of the above email campaign to follow up on initial exposure as reminder.
- Postcard distribution at local events, through exhibitors and landmark Wellington locations.
- Expo website - your chance to profile your company, include a website link and a chance to promote your booth prize – all before the Expo. Details required no later than 1st October.

With this campaign we expect to attract people from Wellington City, Kapiti, Manawatu and Wairarapa, as well as far afield as Hawke's Bay, Auckland and Christchurch.

The call-to-action on all marketing material is to visit the exhibition website and RSVP to attend at wellingtonconferenceexpo.co.nz. Having the attendee details prior to the day will allow us to send reminders about the exhibition and keep them up-to-date with latest news about the event.

Monitoring attendee flow

All attendees will be registered on arrival at the Expo by Conference Works. Attendees will have the option to pre-register via the website or register on the day at the registration desk. Unless attendees have otherwise specified, the database of registration information collected from each attendee will be distributed to all exhibitors a few days after the Expo.

All attendees will have name badges for easy identification. Students of related industry subjects will only be admitted between the hours of 3.00pm – 4.00pm. Students will be identified clearly with separate coloured name badges.

General Housekeeping

Exhibition theme

To mark the tenth anniversary of this tradeshow our theme for this year will be around celebrating the exhibitions growth over the last ten years. And because it's a birthday, we will have more prizes to give a way than previous years.

Public liability insurance

Your insurers should be advised to extend your cover to include public liability for the Wellington Conference and Events Expo 2010. Individual exhibitors will be liable for any damage or loss that they may cause to the venue, stand structure and/or goods or property of the Wellington Convention Centre or any other exhibitor, individual or company.

Electrical equipment & appliances

NO electrical appliances, such as espresso machines, fan heaters etc are allowed in stands as they can overload the power supply causing power failure to other site holders (Laptops are fine).

Any equipment must meet Electrical Standard NZS3760-2001 to comply with conditions of the Venue's Insurance Policy. All electrical devices that are brought in and used in the Centre, must have been inspected in accordance to and comply with Electrical Standard NZS 3760-2001. No devices will be permitted into the venue unless suitably qualified personnel have inspected them, and are tagged with the date of inspection which must be no later than 12 months prior to the commencement of the venue hire.

Exhibitor name tags

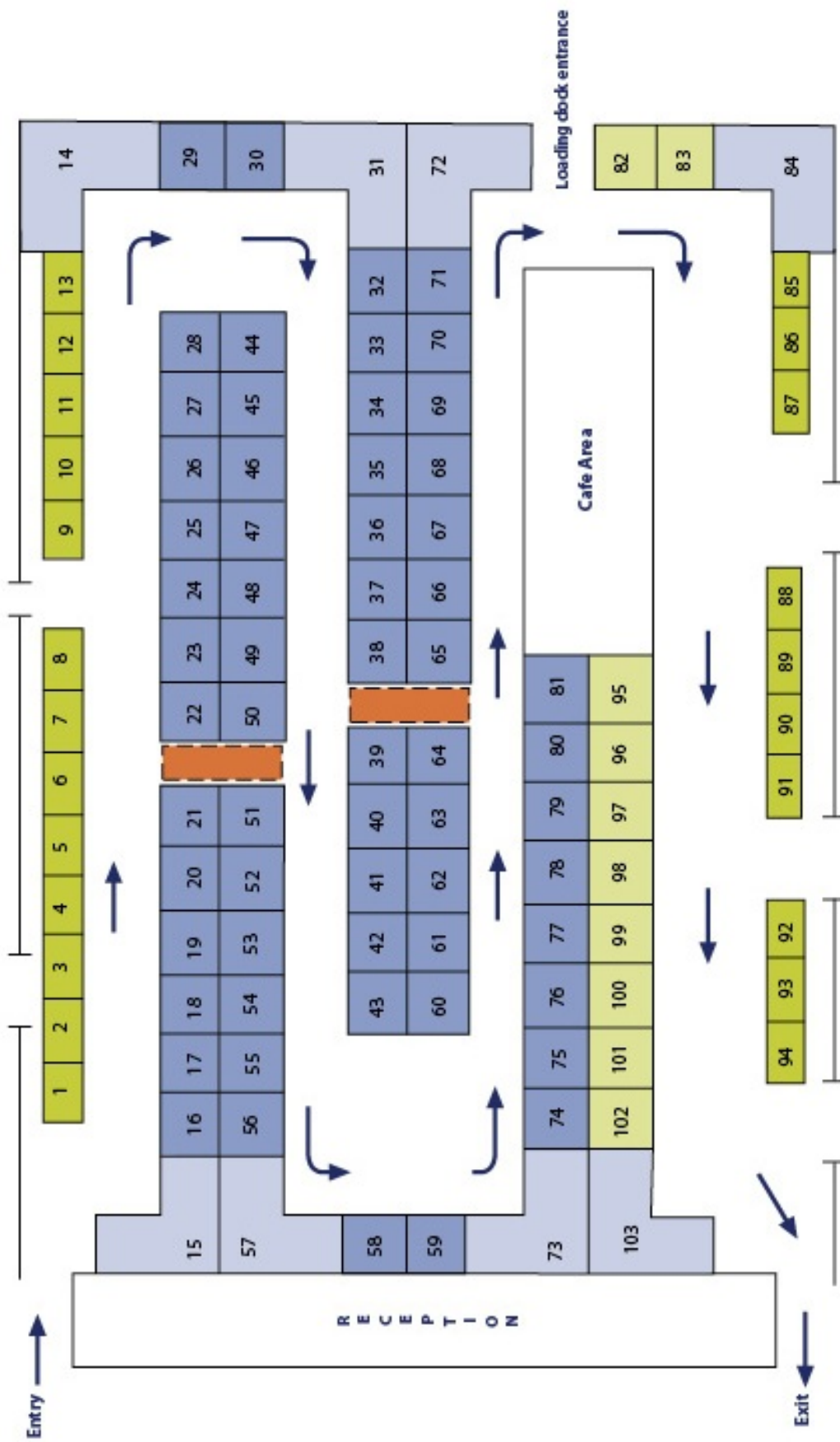
Your exhibitor name tags will be available from the Exhibitions Managers desk on arrival. This registration desk will be located in the Café Area of the main venue during pack-in periods. For security purposes please wear these name tags at all times. Each booth will be given a maximum two name tags showing the exhibitor name and company name, and are provided courtesy of ID Solutions. Exhibitor names are to be provided to Robyn Radomski no later than **Monday 27th September**.

Additional name badges for extra stand staff are available on request. A charge applies for additional registrations (which includes exhibitor catering and name badges).

ATM machine

A TSB Bank ATM machine is located at the front of the TSB Bank Arena – external to the building.

Exhibition Floor plan



Wellington Conference and Events Expo proudly supported by:



Restaurant Associates

