



EXCITE, IT'S TIME TO ACTIVATE AWAKEN, REWARD, MOTIVATE, ENHANCE, YOUR SENSES DISCOVER, INNOVATE, AWAKEN, ENLIGHTEN, EXCITE, ACTIVATE, ELEVATE, REWARD, ENHANCE, DISCOVER, **EXHIBITOR PROSPECTUS 2012** BROADEN, ENLIGHTEN, EXCITE, ACTIVATE, AWAKEN, REWARD, ENHANCE, DISCOVER, ENHANCE, MOTIVATE, REWARD, AWAKEN

VIADUCT EVENTS CENTRE
TUESDAY 1 MAY 2012



INTRODUCTION

Convene showcases function, meeting and event facilities in the greater Auckland area from Northland to Waikato, to buyers from Auckland, the rest of New Zealand and Australia.

The exhibition allows anyone who organises corporate events (from the company Christmas party to a large conference) to source a diverse range of event products and services under one roof, on one day.

Convene is recognised as attracting buyers who are not targeted or reached by any other New Zealand exhibition.

The event provides a forum for face to face interaction between buyers and sellers - widely regarded as the most effective way to establish new business relationships and communicate to the marketplace.

THE VENUE

Convene 2012 is being held at Viaduct Events Centre, from 9.00am to 5.00pm on May 1.

- > The Viaduct Events Centre is located in the CBD, within walking distance of major businesses (and therefore corporate buyers) in the city.
- > The Viaduct Events Centre has three levels, the Convene exhibition will be held on the ground floor (level one), and the catering breaks and seminars will be held on levels two and three.
- > The venue has easy pack-in and pack-out access for exhibitors. Exhibitors have a range of parking options within a ten minute walking distance from the venue.

THE FORMAT

Convene has earned a reputation for having an ideal mix of free flow buyer activity and pre-scheduled appointments.

- > In 2012 the event will again feature the popular Convene buyer breakfast, educational seminars and entertainment profiles.
- > Convene also includes a variety of networking opportunities during the exhibition - morning tea, lunch and afternoon tea are provided to buyers free of charge, and to exhibitors as part of their exhibition stand fee.
- > The exhibition will be open for buyers to attend from 9.00am till 4.30pm. There will be a half hour industry networking opportunity from 4.30pm till 5.00pm for exhibitors to establish and build relationships with other event suppliers.
- > For the past four years Convene has included a one day pre-touring programme with a choice of familiarisation experiences offered to Auckland and hosted buyers. The Auckland pre-touring programme will again be available for buyers in 2012.



EXCITING FEATURES

The organisers endeavour to make Convene Auckland a more successful event for both the exhibitors and buyers each year.

For the past two years, companies that may not have had the budget to exhibit previously at Convene had the opportunity to purchase a variety of stand sizes. For 2012, there are three stand options available, on a first in first served basis:

- > A double sized stand (6.0m wide x 2.4m deep) costs NZ\$4200 (excl GST).
- > A standard sized stand (3.0m wide x 2.4m deep) costs NZ\$2200 (excl GST).
- > A half sized stand (3.0m wide x 1.2m deep or 2.4m wide x 1.5m deep) costs NZ\$1200 (excl GST).

Building on the success of designated regional stands, the organisers have set aside space for regional representation in 2012.

We encourage regions such as Northland, Matakana, Waiheke Island, Waitakere, South Auckland and Waikato/Hamilton to collaborate, to more effectively present their region's event products and services to buyers attending the exhibition.

The organisers will provide on-line support for exhibitors, to outline planning strategies for them to get the most out of the exhibition.

Exhibiting entertainment companies will be given the opportunity to submit a concept for an entertainment act, to perform to both buyers and exhibitors during the exhibition catering breaks. There are only three entertainment slots available, deadline for submissions is February 20, 2012.

The Convene Exhibitor Awards recognise and acknowledge the effort companies have put into the presentation of their exhibition stand and their interaction with buyers.

The two categories are:

- > Best Stand of show
- > Best Newcomer Stand

The exhibition stands will be judged by 'mystery shoppers' in accordance with set criteria, throughout the duration of the event. Winners will be announced at the exhibitor thank you drinks, served at the conclusion of the exhibition.

Meeting Newz Magazine is sponsoring a \$2000 advertising package to the winner of each category (conditions apply).

The organisers will conduct a post 2012 survey of exhibitors and buyers in an effort to continually improve the level of service both pre, during and post event.

In response to ongoing interest from Australia based event organisers, Convene will again host approximately ten to twenty Australian buyers, as well as increasing the quantity of New Zealand hosted buyers attending the exhibition.



WHO ATTENDS AS BUYERS?

Convene is a business to business exhibition aimed predominantly at Auckland's corporate sector.

- > The majority of buyers are administrative professionals and other people responsible for organising their company's functions, road shows, Christmas parties, staff incentives, conferences, seminars and other events held in the greater Auckland region, from Northland to Waikato.
- > Other attendees include association executives who organise conferences, and professional incentive, conference, exhibition and wedding organisers.

Convene has shown steady visitor growth as it has established itself as a key event on the corporate events calendar. In 2011, the exhibition attracted 396 key decision makers.

Visit www.convenexpo.co.nz to find out what buyers and exhibitors thought of Convene.

BUYER BREAKFAST

A buyer breakfast will be held on Level 3 prior to the exhibition to attract buyers to the exhibition floor when the expo commences at 9.00am.

HOSTED BUYERS

While the exhibition is largely promoted as showcasing the wider Auckland area for Aucklanders, there is growing interest in the event from corporate decision makers in other parts of New Zealand, as well as Australia.

The event has always included a hosted buyer programme, with these buyers committing to take part in pre-scheduled appointments during the exhibition day. The appointments are 15 minutes in duration and are buyer driven. The majority of Auckland buyers walk through the exhibition on a free flow basis between 9.00am and 4.30pm.

FAMILIARISATION EXPERIENCES

Auckland familiarisation experiences co-ordinated by Auckland Convention Bureau will again feature as a value added component for buyers attending the Convene exhibition.

Scheduled for the day prior to the expo, the familiarisation experiences are a great introduction for buyers to event products and services on offer in the wider Auckland region. Approximately 100 buyers will participate in the familiarisation experiences.

Involvement in the Convene Auckland familiarisation experience will be offered firstly to exhibiting Auckland Convention Bureau members who fit the familiarisation criteria.





WHO EXHIBITS?

Convene attracts a diverse range of exhibitors from Northland through to Waikato, with an emphasis on the greater Auckland region including:

- > Venues
- > Accommodation providers
- > Tourism offices and convention bureaux
- > Transport operators
- > Theme companies
- > Speakers and entertainers
- > Technology providers
- > Temporary event staff agents
- > Video production, photography and marketing providers
- > Promotional products and gift suppliers
- > Catering suppliers
- > Corporate activities
- > Team building operators
- > Event management agents
- > Prop hire and costume companies
- > Event equipment hire and other event suppliers.

SPONSORSHIP ACTIVITIES

In addition to exhibiting, exhibitors can maximise their attendance at Convene through high-profile sponsorship activity.

Sponsorship opportunities include:

- > Buyer breakfast
- > Airport transfers for hosted buyers
- > Networking opportunities - welcome cocktail function and exhibitor thank you drinks
- > Entertainment profiles and the seminar programme

TO FIND OUT MORE ABOUT BEING A SPONSOR OF CONVENE 2012 CONTACT:

Tess Mason
 Email: tess@promag.co.nz
 Telephone: 09 818 7807
 Fax: 09 818 7864
 Mobile: 027 266 1947
www.convenexpo.co.nz

PRE-SHOW MARKETING OPPORTUNITIES

Exhibitors are encouraged to offer prizes, specials and other incentives at Convene. To maximise the impact of these initiatives for exhibitors, early notification will allow the organisers to promote them through a variety of mediums - including the Convene website, Convene Preview in the March issue of Meeting Newz magazine, advertisements, press releases and direct communication with buyers.

Other pre-show marketing includes:

- > Advertisements in trade magazines and e-newsletters
- > Telemarketing
- > Email marketing campaigns
- > Postcards to selected Auckland businesses
- > Direct communication with buyers
- > Public relations activity and press releases



EXHIBITOR INVESTMENT

The cost of exhibiting at Convene depends on stand size.

A double sized stand (6.0m wide x 2.4m deep) costs NZ\$4200 (excl GST) and includes:

- > Black 2.3m high frontrunner panels
- > Two ID fin company signs
- > Four 150watt spotlights
- > Two 10amp four plug power outlets
- > Registration for four stand delegates at the exhibition
- > Four Convene Welcome Cocktail tickets

A standard sized stand (3.0m wide x 2.4m deep) costs NZ\$2200 (excl GST) and includes:

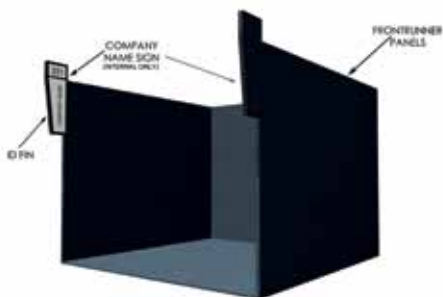
- > Black 2.3m high frontrunner panels
- > Two ID fin company signs
- > Two 150watt spotlights
- > A 10amp four plug power outlet
- > Registration for two stand delegates at the exhibition
- > Two Convene Welcome Cocktail tickets

A half sized stand (3.0m wide x 1.2m deep or 2.4 x 1.5m deep) costs NZ\$1200 (excl GST) and includes:

- > Black 2.3m high frontrunner panels
- > Two ID fin company signs
- > Two 150watt spotlights
- > A 10amp four plug power outlet
- > Registration for two stand delegates at the exhibition
- > One Convene Welcome Cocktail ticket

All exhibitors receive a listing on the Convene website with a 100 word company profile, a listing in the expo preview published in the March issue of Meeting Newz magazine and a contact listing in the Exhibition Guide distributed to buyers on the exhibition day.

One week after the exhibition, all exhibitors receive a list of buyers with contact details, excluding day buyers who have requested for privacy.



TO FIND OUT MORE ABOUT EXHIBITING AT CONVENE 2012

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Tess Mason

Email: tess@promag.co.nz

Telephone: 09 818 7807

Fax: 09 818 7864

Mobile: 027 266 1947

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ABOUT THE ORGANISERS

ProMag Publishing Ltd is well known to the New Zealand conventions, functions, incentives and corporate travel management sectors through its publications Meeting Newz and TRAVELinc.

ProMag Publishing also organises the Pacific Area Incentives and Conferences Expo (PAICE) - an annual showcase of offshore conference and incentive products and services.

In partnership with the Christchurch and Canterbury Convention Bureau ProMag organises the Canterbury Conferences & Events Expo - a biennial expo showcasing Canterbury event products and services.

ProMag is a member of SITE, Conventions & Incentives New Zealand (CINZ), Exhibition & Events Association of Australasia (EEAA), The Australian Conferences and Events Bureau (ACEB), Auckland Convention Bureau, Christchurch and Canterbury Convention Bureau and the Magazine Publishers Association (MPA).

ProMag has a close working relationship with other key organisations and events, and has been a sponsor of New Zealand's annual conference and incentive exhibition, MEETINGS, since its inception in 1996.

FOR MORE INFORMATION PLEASE CONTACT TESS MASON

E tess@promag.co.nz | M 027 266 1947 | T 09 818 7807 | F 09 818 7864 | www.convenexpo.co.nz

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