



# OutdoorExpo Exhibitor Prospectus

September 2024  
CHRISTCHURCH



*Credit: ChristchurchNZ*

# UNLEASH THE ADVENTURE!

Step into the heart of the Outdoor Expo, where in its inaugural year, we unite outdoor 'enablers' with a vibrant and welcoming community of passionate adventurers, fostering an atmosphere of collaboration and community spirit among fellow adventure seekers.

Join us for the 2024 Outdoor Expo show this September. This event will be a prime platform for trade exhibitors to engage with over 20,000 attendees across two action-packed days. From major national brands to local enthusiasts, this event is a pivotal experience for exhibitors.

This show holds significant national importance for the South Island, providing a unique stage for selling, engaging, and connecting with customers in an innovative environment.

[www.outdoorexpo.co.nz](http://www.outdoorexpo.co.nz)



# KEY DATES

## OUTDOOR EXPO

Saturday 14th & Sunday 15th September 2024 | 8:30am - 5.00pm

**2024 Exhibitor Applications Open**

Monday 3rd March 2024

**Earlybird Pricing Ends**

Friday 31st May 2024

**Exhibitor & Sponsors Function**

Friday 13th September 2024 | 5:00pm - 8.00pm

Join us for drinks and nibbles on the Friday evening as we welcome Exhibitors and Sponsors to the inaugural Outdoor Expo. This will be a great opportunity to mingle and network with fellow industry leaders ahead of the busy weekend! Tickets are \$50 per person and can be ordered via your Exhibitor Application Form.

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# WHY EXHIBIT

The inaugural Outdoor Expo is the only expo of its kind in the New Zealand, and will offer a unique opportunity and platform for your business to achieve multiple marketing, sales, and branding objectives.

## **TARGETED EXPOSURE**

Direct access to a targeted demographic of outdoor activity enthusiasts, adventurers and families.

- increase your brand's visibility and awareness
- make direct sales through showcasing your products/services and conducting live demonstrations
- conduct market research by monitoring competitor activities, and identifying emerging trends
- launch new products or services to an engaged audience
- position your brand among the leading names in the industry
- engage with your customers to build trust and loyalty
- grow your database through lead generation with new customers

## **PERFECT TIMING**

The Outdoor Expo is ideally timed at the end of winter and the start of spring ensuring a prime opportunity for seasonal sales, new product launches and enabling Kiwis to spend their summer in our great outdoors.

## **NETWORKING OPPORTUNITIES**

An exclusive exhibitor mingle on the eve of the Outdoor Expo, offering a unique chance to network with industry peers.

## **MARKETING SUPPORT**

Benefit from our comprehensive marketing campaign, alongside a brand kit provided to all exhibitors for promoting their participation.

# INDUSTRIES

The Outdoor Expo is for all businesses within the outdoor industry. Whether it's a product, service or experience, and you sell, produce, repair, promote, provide or educate - this Expo is for you!

- 4x4 & Accessories
- Campervans & Caravans
- Adventure Tourism
- Apparel & Equipment
- Boating & Watercraft
- Camping & Tramping
- Clubs & Organisations
- Diving & Snorkeling
- Electronics/Technology
- Emergency/Survival
- Equestrian & Horse Trekking
- Food & Beverages
- Gas/LPG Products
- Hunting & Fishing
- Mountain Biking & Cycling
- Outdoor Living
- Dog Jackets & Accessories
- Snow & Alpine Sports
- Surfing & Paddle boarding
- and more!





# EXHIBIT SPACE & PRICING

The Outdoor Expo offers a mix of indoor and outdoor spaces to accommodate a wide range of exhibitor needs, ensuring visibility and engagement with your target audience. In our inaugural show, we've embraced a straightforward pricing approach to ensure clarity and fairness for all Exhibitors.

- A non-refundable deposit of 20% + GST is required upon booking and must accompany the application.
- Refund Exception: The deposit will be refunded only if:
  - The Board does not offer a site to an Exhibitor
  - The application is cancelled within 30 days of submission
- Exhibitors' cancellation policy is detailed in our Exhibitor Terms and Conditions.
- Earlybird prices end on Friday 31st May 2024. To ensure this pricing for your site selection, the deposit must be paid before or on this date.

With limited spaces available, we encourage early applications to secure your spot. Apply via our website, and indicate your preferred site location upon submission.

## OUTDOOR SITES

Size	Earlybird Price	Regular Price	Ticket Allocation (1 Day Tickets)
3 x 3m	\$500	\$600	4
6 x 6m	\$900	\$1,080	6
10 x 10m	\$1,250	\$1,500	10
20 x 20m	\$2,250	\$2,700	10
20 x 30m	\$2,500	\$3,000	12

## INDOOR SITES

Size	Earlybird Price	Regular Price	Ticket Allocation (1 Day Tickets)
3 x 3m	\$950	\$1,140	4
3 x 6m	\$1,700	\$2,040	6
3 x 8m Corner	\$1,750	\$2,100	6

## FOOD VENDOR SITES

Size	Earlybird Price	Regular Price	Ticket Allocation (1 Day Tickets)
5 x 5m (or smaller)	\$600	\$720	4
6 x 6m (or larger)	\$750	\$900	6

*Indoor Site prices include wall panels. All site prices are excluding GST. Please select the site sizes available, however if you require a specialised site, please contact Marc via email [info@outdoorexpo.co.nz](mailto:info@outdoorexpo.co.nz).*

## EXHIBIT OF THE YEAR

Every Exhibitor attending the expo stands a chance to be awarded the coveted title of "Outdoor Expo Exhibit of the Year." This prestigious acknowledgment is an excellent opportunity to showcase your best offerings and celebrate with fellow exhibitors at our Exhibitor Function on Friday evening.

## MARQUEE & EQUIPMENT HIRE

We want to ensure the smoothest pack in and pack out experience possible for our Exhibitors at the Outdoor Expo. This year, in collaboration with Continental Event Hire, we can supply marquees at a generously discounted rate. Together we will work with you to select a site and marquee size that best fits your needs.

Continental Event Hire is also able to supply additional equipment including tables, chairs, leaners, flooring, fences, decorations and more. For additional information, please contact Roselyn at [christchurch@continentaleventhire.co.nz](mailto:christchurch@continentaleventhire.co.nz)

## MARQUEE PRICING

Size	Price
3 x 3m	\$425
3 x 6m	\$635
4 x 4m	\$473.91
4 x 8m	\$782.61

Size	Price
6 x 6m	\$950
6 x 9m	\$1,405
10 x 10m	\$2,755

### **OTHER SIZES ARE AVAILABLE, PLEASE ASK**

*Prices are excluding GST. Your order will be invoiced by Continental Event Hire and must be paid in full by the 16th of August 2024, or risk cancellation.*



## POWER INFORMATION

Power charges are as follows if you choose to use electrical equipment.

Usage	Price
High Power Users	\$140 per day
Medium Power Users	\$110 per day
Low Power Users	\$80 per day
Overnight Power Users	\$100 per night

*Prices are based on a user pays and excludes GST. power must be arranged prior to 4th September. Power will not be available until after 12pm on Thursday 12th September.*

### HIGH POWER USERS

High power users are those that use a Single Phase 16 amp or any 3 phase plug system, including PDL; this includes food vendors operating high-power use equipment such as fryers, hot plates, spa pools and similar. It also includes any users of multiple Single Phase 15 amp plug users.

### MEDIUM POWER USERS

Medium power users are those using three or more household Single Phase 10amp plus OR 1 x Single Phase 15 amp.

### LOW POWER USERS

Maximum 2 x household Single Phase 3 pin plus.

## SUB-LETTING SPACE

Exhibitors may sublet space from another exhibitor (up to 30% of the site), for a flat fee of \$200 plus GST. A sub-lessee must complete an individual Exhibitor application form, while the sub-letter does not need to make any adjustments on their application. Only one sub-leasing arrangement can be engaged per site. Sub-lessees do not receive complimentary tickets to the Outdoor Expo, but are able to purchase at a discounted rate. Sub-lessees do not receive tickets to the Exhibitor Function.



# SPONSORSHIP

Unlock the opportunity to elevate your brand at the Outdoor Expo by exploring our tailored sponsorship packages. Sponsoring this premier event not only amplifies your visibility among a targeted audience of outdoor enthusiasts but also positions your brand as a leading figure in the outdoor industry.

Benefit from direct engagement with potential customers, enhanced brand recognition through prominent expo presence, and exclusive media exposure. Our sponsorship opportunities are designed to cater to a range of objectives and budgets, ensuring your brand stands out at this much-anticipated gathering.

Leverage the power of sponsorship to create lasting impressions, drive sales, and forge meaningful connections. Enquire to receive our detailed Sponsorship Prospectus and discover how you can make a significant impact at the inaugural Outdoor Expo.

Contact Marc at [info@outdoorexpo.co.nz](mailto:info@outdoorexpo.co.nz), or on 03 281 8039. Alternatively indicate your interest to sponsor on your Exhibitor Application Form.



# OutdoorExpo

**FOR FURTHER INFORMATION CONTACT:**

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