OUTDOOR EXPO

EXHIBITOR PROSPECTUS

2027

1-3 OCTOBER 2027

Canterbury Agricultural Park, Christchurch


























WWW.OUTDOOREXPO.CO.NZ

2027 at **a Glance**

The dates and prices first. Tap any section to jump straight to it.

KEY DATES

Outdoor Expo 2027	**Friday 1 – Sunday 3 October 2027**
Rebook and pay your deposit to keep 2026 pricing	**By 31 January 2027**
2027 site prices take effect	**1 February 2027**
2027 exhibitor applications open	**Monday 26 October 2026**
Bookings and power bookings close	**24 September 2027**
Exhibitors & Sponsors Function	**Thursday 30 September 2027 · 4:00pm – 8:00pm**

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2027 Site **Prices**

Ticket allocations cover all three show days.

Outdoor sites

Size (m)	2026	2027	Tickets
3 × 3	$600	$700	3
6 × 6	$900	$1,000	4
10 × 10	$1,250	$1,400	5
10 × 15	$1,500	$1,650	5
20 × 10	$2,200	$2,400	6
20 × 20	$2,700	$2,900	6
20 × 30	$3,000	$3,200	6

Indoor sites (marquees)

Size (m)	2026	2027	Tickets
3 × 3	$950	$1,050	3
3 × 6	$1,700	$1,800	4
Corner (CNR)	$1,750	$1,850	4

Indoor site prices include wall panels and a grass floor.

Food vendor sites

Type	2027	Tickets
Food stall tier 1 products $10 or less	$500	4
Food stall tier 2 products $11 or more	$700	4

Clubs & charities

Site	2027	Tickets
Outdoor	$300	3
Indoor 3 × 3	$500	3

Club and charity sites must promote the club or charity only — no product sales.

REBOOK NOW – KEEP 2026 PRICING

Secure your site and pay your deposit by **31 January 2027** to keep 2026 pricing for 2027. Prices rise on **1 February 2027**.

Need a specialised site?

If none of these sizes suits your display, email Marc at **info@outdoorexpo.co.nz** and we'll work it out with you.

Apply to exhibit at Outdoor Expo 2027 ›

Power & Additional Information

Power

Power is user-pays and priced for all three show days (excluding GST). Power must be booked by 24 September 2027, and is available from 12pm on Thursday 30 September.

High power users **$300**	A single-phase 16 amp or any 3-phase plug system, including PDL. Includes food vendors running fryers, hot plates and similar, spa pools, and anyone using several single-phase 15 amp plugs.
Medium power users **$250**	Three or more household single-phase 10 amp plugs, or one single-phase 15 amp.
Low power users **$200**	A maximum of two household single-phase 3-pin plugs.

Sub-letting space

Exhibitors may sub-let up to 30% of their site to another business for a flat fee of $300 + GST. The sub-lessee completes its own exhibitor application; the main exhibitor doesn't need to change theirs. One sub-letting arrangement per site. Sub-lessees don't receive complimentary show tickets (they can buy them at a discounted rate) or Exhibitor Function tickets.

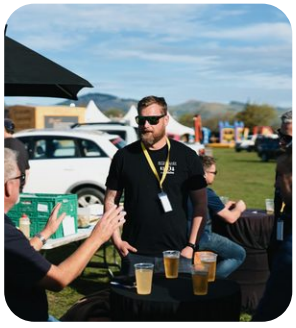
Exhibitors & Sponsors Function

Join us on Thursday evening, 30 September 2027, as we welcome exhibitors and sponsors before the gates open. In 2026 it was a big night — burgers, drinks and a relaxed chance to meet fellow exhibitors, our partners and the Outdoor Expo team. Tickets are $30 per person — still cheaper (and better) than a McDonald's meal — ordered through your exhibitor application.











The 2026 Exhibitors & Sponsors Function.

Exhibit at
Outdoor Expo 2027

In October 2026 Outdoor Expo ran across three days for the first time. More than 10,000 visitors came through the gates at Canterbury Agricultural Park to see, try and buy from 250+ outdoor brands on a 130,000 m² site.

2026 IN ONE LINE

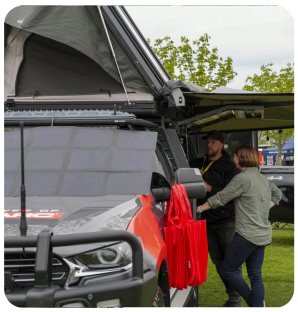
10,000+ visitors · 250+ brands · 3 days · 4 million+ ad impressions, billboard plays and search appearances

Outdoor Expo brings together the brands, products and experiences that help Kiwis make the most of life outdoors — from camping and adventure travel to vehicles, boats, gear, technology and lifestyle products. It's a practical, sales-driven show: exhibitors sell on the day, take orders, launch new products and meet the customers they'll sell to all year.

For 2027 we're keeping the three-day format and building on what exhibitors and visitors told us after the 2026 show — a layout that keeps visitors moving, clearer maps and signage, and more help to promote your show specials.

We'd love to have you with us.

Marc Featherstone
Outdoor Expo · info@outdoorexpo.co.nz







2026 Show **Snapshot**

Friday 2 – Sunday 4 October 2026 · Canterbury Agricultural Park, Christchurch

10,000+
VISITORS

3
DAYS — OUR FIRST 3-DAY SHOW








250+
OUTDOOR BRANDS

THE SHOW	
Brands on site	**250+**
Themed zones	**12**
Show days	**3**
Site footprint	**130,000 m²**

BEFORE THE GATES OPENED	
People interested or going on our Facebook Event	**10.2K**

The South Island's only event where 250+ outdoor brands gather in one place.

Cars and 4×4s, caravans and motorhomes, boats, bikes, camping, hunting and fishing, outdoor living, tourism and local food — across 12 themed zones, with live demos, a test-ride track, the Tent Village, the Kiwiana Stamp Trail and Mounted Games.

Growing every year since 2024

Site footprint

2024	37,000 m²
2025	100,000 m²
2026	130,000 m²

+30%

Facebook Event responses

2024	7K
2025	7.5K
2026	10.2K

+36%

Show days

2024	2 days
2025	2 days
2026	3 days

First 3-day show

Why Exhibit at Outdoor Expo

A focused audience, a practical environment and real opportunities — not just foot traffic, but people who come to buy outdoor products, experiences and solutions.

1. **Reach a targeted audience**
   Meet outdoor enthusiasts, active families and lifestyle-driven buyers who are ready to buy, plan and invest.
   8 in 10 visitors named the variety of exhibitors as a highlight of their day

2. **Sell on the day and generate leads**
   Show your products in a sales-driven setting, close deals on site and capture quality leads to follow up after the show.
   Boats, tents and rooftop tents sold at stands and in the days after the 2026 show — see page 6

3. **Build brand visibility and credibility**
   Put your brand alongside 250+ outdoor businesses at the South Island's only event where they all gather in one place.

4. **Get marketing and promotional support**
   Outdoor Expo is backed by a full multi-channel campaign, with tools to help you promote your stand before and during the show.
   4 million+ ad impressions, billboard plays and search appearances in 2026 — see page 8

Our visitors come to spend.

People don't come to Outdoor Expo just to look — they come **ready to buy**, and they told us they wanted **more they could take home on the day**. Help them spend: bring a **full range of price points**, so every visitor finds something at your stand.

Small accessories › **Everyday gear** › **Mid-range upgrades** › **Big-ticket items**

More options at every price = more sales at your stand.

WHAT VISITORS WANT MORE OF IN 2027

73%
Camping gear & gadgets

53%
Hunting & fishing

48%
Hiking gear & footwear

Plus spa pools & outdoor living, boating, 4×4, outdoor clothing and kids' bikes. *2026 post-show visitor survey.*

Who Comes to **Our Show**

Outdoor Expo draws Canterbury households who are planning, upgrading or investing in an outdoor lifestyle — and who come to compare options, talk to brands and buy, particularly higher-consideration products. Our audience broadly falls into four groups.



25–35

Young Professional Explorers

Experience-driven buyers who want mobility, flexibility and the newest outdoor gear and trends.



35–45

Active Family Households

Family decision-makers looking for practical, safe and good-value gear for an active life together.



40–65

Practical, Value-Driven Homeowners

Homeowners and lifestyle-block owners focused on long-term value and gear that works hard.



55–70

Comfort-Focused Mature Travellers

Established buyers with disposable income, looking for comfort-led touring, caravanning and travel.

WHAT VISITORS WANT MORE OF IN 2027

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Hiking gear & footwear

Plus spa pools & outdoor living, boating, 4×4, outdoor clothing and kids' bikes. And **8 in 10** visitors named the variety of exhibitors as a highlight.

Figures from our 2026 post-show visitor survey.

Marketing
& Promotional Support

Every exhibitor benefits from our multi-channel campaign. Here is what it delivered in 2026.

4 million+

ad impressions, billboard plays and search appearances in the 2026 campaign

Facebook & Instagram ads, digital billboards and Google search combined · February – October 2026

SOCIAL ADS

3.59M

times our Facebook & Instagram ads were seen

549,000+ people reached

DIGITAL BILLBOARDS

450,000+

digital billboard plays

9 Christchurch & Rangiora locations, 10 August to the show

ROADSIDE SIGNS

Major routes

roadside signs across Christchurch

from mid-August through to show week

RADIO

13+ stations

on air from August — 11 of them in show week

Plus **The Rock** promotion from August — on-air promos, the Roadies street crew and coverage from the park — and coverage on **The Hits**, **Sport Nation** (South Island) and **Life FM**.

WEBSITE

33,248

visits to outdoorexpo.co.nz

+39% on 2025

GOOGLE

122K

Google search appearances

≈3× 2025

9,383 search-ad clicks

EMAIL

10,000+

emails to our visitor list

in the build-up to the show

DIGITAL GUIDE

3,900+

Digital Guide opens

173,000+ pages read

Still being read two weeks after the show

SOCIAL

422

posts on Facebook, Instagram & TikTok

175

of them in the show weekend

≈90

exhibitors filmed live at their stands

Every confirmed exhibitor receives

- A free listing in the exhibitor directory on outdoorexpo.co.nz — our most-visited page in 2026
- The option to advertise in the Outdoor Expo Digital Visitor Guide

Extra exposure in 2026 included

- "Meet ..." spotlight posts and group feature carousels in the build-up
- ≈90 exhibitors filmed live at their stands during the show

Inclusion in specific campaigns or placements isn't guaranteed and depends on campaign objectives, timing and space. **View the 2026 Digital Visitor Guide ›**

Exhibiting Options
& Site Types

Indoor and outdoor spaces to suit different products, services and displays — choose the site that best supports your brand and how you sell.



Outdoor sites

Ideal for vehicles, caravans, boats, trailers, outdoor structures and large-scale displays.



Indoor sites: Marquees

Suited to lifestyle products, gear, apparel, technology, tourism and service-based exhibitors.



Food vendor sites

In designated food and hospitality areas.



Large feature sites

For brands that need extra space or a custom display layout.

View the 2026 exhibitors

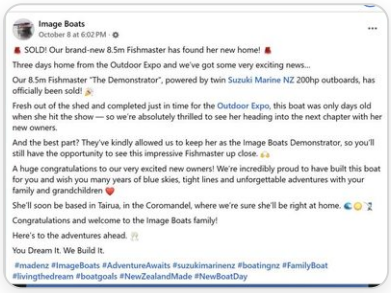
250+ national brands and local businesses exhibited at Outdoor Expo 2026 — a mix that lets visitors meet trusted names and discover new ones.

See who exhibited ›

Real Sales, **Real Feedback**

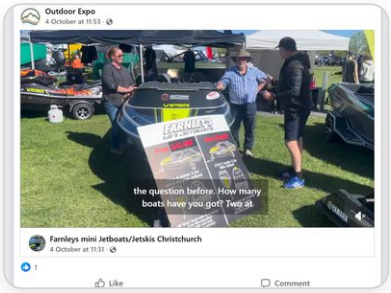
What exhibitors and visitors posted about the 2026 show, in their own words and captured as they appeared. Tap any post to open it.

What exhibitors sold



"SOLD! … Three days home from the Outdoor Expo… has officially been sold!"

Image Boats · 8 Oct · built in time for the show, launched at Outdoor Expo and sold within days



"Another boat sold… These people have just bought one of our boats."

Farnleys Mini Jetboats · video at their stand, Sunday 4 Oct



"Sales, pick ups, deliveries and installations during and after a successful Outdoor Expo."

Perfect Pitched Roof Top Tents · 8 Oct · with a 10% show special on site

What visitors said



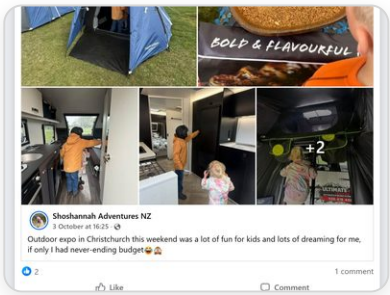
"I would 100% recommend Dwight's… A big thanks also to… the Outdoor Expo… for helping my family and I get out this summer."

Steina Lam · visitor, on Facebook · 12 Oct



"How stoked was I that I arrived early enough to get the display model!!!"

Jasmine Shaw · visitor who bought a display tent at the show



"Outdoor expo in Christchurch this weekend was a lot of fun for kids and lots of dreaming for me."

Shoshannah Adventures NZ · outdoor influencer with 124K followers on Facebook and 109K on Instagram

More from our exhibitors

"Christchurch you rock! … We had the BEST time at the expo!"

Wild Chix NZ · 2026, on Facebook

"Got some good inquiries and a sale of a new boat."

Rae Line · 2025

"Great foot traffic to our site and many leads for future business."

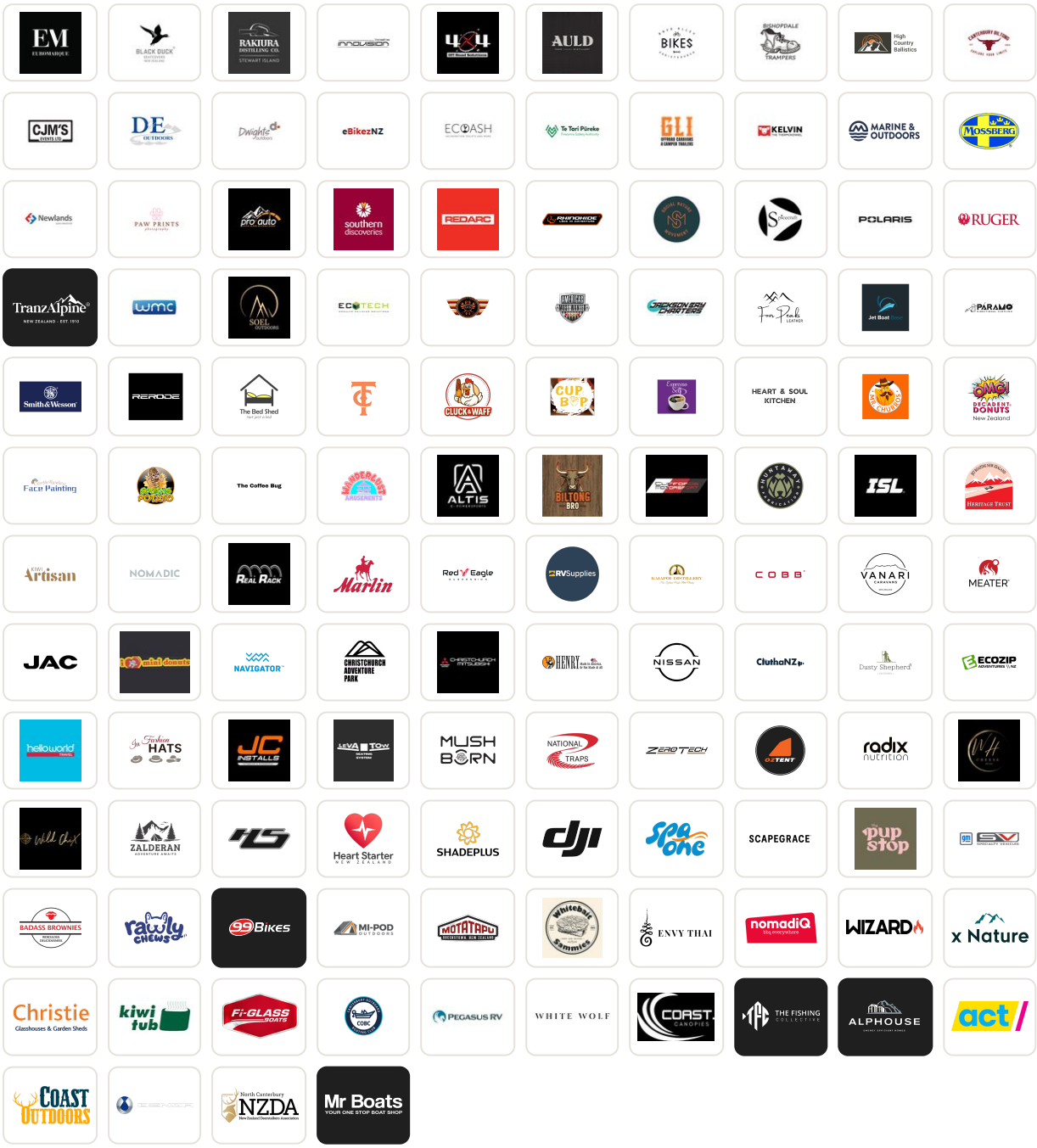
GCH Aviation · 2025

"The quality and demographic of the people through the gate were great."

Voodoo Que · 2025

Who Exhibited in 2026

250+ brands exhibited at Outdoor Expo 2026 — from national names to local specialists.



See the full list of 2026 exhibitors ›





OUTDOOR EXPO

APPLY TO EXHIBIT AT OUTDOOR EXPO 2027

1–3 October 2027 · Canterbury Agricultural Park, Christchurch

For more information, contact Marc Featherstone

info@outdoorexpo.co.nz · outdoorexpo.co.nz

PO Box 1455, Christchurch 8140

2026 event photography: Fedde Studios