



THE GREAT NZ
**FOOD
SHOW**
2024

SAVE THE DATE!

**THE FOOD
LOVER'S
DREAM
IS BACK!**

6 – 7 JULY, 2024
CLAUDELANDS
HAMILTON

**EXHIBITOR PROSPECTUS
6 & 7 JULY 2024**

A DECADE OF THE GREAT NZ FOOD SHOW

Showcasing the best in food, wine, delicious edibles and innovative products.



Welcome to The Great New Zealand Food Show, the premier culinary extravaganza that has delighted food enthusiasts for the past 10 years! Held in Hamilton Waikato, this event is a celebration of all things food. It provides a unique platform for exhibitors to engage directly with their target audience in a dynamic sales environment.

In 2024, we're excited to present a unique, memorable and relevant foodie event that provides a platform for exhibitors to get face-to-face with customers in a fantastic sales environment.

Venue: Claudelands Events Centre, Hamilton New Zealand

Key dates and times:

Saturday 6th July 2024 9am - 4pm

Sunday 7th July 2024 9am - 4pm

APPLY NOW 

Make sure you check the site map and prices on page 8 & 9 before submitting your application.

WHAT MAKES *THE GREAT NEW ZEALAND FOOD SHOW* A MUST ATTEND EVENT...

DECADE OF EXCELLENCE

JOIN US IN COMMEMORATING THIS MILESTONE AND BE A PART OF A DECADE-LONG TRADITION OF CULINARY EXCELLENCE

NETWORKING OPPORTUNITIES

CONNECT WITH FELLOW EXHIBITORS, INDUSTRY PROFESSIONALS, AND POTENTIAL COLLABORATORS DURING THE EVENT.

BRING US TOGETHER

ONE LOCATION TO SEE EVERYTHING THAT IS NEW AND EXCITING IN THE FOOD INDUSTRY

EXHIBITOR PLATFORM

ABILITY TO SHOWCASE PRODUCTS TO A DIVERSE TARGET AUDIENCE

EDUCATIONAL BASED

LEARN A NEW SKILL OR INSPIRATIONAL DISH DURING THE MASTERCLASSES

QUALIFIED AUDIENCE

HAMILTON IS CENTRALLY LOCATED BRINGING PASSIONATE FOODIES FROM THE GREATER WAIKATO REGION

AWARD WINNING CHEFS

WITH A FANTASTIC ARRAY OF COOKING CLASSES, LESSONS AND COOK OFF'S BETWEEN AWARD WINNING LOCAL CHEFS.

ENTERTAINMENT

NEW ENTERTAINMENT, GOURMET LUNCH OPTIONS AND THE CHANCE TO STOP FOR A BEER, WINE OR CIDER IN THE SEAT AND EAT ZONE.

Visitors can be inspired, learn new techniques, get up close and personal with award-winning chefs, take a cooking class, enjoy the atmosphere, and have a day out with a difference.

WHY EXHIBIT?

The exhibition space has been carefully curated to provide exhibitors and shoppers a fantastic experience.

The GNZFS provides the perfect platform for businesses to:

- Make immediate sales and generate leads to new customers
- Powerful face-to-face marketing and branding for you to educate customers about your products
- Establish a database of prospective customers in a sales environment
- Demonstrate the features and benefits of your product/services
- Gain additional exposure with exclusive promotional opportunities across our extensive marketing campaigns

Face to Face Marketing

No other marketing medium gets you face-to-face with thousands of potential clients over a short time frame. Spend your marketing dollars more wisely by attending this exhibition and allowing these qualified buyers to experience your product first hand and giving you the opportunity to make those important connections. We will bring your customers to you.



WHY EXHIBIT CONT..

Online Exhibitor page

As an exhibitor, you will be listed on our website with your own dedicated page to advertise your company and your products, making it easy for visitors to determine who and what products will be at the show.

Show Guide Listing

Show guides will be on offer for visitors as they enter the show. These guides will feature all timetables for cooking demonstrations, classes and cook offs. As well as a show map and listing of each exhibitor present.

Social Media Opportunities

Want to advertise your presence at the show through our growing Social Media pages? No problem, we are happy to share any interesting information, new products, special deals and more to assist you! Simply let us know and we will be able to assist!

Email Newsletter Opportunities

If you are releasing a new product or have a special deal running during the show, we will be delighted to share this to over 8,000 potential customers within our directed email newsletters.



OVERVIEW OF MARKETING STRATEGIES

Your Success is Our Priority! Count on us to guide you through every aspect of your exhibiting journey. Our comprehensive exhibitor manual is tailored to empower you at every step. With our strategic and savvy PR campaigns spanning newspapers, magazines, radio, billboards, road signage, online media, EDMs, and a robust social media presence, we are committed to bringing your target market directly to you, ensuring a show that's not just successful but spectacular!

PRINT & RADIO

Print advertisement schedule, including newspaper and magazine as well as local radio

WEBSITE

Fully interactive website containing event information, guest blogs, ticketing and sponsor information

EDM

EDM schedule to all visitors, and previous ticket buyers with event information

SOCIAL MEDIA

Digital presence across appropriate social media platforms i.e. Facebook and Instagram

DIGITAL ADVERTISING

Digital advertising schedule across platforms including, google display ads, Trade Me, Stuff, etc.

SOCIAL MEDIA INFLUENCERS

Work with local foodies across social media platforms to promote the event

WHAT'S ON

More than tastings

Engage your potential customers as they taste and experience the wide range of food, wine, beer and specialty food on show, encouraging them to stay longer! Visitors can enjoy food by the plate and beverages by the glass from pop-up eateries surrounding the Seat & Eat area.

New Zealand's best Chefs

At the heart of the event will be the Cooking Theatre with cooking demonstrations by well-known, local and national chefs and personalities. The public love to be able to get top tips, meet their idols and learn some amazing recipes for their own kitchen.

Interactive Learning Experience

Embark on a journey of skill enhancement in our Masterclass sessions led by industry experts. For a small additional fee, attendees can delve into new techniques or discover inspirational dishes first-hand from the professionals, all while indulging in tastings and samplings of the presenter's creations.

The glass is always half full

It's not just all about food! We also want to appreciate our numerous wineries, breweries, cider makers, and unique beverage providers. New Zealand is well known for its wine industry and it's ever growing boutique breweries. New Zealand's thirst is waiting to be quenched.



SITE MAP



*This map is subject to change.
The map is provided for informational purposes only.

GENERAL SITE COSTS

All our sites come complete with carpet, partitioning, single phase power and a four point plug outlet. Promotional material can be attached to the partitions, which are 2.3m high, using velcro dots or strips. Your requested site size must include space for all your requirements (including your signage/banners).

There are several price options open to you - from one site to multiples of two or more, all depending on your requirements. Please note that additional power requirements can be arranged at a cost.

Corner sites are at a premium, with limited numbers. The cost for a corner site will incur a 20% price increase.

Receive a 15% discount when you book before the Jan 31st 2024!

STANDARD SITES

- 3m x 1.5m
\$475+GST
- 3m x 2m
\$650+GST
- 3m x 3m
\$950+GST
- 4m x 2m
\$1020+GST
- 4m x 3m
\$1250+GST
- Food Court sites
\$950+GST

CORNER SITES

Corner sites are at a premium, with limited numbers. The cost for a corner site will incur a 20% price increase, as shown below.

- 3m x 1.5m CORNER
\$570+GST
- 3m x 2m CORNER
\$780+GST
- 3m x 3m CORNER
\$1140+GST
- 4m x 3m CORNER
\$1500+GST
- 5m x 3m
\$1800+GST

START-UP MARKETPLACE

Criteria must be met for these sites. Please see prospectus.

- 2m x 1.5m
\$250 +GST



START UP MARKET PLACE

In 2024, we have added a newly designed exhibition space especially for new and emerging businesses to showcase their foodie-related passions. The new Market Place is designed to help Kiwi entrepreneurs turn their dreams into reality.

Exhibitors selected for the Market Place area are at the organiser's discretion. They must fit our criteria of either being a not-for-profit charity or a new small business that is less than two years old, has a turnover of less than 35k, and has no full-time equivalents.


Sites include:

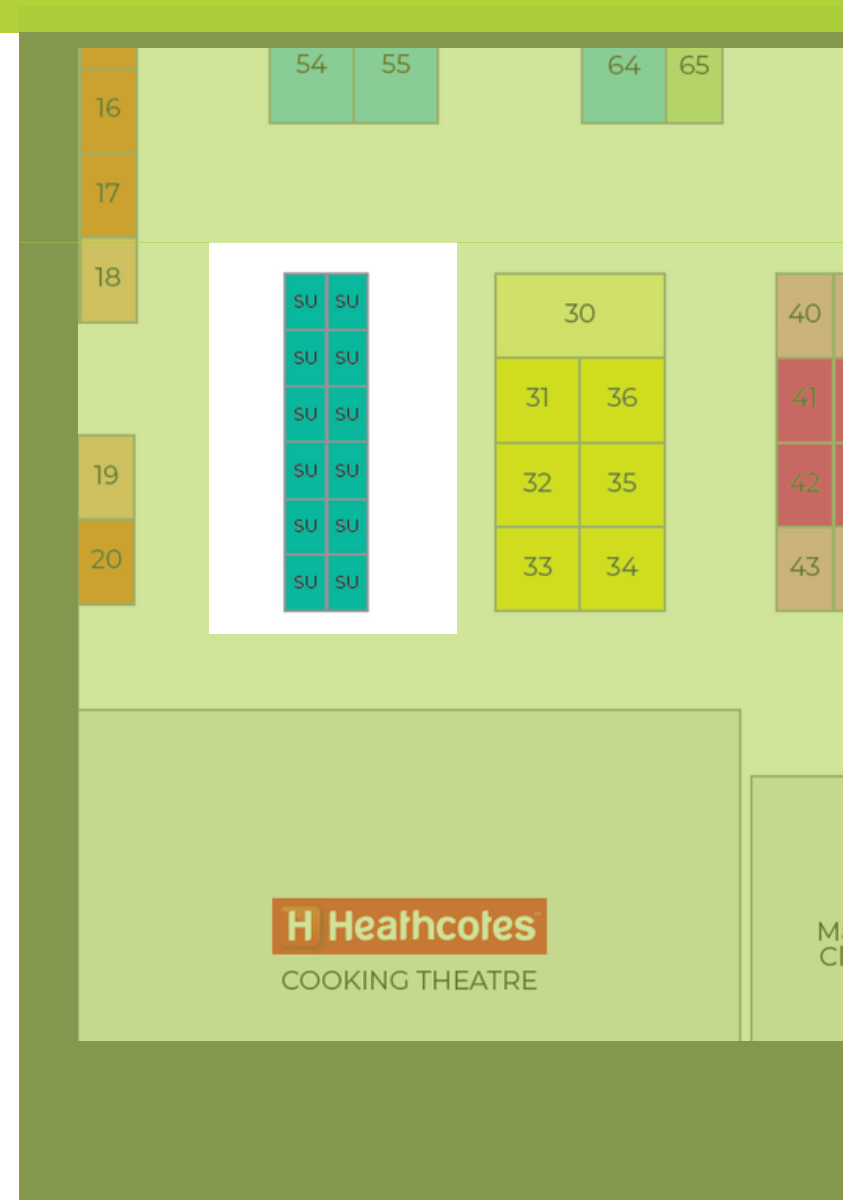
- All sites are 2m x 1.5m
- All sites include a partition on the back wall only and
- A trestle table if required
- All sites include access to basic shared power if required

Start-up site *prices excl. GST*

START-UP MARKETPLACE

Criteria must be met for these sites.

 2m x 1.5m
\$250 +GST



HOW TO APPLY

Apply today to secure your site preference!

1. [Click here to apply](#)

2. Complete the online site application form

3. List all products and services you want to exhibit

4. Read and accept the exhibitor terms and conditions and save and submit your form

Site fee payments

To secure your site a non-refundable deposit of 30% (minimum \$250) + GST per site (with 7 days of receipt of invoice) must be paid to confirm your application. The balance of your site fees being payable by **10th June 2024**.

Sites are not confirmed and program and website listings will not be included until site fees are paid for in full. Please ensure you make payments to secure your site booking. Failure to meet each instalment could result in the organiser opting to re-let your site.

Payment options

You can pay by direct credit or request an invoice.

Core Events

Account: 12-3122-0372869-00

Please include your company name as reference.



APPLY NOW

WHO ARE WE - CORE EVENTS

Core Events is a locally owned event and expo company and has developed some of New Zealand's best consumer and trade exhibitions and is proud to hold the GNZFS.

The Core Events team understand the markers of a successful event and are committed to providing authentic yet affordable experiences for both visitors and exhibitors.

When taking on an event, we first consider what people truly love and how our team can shape and open thoughtful opportunities that bring people genuinely closer to the pursuits they are passionate about. People remain core to everything Core Events deliver.

Core Principles:

People - At the heart of everything we do

Honest - We are what we say

Inspiration - We strive to deliver dreams

Connection - We bring people together

Passionate - We love events too



www.coreevents.co.nz

CONTACT INFORMATION

For questions and to discuss
exhibiting:

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