

# explore

## TRADE SHOW



Eden Park, Auckland  
30th April 2024

8 REGIONS • 100 TOURISM PRODUCTS • 1 EVENT

## Exhibitor Briefing 2024



# eXplore TRADE SHOW



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## Covering today:

- Event Details - What/When/Where/Who
- What to Bring
- eXplore Set up and Function – 29<sup>th</sup> April
- The Breakfast Session
- On the day – what happens?
- Buyers
- Getting Ready - Video and Delegates
- The 3 MOST important things
- Question Time
- Michelle Caldwell – Working With Trade





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- Trade Show - A Sales event
- For Trade-Ready' Sellers and Travel Buyers and Promoters
- The Grand Lounge, Eden Park, Auckland
- Format – Regional and Operator stands
- 93 Exhibitors from the ECNI Whanau of 8 regions  
*Hamilton & Waikato, Rotorua, Taupō, Ruapehu, The Coromandel, Bay of Plenty, Tairāwhiti Gisborne, Hawke's Bay*
- 18 First time Exhibitors – Welcome!





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## What to Bring – Space is Limited

- Laptop - Slide Show / Video / Power Point
- Up to you – hand out material – Trade Product/Rate Sheet, Cards
- Note Book/ Stapler
- Small extension cord?
- Comfy Shoes, water bottle, keep cup?
- Note re cards - two hands. Don't deface!
- Be considerate to your fellow exhibitors (noise/distractions/space)
- Dress Code – Corporate casual or tidy branded gear
- Know who's around you and refer – refer – refer!
- A smile!

2024  
Banners



Take me  
home!





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## Monday 29<sup>th</sup> April - eXplore Show Set up and Function

### 4 - 4.45pm Exhibitor Event Access to event Floor

Your 2024 banner, plants, furniture and power point will be on your stand ready to go  
Your name badges, drink tickets and programmes will be on your stand.

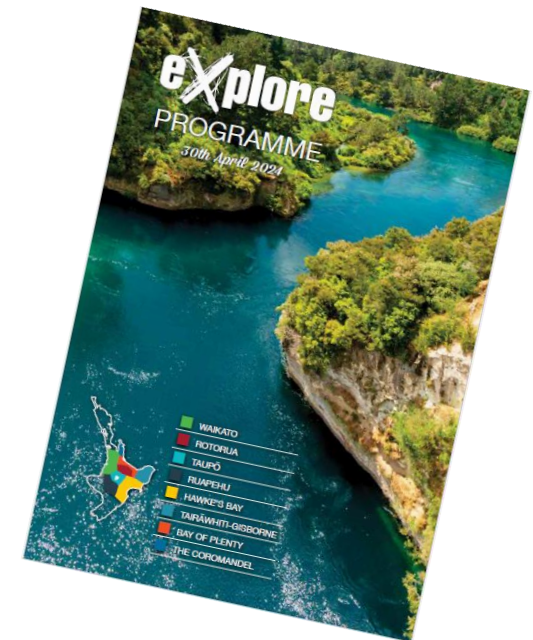
### 4.45 - 5pm Exhibitor and Venue Briefing

PLEASE BE SURE TO ATTEND – short - replaces usual pre-event briefing Tuesday Morning

### 5 - 7.00pm Exhibitor Networking Function – venue foyer – Eden Park

Rub shoulders and connect with other operators within the Central North Island Group  
Drink token and light eats are provided – cash bar thereafter.  
Parking on and off site - details etc to come.

Dinner at your arrangement





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## 30<sup>th</sup> April – eXplore Show 2024

- 7am** Venue opens - Barista(s) commence their Caffeine magic. Registration open for Buyers (The Breakfast Session). Working Breakfast available.
- 7.30** **The Breakfast Session** Commences 8 x 10 min appoints.
- 9am** **eXplore Show** officially opens, guests can arrive from 8.30
- 3pm** eXplore Show Finishes  
Please plan to be there until 3.15/30pm.
- 4pm** Venue closed to all.





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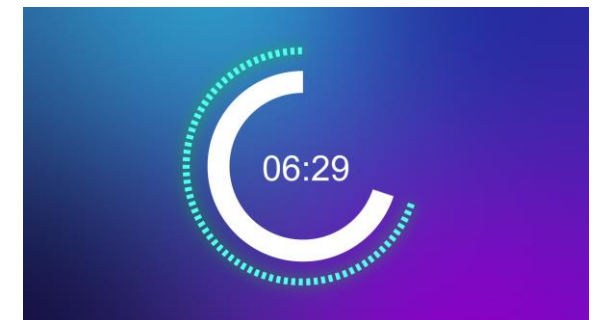
## 30<sup>th</sup> April – The Breakfast Session **NEW!**

- 31 Buyers (so far) requested the session – appointment requests will start coming in today
- 8 x 10 minutes SCHEDULED appointments – buyers will request up to 20
- Schedule - I will try to capture as MANY of you as possible (Note: no RTO appointments)
- You will get Your schedule before the event, as will the buyers.
- Missed Requests – fear not – they are still in the room and can come and see you through the day

### On the day

#### 7.30am SHARP!!! Breakfast Session Commences

- Make your way to your stand and wait - buyer comes to you
- Bell / Horn / for change – release buyer to next appointment.
- 2 min changeover
- You have 10 minutes – they have requested you so WANT to see you





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## On the day – what happens?

- Park **'near' not 'at'** the venue (bonus 2024 easy parking with an earlier start!)
- Exhibitors arrive early ready to host and receive buyers at their stand
- Buyers Check In on arrival with Vanessa - Lanyard & Programme
  - From 7am The Breakfast Session - copy of appointment schedule
  - From 9am eXplore Show – free flow
- Morning tea 10am and lunch 12-1 supplied, dietaries covered.
- You are the hosts! Engage them and have fun!
- Pack up your smile, tired feet, filled head, banner and head home!



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### Buyers - To Date 177 registered

- Inbound – All - Product Managers, Call Centre, Operations
  - Retail – I-SITE staff
  - Tourism NZ – Trade, media & content teams
  - Media – specific to tourism and travel
- 
- How many - what can YOU do?
  - How do I know they are a Buyer vs Seller?
  - Full database sent to you after the event





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Video - All operators – Big screens - D/L Ext Sunday  
Rotation - 8+ screenings over the day - No Audio  
?No Video – no panic – options!

Delegates – bringing extra?  
Respond to my email to main delegate this week (Tues)  
\$120+gst - Invoiced post show  
Register them for name tags, dietaries etc





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## Getting Ready – relatively new to trade?

### Tourism Export Council NZ

- Planning for Inbound Success Book (use search function)
- Excellent video that explains it all
- Profiles and contact details of inbounds (members)

[www.tourismexportcouncil.org.nz](http://www.tourismexportcouncil.org.nz)

Collateral – Trade Product Sheet! Printed and Email.

Elevator Pitch (think Dragons Den!) Practise it and perfect it – know your market!

Coming up : Working with Trade: Michelle Caldwell



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## The 3 MOST important Things

- Engage & ask questions early - can you do business together? Allows you to tweak your pitch to what they want/need
- Your competition is not up the road – it's the South Island!  
Go - Team Central North Island!!
- Follow up!!!! If you can't / won't / don't do it – get someone who will!



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### 8) Q and A

Thereafter: email Vanessa or your RTO

### 9) Michelle Caldwell

Destinate NZ

Working with Trade Refresher

Follow her podcast.....





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