



**NZ *FUTURE* OF
TRANSPORT
EXPO 2024**

**24 & 25 MAY
CLAUDELANDS**

Supported by

NZ CHAMBERS OF COMMERCE

W A I K A T O

Connect - Grow - Inspire - Represent

NZ FUTURE OF TRANSPORT EXPO

Showcasing the latest in electric modes of transport and innovative products.



As New Zealand makes the inevitable shift to electric vehicles, hydrogen and hybrids, there is a need for a heightened awareness among the commercial and public sectors to better understand and experience the rapid growth of the transport industry and associated services.

The NZ Future of Transport Expo is designed to showcase the latest electric vehicles, technology, equipment, transport, scooters, motorcycles, cycles, gadgets and more. The event aims to allow visitors to explore the world of alternative transport and sustainable lifestyle initiatives for the trade industry and public end users.

Venue: Claudelands Event Centre, Hamilton New Zealand

Key dates and times:

Exhibition & Symposium Friday 24 May 2024 9am - 4pm

Exhibition & Education Saturday 25 May 2024 9am - 4pm

EVENT OVERVIEW



Venue

The event will use two large indoor exhibition halls, an outdoor exhibition plaza and an ample state-of-the-art symposium space with breakout rooms.

Exhibitors

The exhibition space has been designed to have approx. 100 indoor and 20 outdoor exhibitor sites to accommodate 50-80 exhibitors.

Symposium

Keynote speakers from the industry and government agencies will be invited to present seminars to educate event attendees on various relevant topics and address concerns surrounding moving to electric modes of transport.

Education Programme

Youth are an important part of the future. We plan to work with The University of Waikato & Wintec engineering students to develop a competition or hands on experience for students.

WHY EXHIBIT?

Be a part of this exciting new inaugural event

The exhibition space has been carefully curated to provide exhibitors and visitors with a fantastic experience. Ensuring they leave inspired and educated to move forward with our future vehicle technology.

The Future of Transport 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, allowing these qualified buyers to experience your product firsthand and allowing you to make those important connections. We will bring your customers to you.



WHO ATTENDS?

Transitioning to zero-emissions vehicles will impact everything from commercial fleets to almost every sector of our economy. The NZ Future of Transport Expo is for businesses making the transition and the general public, current and prospective, interested in the range of EV options on the market. You can expect to meet Business Owners, Government Agencies, Sector Professionals and more!

ATTRACTION

Our aim for the event is to increase awareness of electric vehicles while educating and inspiring people by putting the public in direct contact with exhibitors specialising in EV technology.

- Free public entry!
- Symposium featuring industry leaders
- Networking opportunities amongst key industry individuals and businesses
- Test-drive opportunity for display models on the public road
- A range of exhibits demonstrating the capability of EV transport modes

MARKETING STRATEGIES

We will launch a comprehensive PR and marketing campaign encompassing print news media, relevant industry magazines, radio, billboards, corporate database leveraging, online digital media, EDMs, and social media.

PRINT & RADIO

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

OUTDOOR

Billboards and outdoor signage

DIGITAL ADVERTISING

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

WEBSITE

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

EMAIL DIRECT

EDM schedule utilising corporate partner databases

SOCIAL MEDIA

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



SPONSOR OPPORTUNITIES

EVENT PARTNER - \$10,000 + GST

- Branding on all print material
- 6 x dedicated social media posts
- Branding on all event programme & signage
- Branding on tickets and ticketing collateral
- Half-page advertising in the programme booklet
- Speaking rights at the symposium
- 2 x complimentary symposium tickets

SYMPOSIUM MORNING TEA/LUNCH SPONSOR - \$2,500 + GST

- Branding on event programme & signage
- 2 x dedicated social media posts
- Quarter-page advertising in the programme booklet
- 2 x complimentary symposium ticket

SYMPOSIUM NAMING SPONSOR - \$5,000 + GST

- Branding on event programme & signage
- 3 x dedicated social media posts
- Half page advertising in programme booklet
- Speaking rights at the symposium
- 2 x complimentary symposium tickets

EXHIBITOR OPPORTUNITIES

GOLD EXHIBITOR - \$5,000 + GST

Included in package

- 6m x 6m exhibition site
- Exclusive test drive space in Hall D where customers can demo products in a safe environment
- Listing on event website
- Listing in event programme
- 1 x Social media post
- 1 x Symposium ticket

* Additional delegate tickets are available

SILVER EXHIBITOR - \$3,000 + GST

Included in package

- 4m x 4m exhibition site
- Exclusive test drive space in Hall D where customers can demo products in a safe environment
- Listing on event website
- Listing in event programme
- 1 x Social media post
- 1 x Symposium ticket

* Additional delegate tickets are available

BRONZE EXHIBITOR - \$2,150 + GST

Included in package

- 3m x 3m exhibition site
- Listing on event website
- Listing in event programme
- 1 x Social media post
- 1 x Symposium ticket

* Additional delegate tickets are available

BASIC EXHIBITOR - \$1,500 + GST

Included in package

- 3m x 2m exhibition site
- Company on event website
- Company name in event programme
- 1 x Symposium ticket

* Additional delegate tickets are available

SITE MAP

All indoor sites come complete with carpet, partitioning, single phase power and a four point plug outlet. Additional power requirements can be arranged at a cost.

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).

DISCOUNT OFFERED: a 10% discount is applied for multiple site bookings.

CENTRE SITES

Please refer to the prospectus for full exhibitor benefits for each level.

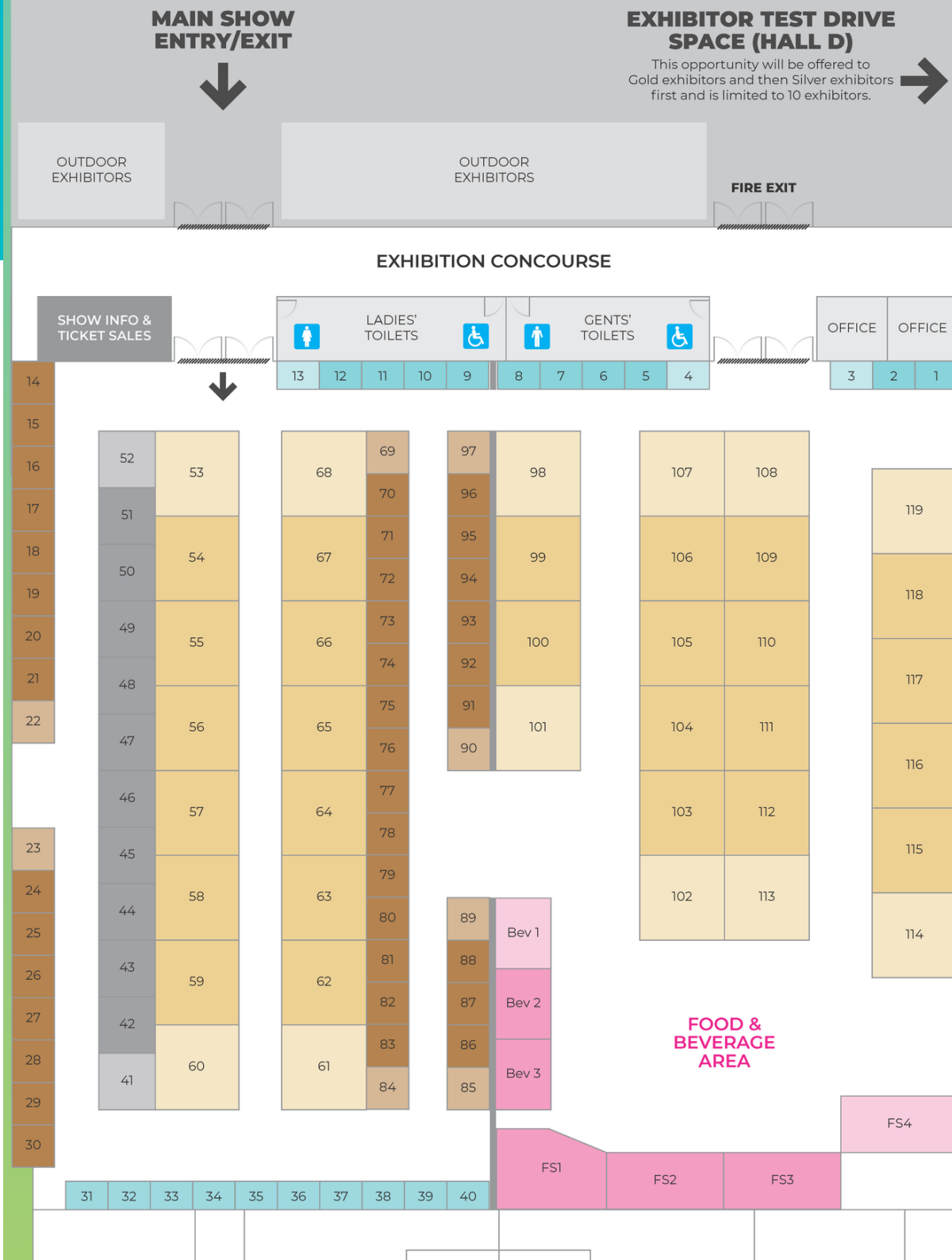
- STANDARD 3m x 2m
\$1500+GST
- BRONZE 3m x 3m
\$2150+GST
- SILVER 4m x 4m
\$3000+GST
- GOLD 6m x 6m
\$5000+GST

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.

- STANDARD 3m x 2m CORNER
\$1800+GST
- BRONZE 3m x 3m CORNER
\$2580+GST
- SILVER 4m x 4m CORNER
\$3600+GST
- GOLD 6m x 6m CORNER
\$6000+GST

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



TEST DRIVE SPACE

There's nothing quite like your customers experiencing your product for themselves.

The Future of Transport Expo offers 10 Exhibitors the unique opportunity to have a *Test Drive Space* in the adjacent hall where customers can demo products in a safe environment.

- Opportunity for trade and public visitors test drive a display model on the public road
- Provide commercial and public test drive options
- Ideal space for manufacturers to unveil and showcase their latest products and cutting-edge technologies
- Test drive space can feature ride or drive experiences

Please note: this opportunity will be offered to Gold exhibitors and then Silver exhibitors first.



HOW TO APPLY

**Do you have an electric product or service and want to reach the community?
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 we ask for a completed application form upon booking, followed by a 25% + GST non-refundable deposit within 7 days of receipt of invoice.

- The final instalment is due 1 April 2024.

Sites are not confirmed, programme 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.



APPLY NOW

CONTACT INFORMATION

Contact our team now to discuss sponsorship & exhibiting opportunities:

Exhibitor Sales - Waikato Chamber of Commerce

Contact: Rob Finlayson

Phone: 021 198 5602

Email: rob.finlayson@waikatochamber.co.nz

Event General Info - Core Events

Contact: Janine Hill

Mobile: 021 378 433

Email: janine@coreevents.co.nz

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Disclaimer - Every effort has been made to ensure that information is correct at the time of going to market.

