



3

**GREAT
SHOWS**

**ONE MEGA
EVENT**

12-13 AUGUST 2020

ASB Showgrounds, Auckland

MARKETING PACKAGES 2020

BuildNZ

Facilities
Integrate

THE NATIONAL
SAFETY
SHOW

FOCUS YOUR ADVERTISING ON A TARGETED AND MOTIVATED AUDIENCE.



Create anticipation and a reason for trade delegates to seek you out. Let delegates know what you're exhibiting and your trade deals before they even arrive. With a variety of options to suit most budgets, get your brand in front of key decision makers.

Our national audience in numbers *Figures correct as of November 2019



18,000+
newsletter subscribers

FACILITIES INTEGRATE



19,000+
unique website users annually



38,000+
newsletter subscribers

BUILDNZ



18,000+
unique website users annually



5,000+
newsletter subscribers

THE NATIONAL SAFETY SHOW



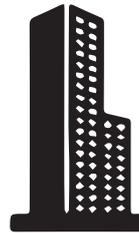
8,000+
unique website users annually

MARKETING PACKAGES

Save with marketing packages and align your brand across all platforms. To protect the authenticity of our communication, there are only limited packages available for each show. Get in quick to avoid disappointment!



TOWER PACKAGE



HIGH-RISE PACKAGE



SKYSCRAPER PACKAGE

EDM Solo Showcase			✓
EDM Highlight	✓	✓	x2
Facebook boosted post		✓	✓
LinkedIn boosted post			✓
LinkedIn post	✓	✓	
Boosted web profile*	✓	✓	✓
Investment	\$1,200	\$2,200	\$5,000
TOTAL SAVINGS	\$250	\$300	\$850



MARKETING MENU - SELECT INDIVIDUAL ITEMS TO SUIT YOUR BUDGET

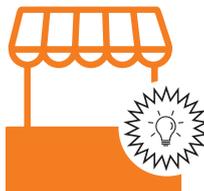
E-NEWSLETTER	EDM Solo Showcase	\$2,000
	EDM Highlight	\$1,000
LINKEDIN	LinkedIn Post	\$150
	Boosted LinkedIn Post	\$300
WEBSITE	Boosted Web Profile*	\$300
SOCIAL	Boosted Facebook Post	\$750
SHOW GUIDE ADVERTISING	Full Page	\$1,775
	Half Page	\$976
	Quarter Page	\$537
	Logo below listing	\$250
	<i>Editorial available, please talk to the team to discuss.</i>	
ON-SITE	Bag Inclusion Product	\$250
	Bag Inclusion Flyer	\$500
	XPO Leads App	\$350
NEW PRODUCT SHOWCASE	Includes listing on New Product Showcase website, magazine and EDM. 16 Available.	\$500 per placement

All prices are exclusive of GST. **Subject to availability and approval.**

New Product Showcase includes



Your listing in Magazine and EDM.



Your inclusion in the New Product Showcase stand.



Your listing on the New Product Showcase feature page of the website.



1
AVAILABLE

8
AVAILABLE

EDM SOLO SHOWCASE

Showcase your brand to our database without any other brands or competing messages. We can help you craft the perfect message to our targeted audiences.

\$2,000

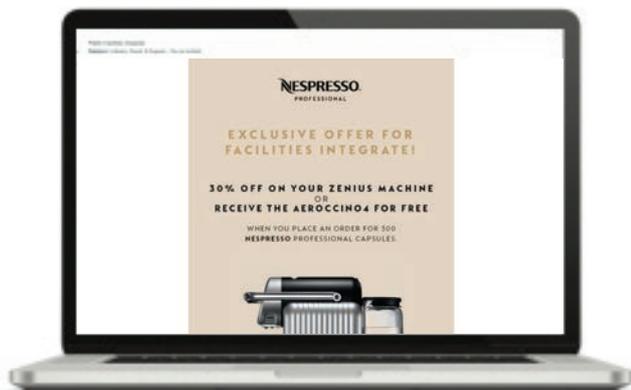
WEBSITE BOOSTED PROFILE*

With a boosted profile you'll always appear first in the exhibitor list and will also be displayed larger than your competitors. Keep your profile up to date with contact details, add new products and trade deals to make the most out of your elevated position.

LINKEDIN POST

Business leaders, professionals and entrepreneurs spend more time on LinkedIn, connect with them via our LinkedIn channel.

\$150 or boosted for \$300



2
AVAILABLE



6
AVAILABLE

EDM HIGHLIGHT

Be included in one of our popular e-newsletters! With our open rate higher than average 30%, get your brand in front of past and prospective visitors. It is the perfect platform to advertise new products, services and trade deals.

\$1,000



4 *Facilities Integrate only



XPO LEADS APP

Capture visitor data with our scanner system. Gather meaningful data in real time from trade visitor attendees, add customised questions in the easy-to-use back end and review, edit and contact visitors directly.

\$350 + gst



BAG PRODUCT PLACEMENT

Get your products or flyers into the hands of every visitor as soon as they walk in the door by inserting them into Show Bags.

XPO Exhibitions and Show Bag sponsor have the right to refuse any products or flyers based on appropriateness and exclusivity.



Product - \$1,000 + 5,000 products
Flyer - \$500 + 5,000 flyers

SPONSORSHIP OPPORTUNITIES.



Here are just a few of the sponsorship opportunities available, starting from as little as \$1,000. Got some unique ideas of your own? Contact us today and let us tailor something for you.

BRANDED LANYARDS

Your logo clearly visible across all visitors to the show.



BRANDED SHOW BAGS

Get your name, message and product sampling to every visitor.



SEMINAR SPONSORSHIP - NAMING ASSOCIATION

Education is a key objective for visitors attending trade shows. Each trade show offers a seminar series and or breakfast/lunch forum, featuring local and international speakers.



NETWORKING LOUNGE/CAFE/BAR - NAMING RIGHTS

Brand the cafe/bar as your own and gain added exposure to thousands of visitors who stop for a meal, drink or coffee break. Promote a happy hour or complimentary coffee from your stand.

VISITOR ATTENDANCE PRIZE

Get your brand across the shows visitor marketing material, including trade advertising, email and direct mail campaigns, web promotion, show catalogues and more.

SURVEY PRIZE - 1 EXHIBITOR & 1 VISITOR

We send our surveys out to all exhibitors and visitors who attended the show. This is an opportunity to engage post event for that all important follow up!

PASSPORT DESTINATION

Branded booths located around the show encourage visitors to find your brand, scan their badge and go in the draw to win!



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FOR FURTHER INFORMATION OR TO BOOK NOW PLEASE CONTACT US

BuildNZ

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Rates are in \$NZD and exclusive of GST. Rates effective as of November 2019 until further notice. Marketing options are subject to availability.