appa AUSTRALASIAN PROMOTIONAL PRODUCTS ASSOCIATION

ROADSHOW 2027

Auckland | March 2027

EXHIBITOR FLOOR SPACE & SPONSORSHIP GUIDE

AUCKLAND - WEDNESDAY 17 MARCH 2027

NEW FLOORSPACE BOOKING FORMAT













ROADSHOW 2027
Auckland | March 2027



Auckland, NZ

Sir Noel Robinson Conference Centre
Wednesday 17 March 2027
Time: 10am - 2pm

The APPA NZ Roadshow Sponsorship Guide is your essential resource for the Auckland 2027 trade show. We're returning to bring the promotional products industry together for a day of connection, commerce and inspiration.

Inside this guide, you'll find key event information, exhibitor insights and a suite of tailored sponsorship opportunities. Each package has been designed to maximise your brand's visibility, spark meaningful engagement with your target audience and ensure you make the most powerful impression at the industry's most anticipated touring event.

EXHIBITOR + SPONSORSHIP BOOKINGS
SECURE YOUR SPOT TODAY!

BOOK NOW

Have a question? Contact APPA Events Manager, Natalie Chancellor
natalie@appa.com.au.

ROADSHOW 2027
Auckland | March 2027

Allocated Floor Space - NEW!

In 2027, we're doing things a little differently. Exhibitor fees will be based on the floor space booked, ensuring a fair and consistent approach for all exhibitors.

We're not increasing the price per space. We want to keep exhibiting affordable and simply ask that you book the appropriate amount of floor space for your complete display.

Each purchased space measures **200 cm × 200 cm** and accommodates one trestle table or display rack. A tablecloth will be provided for exhibitors using a trestle table.

Exhibitor spaces will be clearly marked out. All products, signage, display materials and equipment must fit within the space(s) purchased and remain inside your allocated area. Please consider your full setup when booking, as any additional floor space must be purchased in advance.

Please note: Exhibitors must supply their own display racks and equipment. APPA reserves the right to request the removal or repositioning of any items that extend beyond the allocated space.

EXHIBITOR BOOKINGS
SECURE YOUR SPOT TODAY!

BOOK NOW

Have a question? Contact APPA Events Manager, Natalie Chancellor
natalie@appa.com.au.

EXHIBITOR PRICING



2M FLOORSPACE OPTION

$480



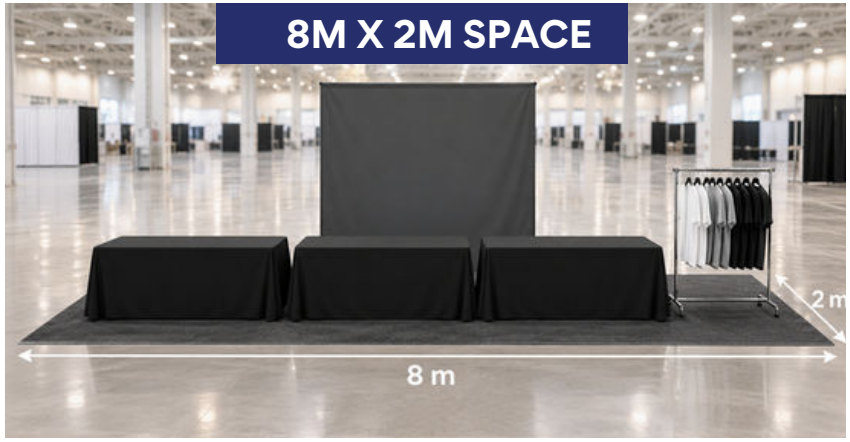
4M FLOORSPACE OPTION

$860



6M FLOORSPACE OPTION

$1,290



8M FLOORSPACE OPTION

$1,720

All prices are in NZD and do not include GST

ROADSHOW 2027
Auckland | March 2027

FLOOR SPACE EXAMPLES

2M SPACE

2M X 2M SPACE



2M X 2M SPACE



4M SPACE

4M X 2M SPACE



4M X 2M SPACE



6M SPACE

6M X 2M SPACE



8M SPACE

8M X 2M SPACE



EXHIBITOR BOOKINGS
SECURE YOUR SPOT TODAY!

BOOK NOW

Have a question? Contact APPA Events Manager, Natalie Chancellor
natalie@appa.com.au.

SPONSOR PACKAGES

Sponsor Type	Sponsor Package Cost	Availability
Platinum Sponsor	$1,500	2 Sponsors
Coffee Sponsor	$1,000 **Option to provide branded coffee cups*	1 Sponsor
Lanyard Sponsor	Cost of supplying 200 branded lanyards	1 Sponsor
Trade Bag Sponsor	Cost of supplying 150 trade bags	1 Sponsor
Attendee Gift Sponsor	Cost of supplying 150 products	1 Sponsor

All prices are in NZD and do not include GST.

SPONSOR BENEFIT

Sponsors get preferential selection of their floor space & advertising benefits.

BOOK NOW

Have a question about Sponsorship, contact Leah Kenneally, APPA Marketing Manager leah@appa.com.au

SPONSOR PACKAGES

Put your brand at the heart of the event

Help us create an experience attendees look forward to. Your sponsorship provides the **lanyards, trade bags, registration gifts and coffee** that make a difference to their day.

Attendees tell us they value these extras and miss them when they're unavailable. Your support helps us deliver more of what they love.

Your support. Your brand. Your benefits.

- **Priority choice of location** on the show floor.
- **Your brand featured** across all event-related digital communications.
- **A visible connection** with attendees through your chosen sponsorship.

Explore our sponsorship packages and get involved.

For questions, contact Leah Kenneally, APPA Marketing Manager.

SPONSOR BENEFIT
Sponsors get preferential selection of their floor space & advertising benefits.

BOOK NOW

Have a question about Sponsorship, contact Leah Kenneally, APPA Marketing Manager leah@appa.com.au

ROADSHOW 2027
Auckland | March 2027

SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP

$1,500 + GST

CAPPED AT TWO (2) SPONSORS

APPA ADVERTISING OPPORTUNITIES**

- Promo Insider: 2 banner advertisements
- APPA Magazine: 1 Full Page ad (July/ December issue)
- EDM: 1 dedicated email to APPA member database

** *Scheduling to be agreed upon with APPA*

COFFEE SPONSORSHIP

$1,000 + GST

CAPPED AT ONE (1) SPONSOR

OPTIONAL OPPORTUNITIES

- Display your own signage in the coffee area (to be supplied by you)
- Supply branded coffee cups (optional)

APPA ADVERTISING OPPORTUNITIES**

- Promo Insider: 2 banner advertisements
- APPA Magazine: 1 Full Page ad (July/ December issue)

BENEFIT FROM PRIORITY FLOORPLAN ALLOCATION IN ORDER OF SPONSORSHIP TIER.

SPONSOR BENEFIT

Sponsors get preferential selection of their floor space & advertising benefits.

BOOK NOW

Have a question about Sponsorship, contact Leah Kenneally, APPA Marketing Manager leah@appa.com.au

SPONSORSHIP PACKAGES

LANYARD SPONSORSHIP	TRADE BAG SPONSORSHIP	ATTENDEE GIFT SPONSORSHIP
COST OF SUPPLYING 200 BRANDED LANYARDS	COST OF SUPPLYING 150 BRANDED TRADE BAGS	COST OF SUPPLYING 150 PRODUCTS
CAPPED AT ONE (1) SPONSOR	CAPPED AT ONE (1) SPONSOR	CAPPED AT ONE (1) SPONSOR

BENEFIT FROM PRIORITY FLOORPLAN ALLOCATION IN ORDER OF SPONSORSHIP TIER.

ALL BRANDED ITEM SPONSORSHIPS INCLUDE:

- APPA Communications (Email, Socials, Website, Newsletters)
- Event Collateral
- 1 x Promo Insider Banner ad per sponsorship

*** Scheduling to be agreed upon with APPA*

FLOORSPACE & SPONSORSHIP BOOKINGS

Book your spot and put your brand in front of the industry. Exhibiting at APPA events gives you the opportunity to showcase your products, connect face to face with distributors and build relationships that can lead to new business.

Take your presence further with a sponsorship package to boost your brand exposure and secure your preferred booth position before the floor plan is released to exhibitors.

EVENT ENQUIRIES - NATALIE@APPA.COM.AU

SPONSORSHIP / MARKETING ENQUIRIES - LEAH@APPA.COM.AU

TERMS & CONDITIONS

1. Sponsorships are awarded on a first come, first served basis.
2. Sponsors are required to exhibit at the Auckland tradeshow.
3. Sponsorship will only be allocated on receipt of an email from APPA confirming the chosen sponsorship category.
4. An email of confirmation will be provided to confirm the booking, together with a tax invoice for the total amount of the sponsorship, which must be paid on or before the due date as stated on the invoice.
5. No company will be listed as a sponsor until full payment has been received. APPA reserves the right to refuse any sponsorship application.

CANCELLATION POLICY

No refunds will be provided for sponsorship cancellations after payment has been made.

ATTENDEE TICKET REGISTRATION OPENS WEDNESDAY 2ND FEBRUARY 2027