



# Roadshow

AUCKLAND 2024

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**Sponsorship Prospectus**





# APPA Roadshow Auckland

NZ Promo Show is now Roadshow Auckland, aligning New Zealand's favourite local trade show with one of the best known trade show brand names in the Australasian region.

APPA is opening Roadshow Auckland 2024 sponsorship opportunities to its valued supplier, decorator and service provider members.

The show will be held at Waipuna Hotel on Wednesday 6 March 2024.

Spaces are limited, so please email APPA Events and Education Manager Ida Laino at [ida@appa.com.au](mailto:ida@appa.com.au) as soon as possible to book your sponsorship package. Please advise your preferred sponsorship level in this email.



## Terms and Conditions

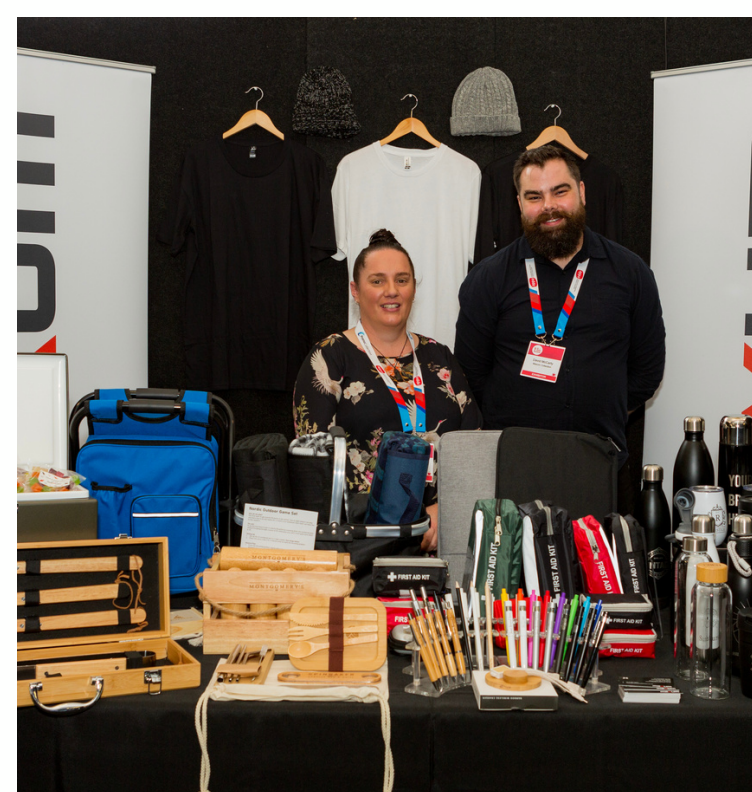
1. Sponsorship will only be allocated on receipt of an email confirming the chosen sponsorship category.
2. An email of confirmation will be provided to confirm the booking, together with a tax invoice for the total amount of the sponsorship, which must be paid prior to the event, by the due date as stated on the invoice.
3. No company will be listed as a sponsor until full payment has been received. APPA reserves the right to refuse any application.

## Cancellation Policy

No refunds will be made for cancellations of sponsorship once payment has been made.









# Sponsorship Tiers\*

Sapphire Sponsor .....	<b>\$1,250</b>
Lanyard Sponsor .....	<b>\$850</b> (plus supply and branding of 400 lanyards)
Trade Bag Sponsor .....	<b>\$850</b> (plus supply and branding of 400 bags)
Notebook Sponsor .....	<b>\$550</b> (plus supply and branding of 400 notebooks)
Pen Sponsor .....	<b>\$550</b> (plus supply and branding of 400 pens)
Water Bottle Sponsor .....	<b>\$550</b> (plus supply and branding of 400 pens)
Product Sponsor .....	<b>\$550</b> (plus supply and branding of 400 products)

*\*All prices are in NZD and do not include GST.*



# Sapphire Sponsor

\$1,250 + GST capped at five (5) sponsors



## Benefits and inclusions

### Pre-Show:

- First priority table selection.
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- One (1) banner advertisement in the Promo Insider.
- Full page advertisement in the Promotional Products Marketing Magazine.

### Show and Post-Show:

- Premium table location (near entrance or cafe).
- Option to display branded signage and marketing collateral throughout show venue.
- Inclusion of two (2) new products at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgement by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) EDM to APPA New Zealand database (date to be negotiated with APPA).



# Lanyard Sponsor

\$850 + GST capped at one (1) sponsor\*



## Benefits and inclusions

### Pre-Show:

- Preferential table selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- Half page advertisement in the Promotional Products Marketing Magazine.

### Show and Post-Show:

- Exclusive branding of Roadshow Auckland name badge lanyards worn by all event attendees.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgment by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) banner ad in the Promo Insider.

\*Price does not include supply and branding of 400 lanyards by sponsor. Lanyard material and design must be approved by APPA before production commences.



# Trade Bag Sponsor

\$850 + GST capped at one (1) sponsor\*



## Benefits and inclusions

### Pre-Show:

- Preferential table selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.
- Half page advertisement in the Promotional Products Marketing Magazine.

### Show and Post-Show:

- Exclusive branding of Roadshow Auckland trade bags distributed to all event attendees.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgment by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) banner ad in the Promo Insider.

\*Price does not include supply and branding of 400 bags by sponsor. Trade bag material and design must be approved by APPA before production commences.

# Notebook Sponsor

\$550 + GST capped at one (1) sponsor\*



## Benefits and inclusions

### Pre-Show:

- Preferential table selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.

### Show and Post-Show:

- Exclusive branding of Roadshow Auckland notebooks offered to all event attendees as a complimentary gift.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgment by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) social media post promoting new product or show presence on APPA social media channels (date to be negotiated with APPA).

\*Price does not include supply and branding of 400 notebooks by sponsor.



# Pen Sponsor

\$550 + GST capped at one (1) sponsor\*



## Benefits and inclusions

### Pre-Show:

- Preferential table selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.

### Show and Post-Show:

- Exclusive branding of Roadshow Auckland pens offered to all event attendees as a complimentary gift.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgment by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) social media post promoting new product or show presence on APPA social media channels (date to be negotiated with APPA).

\*Price does not include supply and branding of 400 pens by sponsor.

# Water Bottle Sponsor

\$550 + GST capped at one (1) sponsor\*



## Benefits and inclusions

### Pre-Show:

- Preferential table selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.

### Show and Post-Show:

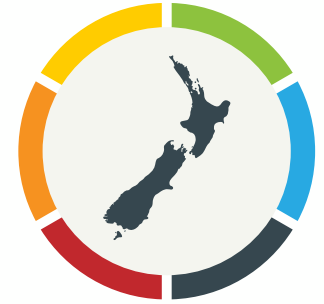
- Exclusive branding of Roadshow Auckland water bottles offered to all event attendees as a complimentary gift.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgment by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) social media post promoting new product or show presence on APPA social media channels (date to be negotiated with APPA).

\*Price does not include supply and branding of 400 water bottles by sponsor.



# Product Sponsor

\$550 + GST capped at two (2) sponsors\*



## Benefits and inclusions

### Pre-Show:

- Preferential table selection (in order of sponsorship).
- Sponsor acknowledgment and logo inclusion on the Roadshow Auckland registration site.
- Sponsor acknowledgment and logo inclusion on all other pre-show marketing.
- Sponsor acknowledgment on APPA social media platforms: Facebook, LinkedIn, X (Twitter) and Instagram.

### Show and Post-Show:

- Your product of choice offered to all event attendees as a complimentary gift.
- Inclusion of one (1) new product at the 'What's New' product display.
- Company logo featured at registration desk on sponsor banner.
- Sponsor acknowledgment by PA announcement.
- Company logo included in the official Roadshow Auckland Program.
- Optional inclusion in the Roadshow Auckland Sponsor Passport.
- One (1) social media post promoting new product or show presence on APPA social media channels (date to be negotiated with APPA).

\*Price does not include supply and branding of 400 products by sponsor. Product must be approved by APPA.

# Key Event Information:

## Date

Wednesday 6 March 2024  
10.00am - 2.00pm

## Venue

Waipuna Hotel  
58 Waipuna Road, Mount Wellington  
Auckland 1060



## Exhibitor Pricing\*

Table price includes one trestle table or rack.  
Exhibitors must provide their own rack.

One table: \$400

Two tables: \$780

Additional tables: \$300 (per table)

*\*All prices are in NZD and do not include GST.*

