



# DivineDayOut

Bride & Groom Expo

Trades Night  
Friday 16th September  
5.00pm to 9.00pm

Divine Day Out Expo  
Saturday 17th September  
10am to 4.00pm

Thirty3 Event Centre  
Porowini Avenue  
Whangarei

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## General Information

After the huge success of the Divine Day Out in Kerikeri 2010 we have decided to bring the Divine Day Out to Whangarei. For 2011 The Divine Day Out has been created to bring 50+ like minded businesses together to showcase all the businesses any potential Bride and Groom would need when planning their special day.

<b>Venue:</b>	Thirty3 Event Centre Porowini Avenue Whangarei	
<b>Date:</b>	Friday 16th September 5pm to 9.30pm	TRADE NIGHT
	Saturday 17th September 10am to 4pm	DIVINE DAY OUT EXPO
<b>Exhibitor Setup:</b>	Friday 16th September from 2pm	
<b>Exhibitor Pack Down:</b>	4.00pm till 6.30pm	
<b>Public Admission Cost:</b>	\$7. 00 pp \$ 10.00 per couple Children Free	
<b>Divine Day Out Enquiries:</b>	Sara Reid Marketing and Event Manager sara@thedivinedayout.co.nz	



## Divine Day Out Marketing Plan

With the input from our Gold Sponsors and our marketing and event manager we have developed an extensive and in-depth marketing plan with an expected marketing spend of over \$70,000 worth of advertising. The advertising campaign has a proven track record having recently been used to run several other expo's that generated over 1000 visitors.

This years marketing plan combines all aspects of advertising media:

- A comprehensive newspaper advertising campaign through the Northern Advocate and Whangarei Report.
- In conjunction with the newspaper advertising editorial features will be written to ensure media opportunities are maximised.
- Divine Day Out Expo Visitors Guide.
- An in-depth radio campaign with MediaWorks will commence 3 weeks prior to the expo.
- Television advertising on local station Channel North
- Promotional email blasts through the use of email databases.
- Online Banner Advertising promoting the Divine Day Out on over 200 websites throughout Northland and Auckland from website sponsors Iglu - Online Solutions .
- Street Signage / Billboards in the weeks leading up to the expo. Corflute signs will be displayed in high traffic business regions.
- 20 free tickets entry tickets will be given to each booth holder to give to their clients helping to stimulate traffic and overall interest throughout the community.
- Posters will be available for all exhibitors to display in their shop window.
- Newsletter email blasts

**That's \$70,000 worth of advertising being spent in a 3 week expo  
lead up to drive visitors through the expo!**

## Exhibitor Benefits

As an exhibitor at the 2011 **Divine Day Out** you will not only have the opportunity to exhibit at this fantastic event but you will also receive the following additional exhibitor benefits absolutely free:

- 20 double passes valued at \$ 10.00 each to distribute to your client base.
- The opportunity to advertise in **Divine Day Out** Visitors Guide.
- 1000 Online Banner Adverts to be used the month of the **Divine Day Out** providing branding for your business leading up to the Expo (Exhibitors must supply their own banner advert).
- A FREE basic listing on the **Divine Day Out** Online Business Directory valid for 12 months.
- Your logo displayed on the **Divine Day Out** exhibitors page of the website with a website link back to your own website.
- An invitation to attend the Exhibitor Information and Networking Evening.
- A FREE 1 hour marketing consultation to discuss how best to make the most out of your **Divine Day Out** experience with Go Forward Marketing & Events.
- **Divine Day Out** Email Newsletters with additional opportunities to help promote your business.
- Special exclusive exhibitor offers from our sponsors.
- The opportunity to invite your staff to attend the **Divine Day Out** Networking Event free of charge

**THAT'S ANOTHER 10 REASONS TO GET INVOLVED!**

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## Floor Plan & Costs



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Trade Show: Friday 16th September

Divine Day Out: Saturday 17th September

Thirty3 Event Centre

Porowini Avenue, Whangarei

### Site Plan Key

- 6mtr x 2mtr - \$1200+gst
- 3mtr x 2mtr - \$650+gst
- 2mtr x 1.2mtr - \$550+gst

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## Floor Plan & Costs

2mtr wide by 1.2 dividing panels	\$550+gst
3mtr wide by 2mtr dividing panels	\$650+gst
6mtr wide by 2mtr dividing panels	\$1,200+gst

One-off special sized stands maybe available on request to suit your exhibitor setup requirements. Please feel free to join two 3 metre stands together to make a 6 metre stand if you would like to specifically choose where your stand goes.

Cost for stands includes **both the Trade Show Evening and the Divine Day Out.**

**NB:** Stands are made of black wooden panelling. Velcro dots (both male and female required) and /or staples are the preferred method of fixing to your expo partitions. Nails, screws or any other damaging fixtures that result in permanent damage to the partitions are not to be used - a fee will be incurred if partitions are damaged.



# Exhibitor Application Form

## BOOK YOUR STAND NOW

Complete this form OR visit [www.divinedayout.co.nz](http://www.divinedayout.co.nz) to complete the online application with credit card payment facilities.

<b>Business Name:</b>	
<b>Contact Person:</b>	
<b>Contact Phone Number:</b>	
<b>Postal Address:</b>	
<b>Email:</b>	
<b>Business Website:</b>	
<b>Please indicate size of stand required:</b>	<input type="checkbox"/> 2.0mtr x 1.2mtr—\$550+gst <input type="checkbox"/> 3.0mtr x 2.0mtr—\$650+gst <input type="checkbox"/> 6.0mtr x 2.0mtr— \$1200+gst
<b>Site Preference:</b>	Site confirmation is subject to verification by Go Forward Marketing Ltd exhibitors cannot on-sell or subdivide their site. Verification will be confirmed once payment has been received in full . Stands will be allocated on a first in first served basis.
<b>Preferred Stand:</b>	Stand Number:
<b>Second Choice:</b>	Stand Number:
<b>Description of your products / services</b>	
<b>Additional Requirements</b>	<input type="checkbox"/> Power—\$30.00 <input type="checkbox"/> Trestle Table—\$15.00 <input type="checkbox"/> Chairs—\$5.00
<b>Exhibitor Signature:</b> <b>Date:</b>	

Your stand is secured once you have paid for your site in full. Payment in full is required by 14th August 2011. Stand assignment will be confirmed on receipt of full payment. Please make cheques payable to Go Forward Marketing & Events or complete the online application form with credit card and direct credit payment options. Upon payment you are agreeing to your business information being used for marketing purposes and distribution to other sponsors. However, we value and recognise your right to privacy. You will have the right to unsubscribe from any communications by clicking on the unsubscribe link that will feature in every email message.

**Withdrawal/Non Payment:** Should the exhibitor fail to pay in full or withdraw from the show by 14 August 2011 any payments made before this date shall be forfeited and the space resold. Withdrawal after this date will incur a 50% charge of the stand cost. Receipt of application form and/or payment implies tacit agreement to these Go Forward Marketing Ltd Terms & Conditions. **NB:** Go Forward Marketing Ltd reserves the right to limit the amount of sites booked per business and limit the number of sites booked per business category. Go Forward Marketing Ltd reserves the right to refuse any businesses application.

## Sponsorship Opportunities

Whether your business strategy is based on raising your profile, developing strong relationships with complimentary businesses, generating new leads or promoting your products the Divine Day Out is the place to be. Take your participation and exposure at the Expo to the next level by becoming a Divine Day Out sponsor.

Corporate sponsorship opportunities are available. Whether you are directly involved in the wedding industry or simply looking to target local businesses and raise your brand awareness the sponsorship of the expo is an affordable way to do this.

Sponsorship payment can be cash or an exchange of service to the value of the sponsorship level, or a mixture of both.

### **GOLD SPONSORSHIP TO THE VALUE OF \$10,000 to \$15,000+Gst**

(payable in cash or services)

As a GOLD sponsor of the Divine Day Out you will receive maximum exposure in lead up to and during the event. For your investment as a sponsor you will receive the following:

- ★ Your business logo will appear on all public advertising this includes fliers, posters, billboards, signs etc
- ★ Your business will be mentioned on the radio advertising
- ★ Your business will be mentioned and thanked as part of our media releases
- ★ You will receive 40 tickets to give away to your clients
- ★ You will receive 1,000 online banner adverts to use for your business
- ★ You are invited to display 3 prominent signs at the expo
- ★ Your business will be mentioned over the intercom throughout the day of the expo
- ★ Your business logo and a link to your website will be displayed on the Divine Day Out website
- ★ You will receive the mailing list for all site holders - name, business, address, phone and email
- ★ You will receive the mailing list for all visitors to the expo who complete the competition form to win their wedding day.
- ★ Your company flier or brochure will be included in the visitors bag given to everyone visitor at the expo
- ★ You will receive a free listing on the online Divine Day Out directory

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## Sponsorship Opportunities

### SILVER SPONSORSHIP TO THE VALUE OF \$5,000.00 – to \$2,500

(payable in cash or services)

As a SILVER sponsor of the Divine Day Out you will receive maximum exposure in lead up to and during the event. For your investment as a sponsor you will receive the following:

- ★ You will receive 30 tickets to give away to your clients
- ★ You will receive 500 online banner adverts to use for your business
- ★ You are invited to display 1 prominent sign at the expo
- ★ Your business will be mentioned over the intercom throughout the day of the expo
- ★ Your business logo and a link to your website will be displayed on the Divine Day Out website
- ★ You will receive the mailing list for all site holders - name, business, address, phone and email
- ★ Your company flier or brochure will be included in the visitors bag given to everyone visitor at the expo
- ★ You will receive a free listing on the online Divine Day Out directory

### BRONZE SPONSORSHIP TO THE VALUE OF \$500.00+Gst

(payable in cash or services)

As a BRONZE sponsor of the Divine Day Out you will receive maximum exposure in lead up to and during the event. For your investment as a sponsor you will receive the following:

- ★ You will receive 15 tickets to give away to your clients
- ★ You will receive 500 online banner adverts to use for your business
- ★ Your business logo and a link to your website will be displayed on the Divine Day Out website
- ★ Your company flier or brochure will be included in the visitors bag given to everyone visitor at the expo
- ★ You will receive a free listing on the online Divine Day Out directory

## Sponsorship Opportunities

### SPOT PRIZE SPONSORSHIP

As part of the promotional marketing for the expo hourly spot prizes will be advertised. Prize draws will be held every hour from 10am onwards the entries will be drawn from the competition forms completed on arrival.

Businesses providing a spot prize will be given a 60 second spiel over the intercom system and their business name will be mentioned during the hour leading up to the draw. Providing a spot prizes gives your business a cheap and affordable additional way to get promoted during the expo.

If you are interested in any of the above sponsorships please email [sara@divinedayout.co.nz](mailto:sara@divinedayout.co.nz) or phone Sara on 021 468 460.

### WIN YOUR WEDDING DAY

At the 2010 Divine Day Out a combined prize package valued at over \$35,000 was up for grabs and proved to be a huge draw card for visitors to the expo. We would love to make the 2011 Win Your Wedding Day prize bigger and better than 2010. Each exhibitor is asked to contribute something to the overall prize package. This package will include everything a potential bride or groom require on their wedding day from venue hire, to dress and accessories, to make up and hair, flowers, suit hire, wedding stationery, honeymoon, wedding rings right through to anything they might need for starting their new lives together—the more prizes, the bigger the package, the more visitors come along.

Each business contributing to the Wedding Day Prize draw will receive additional promotion throughout the website, media releases and advertising. A large portion of the advertising will be used to promote the “WIN Your Wedding Day” Prize.

By being part of the prize this enables you to up sell your services to the winner for example a photographer could include a basic wedding package but could up sell their services to the bride and groom for a larger package.

## Terms and Conditions

In these conditions "Exhibitor" includes all employees and agents for any individual, partnership, company or organization exhibiting, and "Organiser" means DIVINE DAY OUT LTD.

- 1) The Organiser reserves the right to alter or add to these conditions as may be necessary for any laws or with any directions given by the owner/lessor of the exhibition site or at their discretion for the efficient running of the Expo.
- 2) EXHIBITORS WILL CONTRIBUTE AS WELL AS THEIR EXHIBITORS FEE, A PRIZE RELEVANT FROM THEIR BUSINESS TO THE COMPLETE WEDDING DAY PACKAGE. THIS PRIZE NEEDS TO HAVE AN ATTACHED VALUE THAT CAN BE DETAILED ON THE REGISTRATION PAGE ON THE WEBSITE.
- 3) EXHIBITORS ARE REQUIRED TO FEATURE A PROMOTION ON THEIR STAND AS A CONSISTENT THEME FROM ALL EXHIBITORS FOR THE DIVINE DAY OUT.
- 4) ALL OPERATION STAND REQUIREMENTS FROM EACH EXHIBITOR MUST BE FINALISED BY THE 18<sup>TH</sup> OF SEPTEMBER 2010.
- 5) The Organiser may alter the size, shape or position of the floor plan in such a manner and at such a time as the Organiser may deem to be in the best interests of the Expo as a whole. The Organiser may in their absolute discretion reduce any payment made or owing by the Exhibitor hereunto in the event that the Exhibitor's display space is reduced from the area shown on the plan on the face hereof.
- 6) The Exhibitor shall not construct a display stand or any part of their display of a height exceeding 2.3 metres (other than those supplied by the Expo Stand Contractor) as part of the overall shell scheme or display except in accordance with the prior written permission of the Organiser and having obtained all necessary statutory permits.
- 7) The Exhibitor shall not, without the prior written permission of the Organiser, display any exhibit or product (including demonstration machinery) which does not in the opinion of the Organiser fall within the subject of the exhibition or the nature of their registered business for the Expo. The Exhibitor may only display products & services that are within the everyday operation of their business. The Organizer withholds the right to require the Exhibitor to remove what the Organizer feels may be a third party product or service at their sole discretion. The Exhibitor shall not sublet their booth to any other business, subcontractor or affiliates.
- 8) The Exhibitor shall not paint or otherwise mark, nail, screw into or damage any panel, floors or walls of the Exhibition premises. The Exhibitor shall be responsible for the cost of remedying any breach of this clause.
- 9) Unless the Organiser otherwise notifies the Exhibitor in writing, payments by the Exhibitor hereunto do not include:
  - a) Insurance
  - b) Cleaning of Exhibits
  - c) Loading and handling of equipment and stall
  - d) Telephones
  - e) Dressing of stand
  - f) Advertising catalogues

The Exhibitor acknowledges that the owner/less or of the exhibition site may require that any installation of water and plumbing connections in respect to the exhibition if required by the Exhibitor be carried out by a nominated contractor and the cost thereof shall be borne by the Exhibitor. If any damages occur from the booth (including installation of water) of an Exhibitor the Exhibitor shall be responsible for the entire cost of remedying any and all damages.

- 10) The Exhibitor shall not take onto or cause to be taken onto the exhibition site any dangerous goods except in accordance with the prior written approval of the Organiser. The Exhibitor shall in regard to all plant, machinery and exhibits comply with all statutory requirements as to safety including, without limiting the generality of the foregoing, the storage and handling of dangerous goods.

## Terms and Conditions

- 11) The Organiser may in its absolute discretion refuse any person admission to the Expo including Exhibitors employees, servants or agents. The Exhibitor shall ensure that passes supplied for the exclusive use of its employees or agents are not used by unauthorized persons or otherwise misused.
- 12) The Exhibitor agrees to have their display space ready with all exhibits available for display and completed by 9:30 am on the day of the Expo and will participate during the entire Expo. The Exhibitor agrees to not do any disassembling of their display until 4:00pm on Saturday 25<sup>th</sup> September 2010 or UNTIL ALL GUESTS HAVE LEFT THE EXHIBITION AREA.
- 13) At all times during the opened hours of the Expo and Exhibitor shall:
  - a) Keep their stand open to view and properly staffed by competent representatives
  - b) Keep their display area properly cleaned and maintained
  - c) Conduct business only from their display area
  - d) Keep passageways adjacent to their display space free from obstructionThe Exhibitor shall not:
  - a) Operate any type of machinery or equipment in such a manner as in the Organiser's opinion may cause nuisance or annoyance to Exhibitors or other persons attending the Expo.
  - b) Do any act which in the opinion of the Organiser may bring discredit to the Expo.
- 14) The Organiser shall be under no liability for the loss or damage to exhibits or other property of the Exhibitor, his servants, agents, invitees or licensees howsoever such loss or damage may be caused whether or not caused in whole or in part by the negligence of the Organiser, its servants or agents. The Exhibitor is advised to take out all necessary insurances.
- 15) The Organiser shall have the sole right to disseminate photographs and other promotional material in respect to the Expo. No responsibility is accepted by the Organiser for any omission, misdescription or other error. The Organiser gives no warranty as to the type or extent of promotion of the Exhibitor or as to attendance numbers.
- 16) If the hosting of the Expo or the supply of any services by the Organiser is prevented, postponed or abandoned by reason of fire, storm, lightning, national emergency, labour dispute, strike, lockout, civil disturbance, explosion, inevitable accident or any other cause not within the control of the Organiser whether of the same kind or not or should the Expo site become wholly or partially unavailable for the holding of the Expo, then the Organiser shall be at liberty on giving notice in writing to terminate this agreement. Where the agreement is terminated under this clause the Organiser shall not be liable in any way whatsoever for expenditure or liability for loss, including consequential loss, incurred by the Exhibitor but the Organiser may in its absolute discretion refund in whole or in part any payment made by the Exhibitor or waive any payment the Exhibitor is liable to make under this agreement.
- 17) Should the Exhibitor choose to offer a give-away or a prize at their booth the give-away or prize shall not exceed \$5,000.00 in cash or value without the written consent of the Organiser. The Organizer retains the right to require verification that all give-aways and prizes from Exhibitors were received by the winners and all information pertaining to give-aways will be made available to the Organiser. The Organiser retains the right to use all give-aways and prizes information in marketing of this and future Expo events.
- 18) All exhibits are subject to a general lien in favour of the Organiser for all sums due from the Exhibitor to the Organizer hereunder.
- 19) This agreement sets forth the entire agreement and understanding between the Organiser and the Exhibitor and neither party shall be bound by any conditions, definitions, warranties or representations with respect to the subject matter of this agreement except as expressly provided herein or as subsequently agreed in writing and signed by proper and duly authorized representatives of the party to be bound thereby.

## Terms and Conditions

20. All notices to be served pursuant to the terms hereof shall be served personally or shall at the option of the party giving notice be sent by registered pre paid post, addressed to the other party at the address of that party mentioned on the face hereof and notice shall be deemed to have been given on the date of posting.
21. If any part of this agreement is found to be invalid or of no force or effect under any applicable laws, executive order or regulation of any government authority having jurisdiction, this agreement shall be constructed as though such part had not been inserted therein and the remainder of this agreement shall retain its full force and effect.
22. This agreement shall be governed by and construed in accordance with the laws of New Zealand.
23. The Organiser may assign its rights and obligations under this agreement to any person without the consent of the Exhibitor