

400 BUSINESS PEOPLE +
9 WORLD CLASS SPEAKERS +
20 EXHIBITORS +

YOU

AT



BUSINESS
incite
Information & Inspiration

BUSINESS TRADE EXPO

19TH OCTOBER 2010

CHRISTCHURCH CONVENTION CENTRE

INCITE AT A GLANCE

19th October 2010
Christchurch Convention Centre
9 world class speakers
20 exhibitors
400+ attendees
Full promotional campaign
Dedicated website www.incite.org.nz

BACKGROUND ON INCITE 2010

The Canterbury Employers' Chamber of Commerce is delighted to offer you this unique opportunity to exhibit at Incite 2010. Incite is an event designed to educate, challenge, inspire and motivate business people in an entertaining manner. It combines a line-up of outstanding speakers in a multi-media talk-show format, enabling presenters to chat informally about how they challenge traditional ways of doing business and succeeded in breaking new ground. On 19th October 2010 nine outstanding speakers will share their stories, practical advice, hints and tips. There's an action-packed programme of practical advice from leading entrepreneurs, business greats and up-and-coming creative talent, with a buffet lunch, Business Trade Expo and post-event networking function.

Incite is a re-brand of Thrive Mainland. Thrive Mainland was run successfully for six years and we have opted to refresh the show and format. We have an exciting line-up of presenters - Ricki Herbert, Wayne Norrie, Julie Christie, John Brakenridge, Jarrod Bear, Tony Smale, Gregory Cherkasov, Peter Young and Sam Hunt – *see page 3 for the programme.*

BUSINESS TRADE EXPO OPPORTUNITY

With over 400 business people in attendance, The Business Trade Expo provides a unique opportunity to target quality leads face to face and, at an average cost of around \$1.90 per person, it provides a cost-effective sales platform for your organisation.

The Incite delegate is most likely to be in middle to senior management in a larger organisation or an SME owner-operator looking to increase market share. The Incite exhibition is a focal point during the day's proceedings, with a buzzing atmosphere.

All exhibition booths will be located close to catering stations to ensure optimal foot traffic during the three breaks throughout the day.

Choosing to exhibit at Incite is a sound business investment at just \$750 + GST per exhibitor

The reason we are able to offer you such a unique experience at an exceptional price is due to the support of our sponsors Telecom, Southern Cross Health Society, AMG Agency – creative partners, Newstalk ZB and Wired Internet Group.

We invite you to be an exhibitor at Incite to showcase your products and services to a wide business audience.

We have secured the venue the day prior so set up of your expo display can take place the afternoon of the 18th October.

DELEGATE BAG INSERT

In addition to the Business Trade Expo, there is also an opportunity for organisations to insert their company literature, brochures inside each delegate's bag. Maximum A4 size and 2pages. Investment - \$385 + GST

PROGRAMME

9.30am	Registration, Refreshments & Business Trade Expo
10.20am	Official Opening & Welcome
10.30am	Ricki Herbert, Head Coach, Wellington Phoenix Topic: Positive solutions to jumping over hurdles
11.00am	Wayne Norrie, Co Founder & Executive Director, Revera Topic: Increasing your bottom line by changing your culture
11.30am	Julie Christie, CEO, Eyeworks Australia & New Zealand Topic: Turning a small kiwi idea into a global opportunity
12.00pm	Lunch & Business Trade Expo
1.10pm	John Brakenridge, CEO, The New Zealand Merino Company Limited Topic: The Art of Thinkering!
1.50pm	Jarrod Bear, Senior Brand Manager, DB Breweries Limited Topic: The marketing behind the Tui campaign – how to hit the mark
2.20pm	Tony Smale, Consultant, Forté Management Topic: Thinking about the way we think about innovation
3.00pm	Afternoon Tea & Business Trade Expo
3.30pm	Gregory Cherkasov, Managing Director, Candleman Snowboards Staying true to the game, being innovative in a fast changing environment
4.00pm	Peter Young, Managing Director, Fisheye Films Topic: It's never too late
4.30pm	Sam Hunt, New Zealand's most recognisable poet Topic: Virtually single-handedly, Hunt has bought poetry back into the 21 st century
5.00pm	Conference Close Networking, Refreshments & Business Trade Expo

BUSINESS EXHIBITION BOOTH SPECIFICATIONS

Requirements: Frontrunner panels
1 x powerpoint per booth
2 x spotlights per booth

Size: 3.0 metre back wall with 1.8 metre sidewalls, 2.3 metres high

Colour: Black shell

Price per stand: \$750 + GST

Rate includes: 1 delegate pass to Incite event
2 exhibitor passes (does not include entry to show)
Delegate list (please note this does not include mailing details)
Hire of front runner panels
Hire of 10 amp 4 way powerpoint
Hire of 2 x 150 watt spotlights
Building & dismantling of stand system
Name badges
Refreshments and lunch during the day

Set up: Access to the exhibition area is available on the 18th October between the hours of 3.00pm – 6.00pm to set up your exhibition display.

Exhibition times:

Registration	9.30am to 10.20am	50 minutes
Lunch	12.00pm to 1.05pm	65 minutes
Afternoon tea	3.00pm to 3.30pm	30 minutes
Networking drinks	4.00pm to 6.30pm	90 minutes
	TOTAL	3 HRS 55 MINUTES

Breakdown: Breakdown of exhibits can commence from 6.30pm after the networking function and must be completed by 8.00pm on 19th October.

All details regarding your exhibition stand must be confirmed before Friday 24th September 2010. Telephone line rental and internet may need to be confirmed before this date – please ask us for details.

Contact: For any additional display items, please contact Nicola Ransome from Displayworks Tel (03) 338 4193, fax (03) 3384 196 or e-mail: sales.chch@displayworks.co.nz.

If the exhibitor package falls outside your requirements but you still wish to support Incite please do not hesitate to contact us. We wish to be flexible and may be able to negotiate an alternative package that will better suit your needs.

KEY DATES

- 8th October Delegate Bag inserts to be delivered by 12.00pm to:
Canterbury Employers' Chamber of Commerce
57 Kilmore Street
Christchurch
marked 'Incite Delegate Bag insert'
- 18th October Set up and pack in, at Christchurch Convention Centre between
3:00pm – 6:00pm
- 19th October Incite & Business Trade Expo 9:30am – 6:30pm

INCITE PROMOTION

A highly targeted media and advertising campaign will attract South Island's leading business decision makers to Incite 2010.

Segmentation marketing

Our marketing is based on reaching and influencing specific market segments from small, medium and large enterprises.

Direct mail marketing

Multiple targeted mailing campaigns via multiple databases will generate ticket sales and drive traffic for the event.

Advertising

A co-coordinated series of event advertisements to appear in print and on radio, reinforcing the event profile and creating an audio-visual call to action.

Relationship marketing

An intensive telemarketing campaign beginning in August will secure high level delegate attendance.

Industry support

Co-operation and partnering with key industry bodies and associations is being undertaken to secure participation and support from the highest levels of the business community.

Sponsorship partners

Participating sponsors will be encouraged to influence clients and potential clients to attend the event to maximise attendance.

Public relations campaign

A pro-active PR campaign, designed to generate immediate exposure, awareness and the mindshare of potential attendees.

ORGANISERS

The Canterbury Employers' Chamber of Commerce is the largest business service organisation in the South Island, with over 3000 members representing small and medium sized enterprises, manufacturers, international traders, retailers and not-for-profits. Since 1859 we have been supporting members to build individual business capabilities with advice, resources and training, and helping create the right environment for business to succeed through advocacy, policy advice and networking.

www.cecc.org.nz

57 Kilmore St
Christchurch
Tel (03) 366 5096
Email: info@incite.org.nz

CANCELLATION POLICY – DISCLAIMER

For Incite there are no exchanges or refunds except as required by law. If you are unable to attend, you may provide a substitute. If a refund is made, the Canterbury Employers' Chamber of Commerce may retain an administration fee. The Canterbury Employers' Chamber of Commerce reserves the right to add, withdraw, reschedule or substitute speakers and/or vary advertised programmes. This will only be done if absolutely necessary.

TO SECURE YOUR BUSINESS TRADE EXPO STAND

Please complete the following form and return to email: info@incite.org.nz, fax: 03 379 5454 or PO Box 359, Christchurch 8140 **before the 24th September 2010**

Company: _____

Contact: _____

Email: _____

Telephone: _____

Name of delegate (1 ticket is provided as part of your fee for exhibiting) who will be attending Incite (*if known*):

Names of those who will be manning the stand (*if known*):

Contact person for Expo arrangements: _____
(*if different from above*)

Email: _____

Telephone: _____

Contact person for marketing collateral sign off: _____
(*if different from above*)

Email: _____

Telephone: _____

60 word (maximum) company description for Business Trade Expo marketing collateral:

I will/or will not be offering a prize draw at the Business Trade Expo

If yes, please outline what the prize draw will be:

Please note

A Tax invoice will be sent to you for \$750 + GST upon receipt of this confirmation form. If payment has not been made before the change in GST rate on 1st October, the GST rate will increase from 12.5% to 15%.

TO CONFIRM YOUR DELEGATE BAG INSERT

Please complete the following form and return to email: info@incite.org.nz, fax: 03 379 5454 or PO Box 359, Christchurch 8140 **before the 24th September 2010**

Company: _____

Contact: _____

Email: _____

Telephone: _____

Contact person for arranging marketing collateral for insert: *(if different from above)*

Email: _____

Telephone: _____

Please note Delegate Bag inserts to be delivered by 8th October 12.00pm to:

Canterbury Employers' Chamber of Commerce
57 Kilmore Street
Christchurch
marked 'Incite Delegate Bag insert'

Please note

A Tax invoice will be sent to you for \$385.00 + GST upon receipt of this confirmation form. If payment has not been made before the change in GST rate on 1st October, the GST rate will increase from 12.5% to 15%.