

TRADE SHOW EXHIBITOR GUIDE

EXHIBITOR NETWORKING EVENTS

Industry Seminar Series

Now in its fourth year, the Industry Seminar Series, has proven to be a great addition to the Awards Week calendar. The one day seminar programme will once again cover a broad range of topics related to the business and technical aspects of brewing. Last year 120 people attended the Auckland Seminar and Trade Show, and numbers are expected to increase in 2017.

Industry Trade Show

The Industry Trade Show was a great success in 2016 with 20 exhibitors. Based on feedback we aim to deliver bigger and better opportunities for participants to engage with the entire brewing industry in a concentrated period of time. The Industry Trade Show will run alongside the Industry Seminar Series to maximise networking opportunities.

Industry Reception

The Industry Reception will be held in and amongst the Trade Show and will give all members the opportunity to interact with industry suppliers in a relaxed context. Beer (and some wine and non alcoholic drinks) and food supplied, it's a great way to end the day.

SEMINARS AND TRADE SHOW VENUE

The Addington Raceway and Events Centre
3rd Floor, Metropolitan Stand
75 Jack Hinton Drive
Addington
Christchurch
03 338 9094

A map of the location may be viewed on line: [Click here](#),

There is ample free **car parking** available in front and either side of the Metropolitan Stand.

FLOOR PLAN TRADE STAND SPACE ALLOCATION

We discuss trade stand spaces with Sponsors in order of their investment - so higher invested Sponsors get first choice. Then we discuss spaces in order of the dates the bookings were received. Contact Cathrine van Venrooy, Brewers Guild of NZ, Executive Officer, admin@brewersguild.org.nz, 0210 8169 422

See [Floor Plan](#). A list of [Exhibitors](#) will be updated on our website as stand allocations are confirmed.

AWARDS WEEK CALENDAR and * EXHIBITORS TIMEFRAMES

If you wish to attend other Events please complete the separate online Registration: [Conference/Trade Show/Brewery Tours Registrations](#). [Awards Dinner Registrations](#).

Apart from the Exhibitors Timeframes, the other times mentioned below may be subject to slight change.

Date	Time	Detail	Christchurch Locations
Wednesday 4 Oct	5.00pm	*Exhibitors - Promotional materials and items due for Delegates Goodie Bag	Please see separate instructions in this document
Thursday 5 Oct	1pm – 5.30pm	*Exhibitors - Pack In Time	Addington Raceway & Events Centre
Thursday 5 Oct	5pm – 9pm	Mashing In (Members, and Invited Guests). See website	5pm Cassels & Sons Brewery Tour, The Tannery. 6pm Drinks and Food, Blue Smoke Room, The Tannery
Friday 6 Oct	7.00am – 8.00am	* Exhibitors - Last Chance Pack In Time	Addington Raceway & Events Centre
	8.30am – 3pm	8.30am Registration. Seminars and Trade Show. See website	
	3.30pm – 5pm	BGNZ AGM	
	5pm – 7pm	Industry Reception	
	7pm onwards	*Exhibitors - Pack Out Time. Can extend to Sat Morning.	
Saturday 7 Oct	8.00am – 2.30pm	Brewery Tours See website	Christchurch Breweries.
	5.30pm – 6.45pm	Pre-dinner drinks	Air Force Museum of NZ, Aircraft Hall.
	7pm till late	Awards Gala Dinner (formal) See website	

GOODIE BAGS

All delegates will receive a goodie bag at registration. Sponsors and exhibitors are welcome to provide promotional product and/or literature to go into the goodie bags. This should be sent to the **Addington Raceway & Events Centre using the Delivery Label ([click here](#))**, with “GOODIE BAGS” clearly marked on the label. Allow for 150 people. Goodie bag inserts must arrive at The Addington Raceway & Events Centre on **Thursday 5 October** at the latest.

DELIVERY OF GOODS/PACK IN

Exhibition materials can be sent to the venue using the **Addington Raceway & Events Centre Delivery Label ([click here](#))**, and must arrive on **Thursday 5 October and not before**. Lift weight restriction = 1,700 kgs, Lift Door = 1.3W x 2.090H. Lift Inside = 2.100L x 1.570W. See the Pack In times above

PACK OUT

Please refer to the Calendar above for Pack Out times. Pack Out will be from 7pm Friday 6 October. Final Pack out can be done Saturday morning. Items to be collected by Courier must be arrived by Exhibitor and be picked up by 3pm Saturday 7 October. Any items not picked up by 3pm Saturday will sit in a public area until Monday where anyone will have access to it. The Venue has no storage space. Please use the same address as the Delivery Label for your courier.

CATERING

Catering for all refreshments and meal breaks will be located in the trade show area to maximise networking opportunities during the conference.

STAND INFO

Each exhibitor will have a raw space (ie no shell scheme or partitioning walls) which includes the following:

- Total trade space per exhibitor = 2.4W x 1.2D approx
- Trestle table: 1.785 Length x 755 Width x 745 Height + white tablecloth
- 2 chairs
- Powerpoints available

Some trade spaces are positioned in front of a wall, while others are free standing. It is therefore recommended that you bring standalone banners that require no wall fixings.

Access to the seminars and catering will be **by lanyard holders only**, but access to the trade show area will be open. Exhibitors are welcome to invite external guests along to the trade show, but it would be ideal if this could be during the conference sessions, so that the delegates have the maximum opportunities for networking with the exhibitors during the conference breaks.

HIRE OF EXHIBITION ITEMS

If you would like a recommendation, we suggest you contact the following company and make your arrangements with them:

Display Works

Nicola Ransome

Phone +64 3 338 4195. Mobile +64 27 495 2827

Email nicola@displayworks.co.nz www.displayworks.co.nz

HOSPITALITY

Exhibitors will be permitted to serve beer during the trade show, provided the following criteria are met:

- The Event Organiser is informed of your intentions in advance
- All glassware and serving equipment to be provided by the exhibitor
- All service is self-contained (ie glass collection/washing etc) ie no access to hotel resources
- **No charge** can be made for any beverages provided
- All responsible host obligations are met

SECURITY

While we will do our utmost to ensure the necessary security during the exhibition, neither the Organisers, nor the Addington Raceway & Events Centre,, nor any of their staff, employees, agents or other representatives shall be held accountable for, or be liable for, any damage, loss, harm or injury to the person or any property of the exhibition. It is advisable to remove valuable items when you are not staffing your trade space. Exhibitors are responsible for taking out all necessary insurance to cover goods on display and transit arrangements.

HEALTH AND SAFETY

Induction:

Upon arrival at Addington Raceway & Events Centre, you must sign in at Reception and undergo an induction procedure with staff.

Electrical Devices

- All electrical devices used or brought into the venue must be compliant with relevant New Zealand Standards
- All electrical devices must be tested and tagged as per this manual - testing and tagging section
- If halogen tube lights are used on an exhibition stand, the globe must be protected with safety glass to minimise the risk of fire
- All temporary spotlights or similar must be 300mm from any partition venue wall or flammable item

Testing and Tagging

It is a venue policy that all electrical power cords and appliances are to be tested and tagged prior to their use. The venue and organisers will accept no responsibility for operation difficulties that may occur as a result of supplying private equipment.

No electrical devices will be permitted into the Venue unless written confirmation that a suitably qualified electrician has inspected the device and has certified that the device complies with the Electrical Standards NZS 3760-2001 has been provided. Any such certification must be dated within 12 months of the start of the hire period. Any devices that are not certified in accordance with the aforementioned must be tested at the Venue before use at the Venue.

Any electrical equipment found to be untagged must be tested and tagged or removed from the Venue immediately. New equipment need not be inspected but must be tagged with the re-test date prior to service as per NZS 3760-2001.

The Venue reserves the right to remove or replace any electrical equipment not complying.

Power Requirements

Power supplied at each booth is 10amp power supply 240 volts AC. Should you have equipment that requires a supply that is different to that which is supplied, please contact the Display Works using the contact details below and advise them of your requirements. You will need to state the power draw that each piece of equipment has and the supply required for it to operate. The contact details are:

Display Works

Nicola Ransome

Phone +64 3 338 4195. Mobile +64 27 495 2827

Email nicola@displayworks.co.nz www.displayworks.co.nz

Emergency Procedures - Evacuation

In the case of an emergency in the Centre, please stay calm. Please follow the instructions given by Addington staff, they are fully trained for an emergency situation.

CONTACT

If you have any queries about the conference/trade show arrangements, please contact:

EVENT ORGANISER:

Cathrine van Venrooy

Executive Officer

Brewers Guild of NZ

admin@brewersguild.org.nz

+64 (0)21 0816 9422

EMERGENCY CONTACT:

Dean Bradley

The Conference Manager

Convention Management NZ Ltd

dean@cmnzl.co.nz

+64 (0)21 407 125