

German Pavilion @ Fine Food 2012 Co-exhibitor Registration Form

17. – 19.06.2012

Fax to: +64 9 309 0209 or Email: research@germantrade.co.nz

Event objectives

Fine Food New Zealand is the comprehensive, international event the food, food service and hospitality industries need, providing three days of maximum business, sales, and networking opportunities.

Our objectives are:

- To create an environment for German product suppliers which is informative and conducive to business
- To create awareness of Germany as a country with quality product options via direct contact
- Strengthen trade relations

This will be achieved through:

- Pre- and after show marketing campaigns:
 - NZGBA Newsletter
 - Presentation German Pavilion on NZGBA website incl. presentation of co-exhibitors
 - E-mailing to contacts in food, food service and hospitality industry
 - Press releases to industry-related media
 - Article in New Zealand German Business Guide 2012 published yearly by NZGBA
- Meetings with industry partners
- Networking event

Event format

Fine Food 2012 will take place from Sunday 17 – Tuesday 19 June 2012. The exhibition opens every day from 10am – 5pm.

German Pavilion

The pavilion will incorporate/provide:

- Highly visible “made in Germany” branding with a signage above the German Pavilion
- Shelving units to display products on a serviced stand
- Networking event
- Support with planning, pre-marketing, etc.

The advantages of exhibiting on the German joint pavilion:

- High profile
- Group synergies
- Minimisation of expenditure, time, and risk
- Maximum impact at same or reduced costs

Networking function

There will be a networking event at the German Pavilion. Further details will be advised closer to the show.

Who will attend?

Visitors of the following industries will be represented at Fine Food 2012:

Hospitality:

- Restaurant
- Caterer
- Hotel/Motel/Accommodation
- Healthcare/ Aged Care
- Cafes
- Club/ Bar/ Venue
- Fast Food

Retail:

- Bakery
- Deli/ Gourmet Store
- Convenience Store
- Supermarket
- Liquor Store

General:

- Wholesaler/ Distributor
- Importer
- Government/ Media
- Manufacturer
- Training/ Student
- Other

Statistical Details 2010

Exhibition area: Overall area (m²) 8.552

Exhibitors: Total No. of Exhibitors 244
(Domestic 176, international 68)

Visitors: Total No. of Visitors 5.734
(Domestic 5.592, international 142)

Terms of payment, cancellation fees

Full payment 100%	With registration
75% cancellation fee	Registration – 30 April 12
100% cancellation fee	From 1 May 12

The cancellation fees will be strictly enforced by the New Zealand German Business Association Inc. By applying for this event all companies confirm they will adhere to the cancellation fees and all other terms and conditions surrounding the event. All cancellations must be made in writing. Cancellation fees apply regardless of whether the participation fee has been paid.

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Company Details:

(Company Name)	
(Contact person)	
(Postal Address)	
(Postal Suburb & Post Code)	

Participation options, please tick:

Please contact us for an individual quote if you require a different option!

Package: Individual serviced box within German pavilion*
NZ\$ 363 + GST per m2 – How many m2 do you book:

- Serviced stand for individual use
- Panels, carpet, power plug, basic lighting
- Fascia and standardised company name plate
- “German” signage above German pavilion
- Customized pre-after show marketing
- Networking event

*Presence of company staff is obligatory during opening hours. Design has to be supplied by each exhibitor himself. For assistance please contact us and we will provide contact details of a stand builder.

Display of products on shelving units on German pavilion*
NZ\$ 700 + GST per shelving unit – How many units do you book:

- A shelving unit to display your products, brochures, etc. on the German pavilion (1600x400x400mm depending on availability, depending on the character of your products different sizes and designs of shelving units are available upon request)
- Panels, carpet, power, basic lighting
- standardised company name plate
- “German” signage above German pavilion
- Presentation by staff of the NZGBA if required (presence of your company staff is not obligatory)
- Pre-after show marketing
- Networking event



Optional, additional costs apply:

Wi-Fi, additional power & lighting, additional promotional activities, printing & displays, rental of computers, beamers, screens, speakers, water cooler, catering, furniture, plants, accessories, etc. , freight of material, etc.

We will send you the exhibitor manual incl. prices and order forms after your registration. Please contact us if you need a stand builder, we will provide contact details.

This is a **binding registration** form to participate **on the German Pavilion**. We require the full after signing the registration form. The New Zealand German Business Association Inc. will issue the invoice after registering. 100% cancellation fee will apply after 01 May 2012.

Date:	Place:
Company Name:	Authorized Company Signatory Name:
Signature of Authorized Company Signatory:	