


**EXHIBITION RATES**  
**FOODTECH PACKTECH**

2014

<b>SHELL SCHEME - FULLY SERVICED</b> INCLUDES PANELS, CARPET, POWER, LIGHTS		<b>FLOOR SPACE ONLY - UNSERVICED</b> INCLUDES CARPET ONLY	
<b>SIZE</b>	<b>RATE PER M<sup>2</sup> (+GST)</b>	<b>SIZE</b>	<b>RATE PER M<sup>2</sup> (+GST)</b>
< 25.91 m <sup>2</sup>	\$339	38.88 – 51.83 m <sup>2</sup>	\$293
25.92+ m <sup>2</sup>	\$319	> 51.84 m <sup>2</sup>	\$252

NB: Boulevard open corners \$250+gst per corner, Standard open corners \$150+gst each

**PAYMENT SCHEDULE**

10% Deposit Due within 14 days, 30% Due on 20 November 2013, 30% Due on 20 April 2014, 30% Due on 20 July 2014,

NB: Instalments will be added together once the due date has passed.

**VISITOR DATA SCANNERS**

A Visitor Data Scanner for electronically recording your visitors and providing an automatic database for efficient follow-up **\$350+gst**

**WEB ACTIVITY**

Increase brand awareness by including your logo with a link to your website from the FTPT website exhibitor list **\$175+gst**

**SPECIAL PACKAGES**

Special advertising packages are available for all advert sizes: each includes a show directory colour advertisement, Visitor Data Scanner and a website logo listing with link. For example;


**PLATINUM PACKAGE**

**\$1820+gst inc**

Full Page colour advertisement.


**GOLD PACKAGE**

**\$1264+gst inc**

½ Page colour advertisement.


**SILVER PACKAGE**

**\$949+gst inc**

¼ Page colour advertisement.

Note: All prices are quoted in \$NZ +gst

*As a regular exhibitor at Foodtech Packtech we have benefited from the opportunities the event has provided us over the years to network with fellow trade exhibitors, connect with our existing members, meet new contacts and to learn about (and see) the impressive, innovative products and solutions on display. The support provided by the XPO team has always been fantastic and we look forward to continuing our involvement with the event.*

Pauline Prince, Events & Sponsorship Manager, GS1 New Zealand Inc

*Foodtech Packtech is the premier home-grown food production machinery show in New Zealand. Symetec cannot afford to not be there as an exhibitor. Food manufacturers are crazy if they don't visit and look around for present and future needs. There's such a wealth of knowledge gathered in one spot.*

Shaughan Syme, Symetec

**Aad van der Poel - Exhibition Sales Manager**

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23RD - 25TH SEPT 2014, ASB SHOWGROUNDS, AUCKLAND

FOODTECH  
PACKTECH



## MEDIA KIT

The **FOODTECH PACKTECH** official show directory is a comprehensive directory to the event and the exhibitors involved. 4000+ copies are distributed to Visitors & Exhibitors, with many using it extensively during and after the event. Advertising in this essential marketing tool extends your involvement in the trade event and ensures you are front of mind during and long after the exhibition has ended.

## SHOW GUIDE ADVERTISING & PACKAGES

STAND ALONE ADVERTISING	PACKAGES	
<i>(includes visitor scanner, web link with logo &amp; Show Guide logo with listing)</i>		
INSIDE FRONT COVER & FACING	\$3780	IFC&F PACKAGE
INSIDE FRONT COVER	\$2975	IFC PACKAGE
INSIDE BACK COVER	\$2100	IBC PACKAGE
OUTSIDE BACK COVER	\$2975	OBC PACKAGE
DOUBLE PAGE SPREAD	\$2800	DPS PACKAGE
INSERT (MATERIAL TO BE SUPPLIED)	POA	INSERT PACKAGE
		POA

FULL PAGE	\$1750	FULL PAGE PACKAGE	\$1820 (SAVE \$705)
HALF PAGE (VERTICAL OR HORIZONTAL)	\$963	1/2 PAGE PACKAGE	\$1264 (SAVE \$473)
QUARTER PAGE (VERTICAL ONLY)	\$529	1/4 PAGE PACKAGE	\$949 (SAVE \$355)

LOGO PLACEMENT ABOVE LISTING IN GUIDE	\$250	INCLUDED	
NEW PRODUCT SHOWCASE LISTING	\$599	ADD NPS TO A PACKAGE	+\$299 (SAVE \$300)

WEB LOGO LINK	\$175	INCLUDED	
EXHIBITOR PROFILE PAGE INCL. LOGO LINK	\$400	ADD PROFILE PAGE TO PACKAGE	+\$300 (SAVE \$100)
EXHIBITOR PROMOTION ON SOCIAL MEDIA	\$50	INCLUDED	

All pricing exclusive of GST

**BOOKING DEADLINE: 15 AUGUST 2014 | MATERIAL DEADLINE: 29 AUGUST 2014**

## VALUE OF THE OFFICIAL SHOW GUIDE

We produce 4000 + copies of the **FOODTECH PACKTECH** show directory, which are available free of charge to all visitors on arrival at the event. 51% of Visitors will keep the official show directory to contact exhibitors after the exhibition. 54% of these will keep it as a reference for more than 5 months, 65% of visitors said they will share the magazine with more than 1 colleague back in their place of business (21% will share it with more than 4 colleagues!).

Statistics based on survey results from **FOODTECH PACKTECH** 2012.

## ADVERTISEMENT PRODUCTION SERVICE

Should you require your advert designed/produced this can be done by our in-house Graphic Designer at a flat rate of \$250 for a 1/4 or 1/2 page advert / \$350 for a Full Page advert. This is based on high resolution digital images/photos and copy supplied. This pricing may vary if an advert requires considerably more time/work to produce. Prices exclude GST. Contact: Louise Brosnan (louise@xpo.co.nz) or you can telephone her on +64 9 976 8374.