

Book your stand now for Fine Food New Zealand 2012.



You can't afford to miss New Zealand's only comprehensive, international trade exhibition for the food and hospitality industries.

New Products

New Equipment

New Ideas



17 - 19 June 2012

ASB Showgrounds, Auckland
www.finefoodnz.co.nz

OVERVIEW | EXHIBITOR INFORMATION

VISITOR STATISTICS

SPECIAL FEATURES | BOOKING INFORMATION



The only trade event for your industry.

Fine Food New Zealand is the only comprehensive, top quality, genuinely international trade event for the NZ food and hospitality industries.

Launched for the first time in 2010, Fine Food New Zealand has immediately established itself as the number one, biennial opportunity for New Zealand's food and hospitality industries to really shine.

Visitor numbers to the inaugural show exceeded initial expectations by 15%, visitors and exhibitors alike expressed extremely high levels of satisfaction, and more than \$11 million of sales leads were generated.

Your business cannot afford to ignore this specifically targeted trade bonanza. We urge you to call us now to discuss how we can help you to get the most out of exhibiting at Fine Food New Zealand 2012.

"Fine Food New Zealand 2010, simply put, was a world-class event, attracting both quality exhibitors and high value visitors. It showcased the industry professionally and is a great addition to the foodservice calendar. I look forward to the next event in 2012."

Tim Beck
– Marketing Manager Foodservice,
Fonterra Brands New Zealand

"The quality of visitors was of a very high standard with many decision-makers attending the exhibition. The quantity of leads was outstanding with direct sales being made from the show. Burns and Ferrall were fortunate enough to have seven overseas suppliers working on our various stands and all commented on how great the show was, both in attendance and quality of exhibitors."

Tony Broome
– General Manager Sales and
Marketing, Burns and Ferrall

Enquire now – contact North Port Events New Zealand on +64 9 376 4603, email info@finefoodnz.co.nz

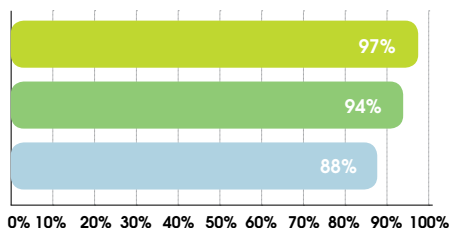


Key figures from Fine Food New Zealand 2010.

This show has already exceeded initial expectations and looks set to gather even more momentum in 2012.

Exhibitors

- 244 exhibitors from 12 countries
- \$11.6 million of sales leads were generated – a value per exhibitor of \$66,000



- Exhibitors satisfied or very satisfied with the exhibition overall
- Exhibitors satisfied or very satisfied with the quality of visitors
- Exhibitors satisfied or very satisfied with the number of visitors

Visitors

- 5,734 visitors ready to buy
- 96% said they were very satisfied or satisfied
- 92% said they discovered new products of commercial interest

Talk to us today about exhibiting in 2012

To discuss your stand requirements, sponsorship opportunities, and how best to exploit this sales and marketing golden opportunity, talk to North Port Events in New Zealand or Diversified Exhibitions in Australia.

These two companies offer a wealth of experience derived from mounting large numbers of highly successful trade and

consumer events on both sides of the Tasman. So we know how best to advise you on what works and what won't, and we will do everything we can to ensure that you get the most out of exhibiting at Fine Food New Zealand 2012.

"Exhibiting at Fine Food New Zealand altered our perception of trade show effectiveness in Auckland. The quality of both visitors and exhibitors was great. Not only was the show effective, it was enjoyable to attend as well."

Brenda Davenport
 - Marketing Manager, Wedderburn

We attract the right people to your stand.

Fine Food New Zealand attracts large numbers of the right visitors who are empowered to buy.

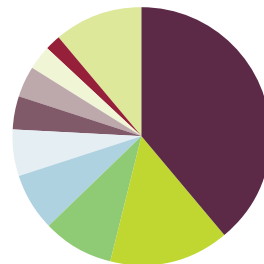
Visitor Purchasing

- 93% of visitors said they were likely or highly likely to purchase or recommend a product or service seen at the show
- 22% of visitors said they spend \$100,000 or more per annum on commercial food products for their business

"I found Fine Food New Zealand to be extremely well organised. We generated leads from foodservice establishments and retail outlets that were from out-of-town, which we would not ordinarily call on."

Rachael Speedy
– Director, NZ Premium Foods

Visitor Job Function



- Owner/Director/General Manager 39%
- Sales/Marketing 15%
- Chef/Cook 9%
- Operations Manager 7%
- F&B Manager/Executive Chef 6%
- Purchasing Manager/Buyer 4%
- Student 4%
- Baker/Patisserie 3%
- Barperson/Waiter 2%
- Other 11%

Visitor Areas of Interest

- Food – Foodservice Products 60%
- Gourmet Food 52%
- Food – Retail Products 50%
- Hospitality Equipment 50%
- Meat and Seafood 48%
- Catering Equipment 46%
- Natural and Organic Products 41%
- Gluten Free 40%
- Drinks 39%
- Coffee 37%
- Dairy 34%
- Packaging Solutions 33%
- Bakery 33%
- Product Packaging 31%
- Packaging Equipment 29%
- Food Safety and Handling 27%
- Retail Equipment 27%
- Confectionery 24%
- Liquor 24%
- Bakery Equipment 20%

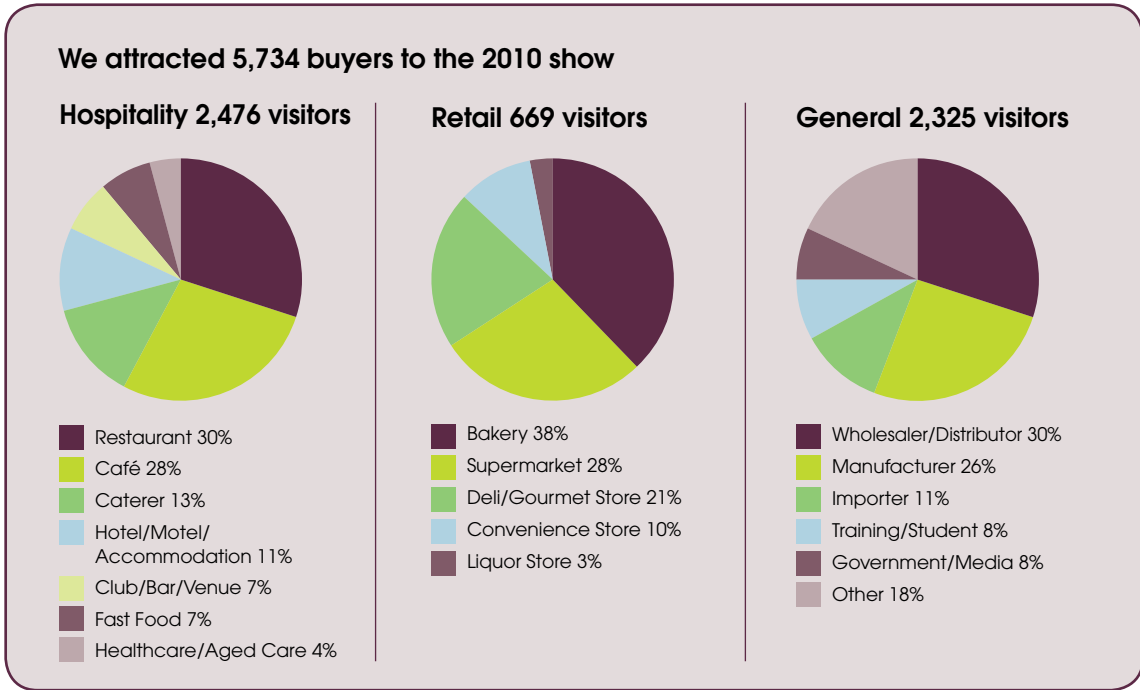


Your customers will be at Fine Food New Zealand 2012.

We will spare no effort to build on the success of the 2010 show and ensure you get maximum value for your marketing spend.

North Port Events partners with Diversified Exhibitions, a leading Australian event company, to bring you Fine Food New Zealand. Our combined experience in marketing exhibitions is unrivalled in Australasia - we know how to engage the interest of your customers, show them the value in attending, and ensure that they come along on the day.

We mount an extensive promotional campaign in the months leading up to the event, including above-the-line advertising in print and online, tightly targeted email direct communications, and below-the-line public relations activities.





Special show features.

Fine Food New Zealand has features designed to increase the promotional reach of the event, drive industry involvement, and generate further opportunities for exhibitors.

Best New Product Awards

This new set of industry awards was successfully launched at the 2010 show. New food, beverage, foodservice and hospitality products are judged against a range of criteria including taste, visual appeal, degree of innovation, functionality and value.

New Zealand Chefs Association

The show includes live cooking competitions organised by NZCA and pitting teams of chefs against each other in pursuit of national and international titles.

Baking Industry Association of New Zealand

Fine Food New Zealand incorporates a baking competition run by BIANZ that successfully raised awareness for this industry

organisation and provided entertainment and networking opportunities for visitors.

Industry Seminars

A wide range of industry support associations run daily business seminar sessions featuring specific content aimed at their memberships.

Best Stand Awards

A set of awards recognising the 'Best shell scheme stand' and the 'Best custom stand' to encourage exhibitors to think outside the box and strive for excellence in design and function.

Product 'Worlds'

To help buyers find areas of interest quickly and easily, the exhibition is split into a number of special product areas. These include Bakery, Equipment, Dairy, Drinks, Gourmet, Packaging, and Meat & Seafood.

Show Details

17 – 19 June 2012, 10am-5pm daily
ASB Showgrounds, Auckland

Gross Floor Area

Halls 1-4, ASB Showgrounds,
Auckland – 8,552m² gross

"Fine Food New Zealand was brilliantly run. The quality of leads was far above what we were expecting and proved to us that this is a must-do show. We could not be happier with the new business the show has led to."

Darren Perry
– CEO, Henergy Cage-Free Eggs

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Book your stand now.

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Stand Costs

Space Only (floor space only)

Priced at NZ\$330 + GST per m²

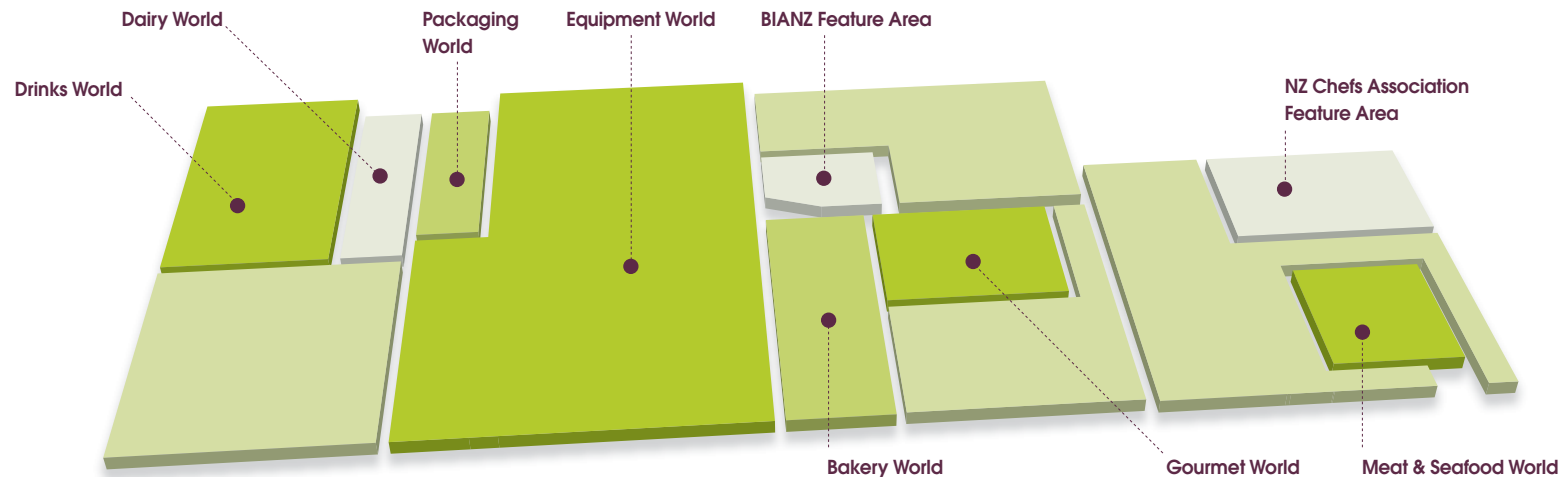
Shell Stand

(includes carpet, walls, lighting, power, fascia and standardised company nameplate)

Priced at NZ\$363 + GST per m²

Corner Loading (if applicable)

NZ\$150 + GST added per open corner



Book now for 2012!



Secure your preferred site at New Zealand's foremost food and hospitality trade event.

To discuss your stand requirements, sponsorship opportunities, and how best to exploit this unique sales and marketing opportunity, contact:

North Port Events

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Sister Event

