

**MADE IN ITALY**

# Trade Expo Exhibitor Registration Tuesday 14 February 2017 Royal New Zealand Yacht Squadron, Auckland

## Introduction from H.E. Fabrizio Marcelli Ambassador of Italy

**Italy is fair.** The double meaning is intentional. Italian products represent a fair deal and we are very pleased to be able to showcase the Italian products available on the New Zealand market in a mini trade fair. With this initiative, we intend to increase awareness of the wide range of Made in Italy products available to kiwi consumers. Importers already do an excellent job and the Made in Italy brand is more and more visible these days, but there is still room for improvement. We believe that an email exchange, a phone conversation, leafing through a catalogue or visiting a website are no substitute for sampling the merchandise with your five senses. That could not be more true than in a country like New Zealand, where personal contacts and a handshake to seal the deal still have an important role in business.

**We hope to welcome you as an exhibitor at the first Made in Italy Trade Expo in Auckland on 14 February 2017.**

### Event Objectives:

Made in Italy Trade Expo is a platform for all those associated with Made in Italy products and industries in New Zealand.

### Our objectives are:

- To create an environment for Italian industry and suppliers that is informative and conducive, to doing constructive business.
- To create awareness of high quality Italian product options to New Zealand business via direct contact.
- Strengthen trade relations and access to market.

### This will be achieved through:

- Pre-show marketing – ICCNZ news and website
- Emailing to contacts in a broad range of sectors
- 'Made in Italy' branding at the expo
- Company listing in the trade expo directory
- Space for each exhibitor to present products
- Panels, carpet, power plug and basic lighting
- Networking event
- Support with planning, pre-marketing and research

### Trade Expo Directory – Advertising:

Advertising opportunities available in the trade expo directory. Contact the ICCNZ [info@iccnz.com](mailto:info@iccnz.com) for further information.

### Event Format:

Made in Italy Trade Expo will take place on Tuesday 14 February 2017. The exhibition opens at 10.00am and closes at 5.00pm. *These times may change.*

### Networking Aperitivo:

There will be a networking event at the conclusion of the Trade Expo. *Further details will be advised closer to the show.*

### Who will attend?

Pre-show marketing will be directed to a wide range of visitors from complementary business sectors.

### Terms of Payment:

1 <sup>st</sup> instalment	50%	Due with registration
Balance	50%	Due 14 January 2017

### Cancellation Fees:

Cancellation must be advised to ICCNZ in writing. The first instalment of 50% of the participation fee is a non-refundable deposit. The full fee is payable if cancellation is advised after 14 January 2017.

MADE IN ITALY

**Trade Expo**  
**Royal New Zealand Yacht Squadron, Auckland**  
**Trade Expo Exhibitor Registration**  
**Tuesday 14 February 2017**

**Exhibitor Registration Form – Made in Italy Trade Expo Auckland 2017**

14 February 2017 – Royal New Zealand Yacht Squadron <http://tinyurl.com/gwxgkkj>  
Complete and fax to +64 3 961 0247 or scan and email to [info@iccnz.com](mailto:info@iccnz.com)

**Company Details:**

**Company Name:**

**Contact Person:**

**Contact person phone number:**

**Contact person email:**

**Invoicing Address:**

**Participation Options**, please (tick) ✓ preferred option – subject to availability:

**Individual serviced 3m x 3m stand** at the trade expo (includes carpet, panels, power, lighting), Made in Italy signage, morning and afternoon teas, working lunch and networking aperitivo for two exhibitor representatives, listing on ICCNZ website.

**NZ\$990.00 / EUR 670,00**

Includes NZ GST of 15%

If a larger stand is preferred, please contact [info@iccnz.com](mailto:info@iccnz.com) to discuss.

**Preferred stand location as per plan:**

*Subject to availability at time of receiving registration*

**Preferred furnishing package (supplementary cost)**

Option 1: NZ\$391.00 EUR260

Option 2: NZ\$311.00 EUR215

Option 3: NZ\$443.00 EUR290

Option 4: NZ\$736.00 EUR490

Includes NZ GST of 15%

Bespoke furnishing arrangements on request.

**Product/Catalogue display on the ICCNZ Stand**

**NZ\$500.00 / EUR 300,00**

Includes NZ GST of 15%

**An excellent option, if you cannot attend the expo but want your products and services represented.**

Displayed on the dedicated ICCNZ expo stand, ICCNZ representatives will present your catalogue/products.

A proven, cost effective method to promote products and services via brochures and catalogues.

- Presentation by ICCNZ representatives
- Pre show marketing by ICCNZ
- Listing on ICCNZ website
- A report at the conclusion of the event detailing the visitors expressing interest and contact information.

Further details on catalogue and brochure quantities and required delivery date to be advised.

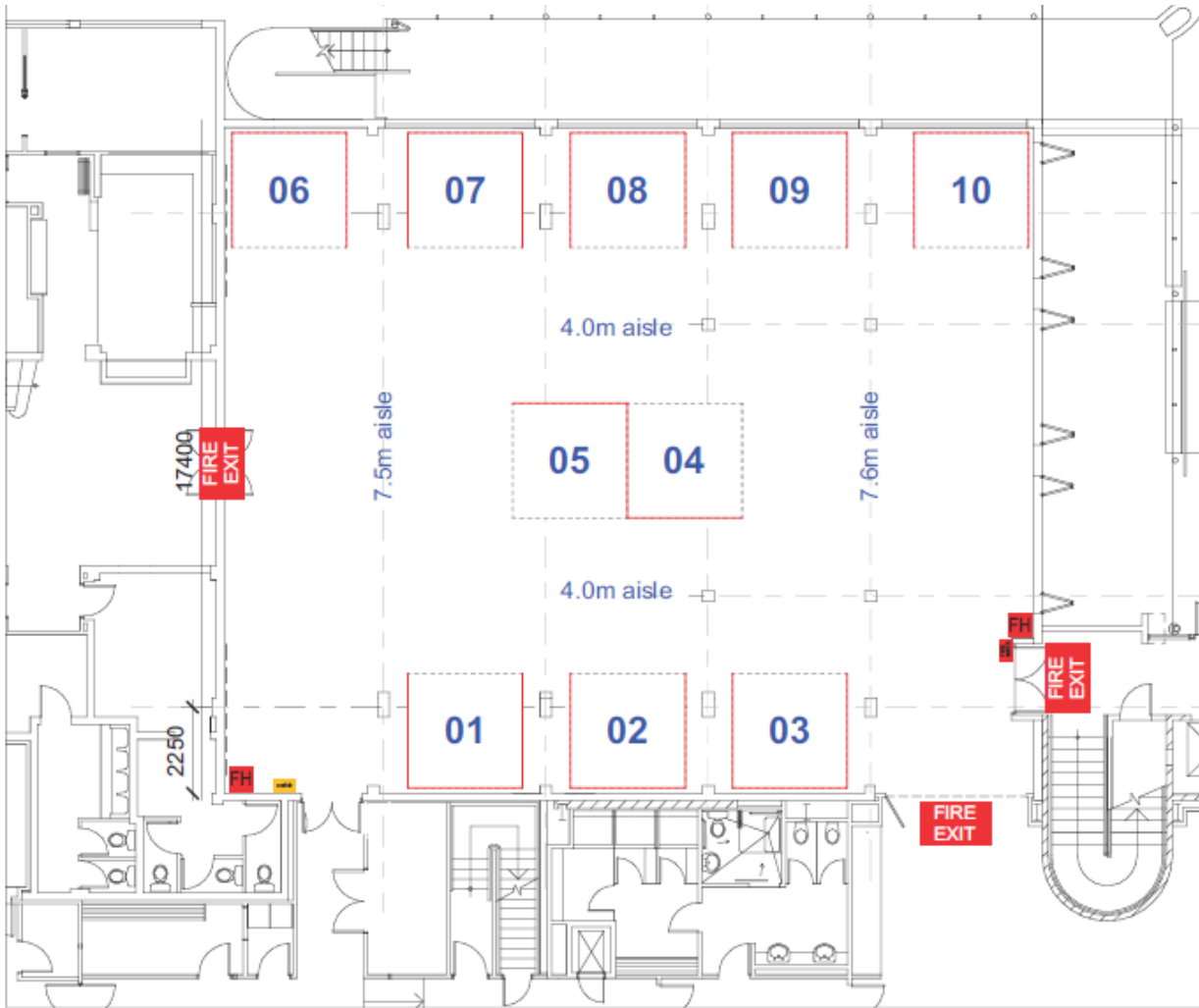
**Trade Expo Directory:** Exhibitors receive a listing and logo in the printed and online directory with their expo registration. Other advertising opportunities available in the directory – information on request.

**ICCNZ** will send further exhibitor information when available, for additional power and lighting, additional promotional activities and displays, rental of furniture, audio-visual equipment, catering, plants, accessories, freight of material, internet etc.

When completed this registration form is a binding agreement with the Italian Chamber of Commerce in New Zealand Inc to participate in the Made in Italy Trade Expo. Due to our financial commitments with the venue and exhibition services company, ICCNZ requires an initial non-refundable deposit after signing the registration form of 50%. The balance of 50% is due no later than 14 January 2017. ICCNZ will invoice you accordingly. The stand is only guaranteed after receipt of the deposit payment. 100% cancellation fee will apply from 14 January 2017.

<b>Date:</b>	<b>Company Name:</b>
<b>Place:</b>	<b>Authorised Signatory Name:</b>
<b>Signature of authorised person:</b>	

# Room Layout and Stand Plan



## Furniture Package Options: (other styles upon request)

### OPTION 1



### OPTION 2



### OPTION 3



### OPTION 4

