

YOUR DREAMS

★ ★ ★  ★ ★ ★ AND ★ ★ ★  ★ ★ ★

ADVENTURES START HERE

Prospectus



Camper Care

NEW ZEALAND

**MOTORHOME
& CARAVAN
SHOW**

3-6th March 2011

Claudelands Events Centre Hamilton



Keep Up With
Newstalk ZB
WAIKATO • 12.95 AM • 97 OF M

Southern Star
GARDENS

Leisure Line
Kini Boat With Fide

RVC MANZ

Motorhomes
CARAVANS & DESTINATIONS

CLASSIC EVENTS
The Art of Living



NZ's Premier Motorhome & Caravan Show 3-6 March

Exclusive Opportunity

The 2011 Camper Care NZ Motorhome & Caravan Show at Claudelands Events Centre in Hamilton is the region's leading sales, marketing and networking event for the industry.

As New Zealand's premier dedicated Motorhome and Caravan National event, we specialise in providing a complete experience for all visitors interested in owning a Motorhome or Caravan, renovating the one they have, or simply after that special accessory to make their outdoor lifestyle complete. Our amazing Show's open up the world of Motorhome and Caravanning to over 30,000 potential owners, up graders, new buyers and enthusiasts every year.

The Show brings together all the industry leaders under one roof, over 3 days in Christchurch and 4 days in Hamilton making it easier to research and compare the latest product on show.

Ideal Location

Brand New Events Centre

Hamilton's central location makes it a perfect City to host any Show. It provides easy access from the greater Waikato, Bay of Plenty, Auckland and the Central North Island regions.

Held in the newly renovated \$68.4million Claudelands Event Centre, Claudelands is a multi-dimensional, versatile complex on the doorstep of Hamilton's CBD, just a short walk across the Claudelands Bridge to major accommodation, restaurants and entertainment.

The venue provides extensive parking and an excellent range of indoor and outdoor exhibiting space.

The Prospectus, Site Application and Exhibitor conditions are all available to view or download on our website:

www.nzmotorhomeandcaravanshow.co.nz

Phone: 07 849 5472 Email: lisa@classicevents.co.nz

Something New

We are always looking at ways to keep the Event fresh, appealing and attractive to the public.



Next year we will be launching three new initiatives:

The Destination Court

Don't just rely on the tourists!

Next year, we will be the first Show in New Zealand to create a dedicated 'Destination Court' showcasing the fantastic destinations, holiday parks, camp grounds and many New Zealand attractions that are just waiting for the thousands of motorhome and caravan owners to visit.

The prospect of the World Cup in 2011, will see more New Zealander travellers take the opportunity to see more of New Zealand as they entertain overseas guests, travel to games, or simple enjoy New Zealand at its best utilising their motorhome.

Kiwi Ingenuity Area

For those wanting to make the best of what they

This area will be dedicated to the many owners of Motorhomes & Caravans that have bought older models with the express purpose of revamping them. This area will be ideally suited to those exhibitors that provide solutions for these owners.

New Innovations Area

Celebrating new ideas!

This area will be a feature area, highlighting a limited number of new industry related innovations. We are working with the Radio Network on public participation with this with a substantial radio promotion. We envisage this will have wide appeal to public, exhibitors and sponsors.



Be There

Exhibitors Essential Information

This Show Means Business!

More and more New Zealanders are enjoying an independent recreational lifestyle exploring our beautiful country in comfort and perhaps a little luxury!

Before they embark they can imagine themselves, active and making new friends from home and abroad or enjoying their own company, setting their own pace, going where they want with all the comforts of home.

The lifestyle they envy or want to create comes thanks to you! You are the industry innovators and leaders. Your products and knowledge deserve an appreciative audience – and this is it!

We provide the comparison shopping experience for holiday or retirement lifestyles all on one site.

The NZ National Motorhome & Caravan Show is focussed on making our Show a success for your business.

Next year we have created different areas to cater for your different requirements and making it easier to target your specific market. By providing you with more options, makes it easier to position yourself for maximum sales opportunities.

Application form is available online, on our website or by request.

Hamilton Show Dates

Thursday 3 March 9am -5pm

Friday 4 March 9am -5pm

Saturday 5 March 9am -5pm

Sunday 6 March 10am -4pm

Claudlands Events Centre



Our Promotional Strength

We bring the people to you...

Our strategic advertising and marketing campaign will ensure that people from the greater Waikato, Auckland and central north island will generate maximum showsure for the Show and attract the right audience.

We are delighted to announce The Radio Network as a major sponsor of the Hamilton event and will be working with them over the coming months to create a campaign with a difference!

Other media utilised will be:

TV: Using selected channels and careful attention to advertising placement, will ensure that this advertising will capture the attention of the target demographic

Newspaper: The Show will be promoted heavily in the Waikato Times plus national, regional and local newspapers from Wellington to Whangarei.

Industry Magazines: We will utilise extensive national promotion in all the leading industry magazines.

Website: Our revamped website will promote the show details, utilising links with other industry leaders and publications. We will also be extending our fan base through our Facebook page.

Show Programme: Our professionally produced programme is full of all event details with full exhibitor listings, maps, competition details and is a keepsake for enthusiasts.

Competitions and new initiatives: These will gain added promotional opportunities and receive not only extensive radio advertising, but radio promotion involving DJ's, radio driven competition and large on air campaign.



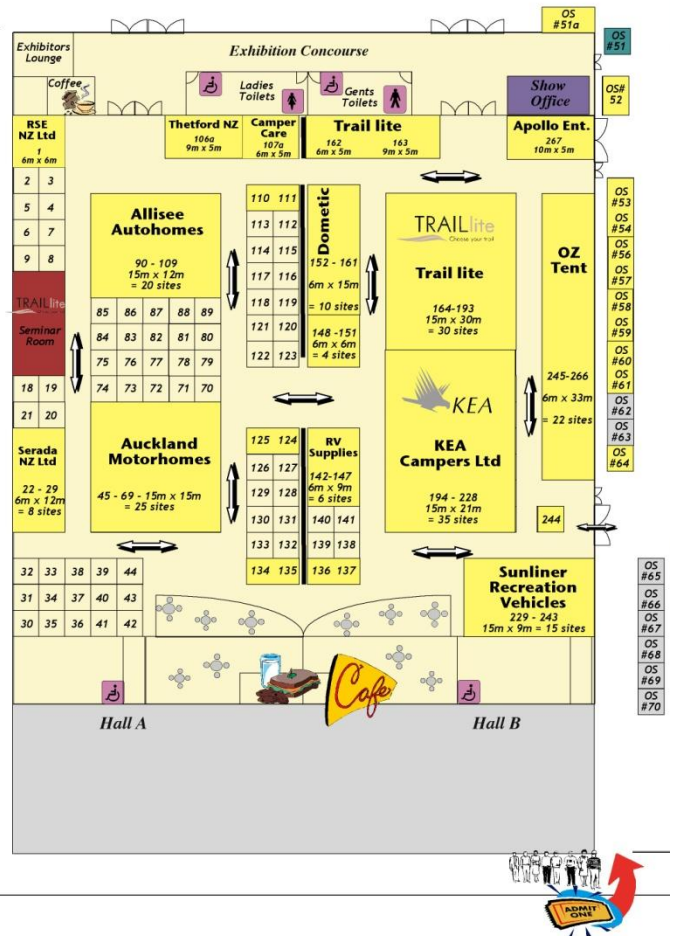
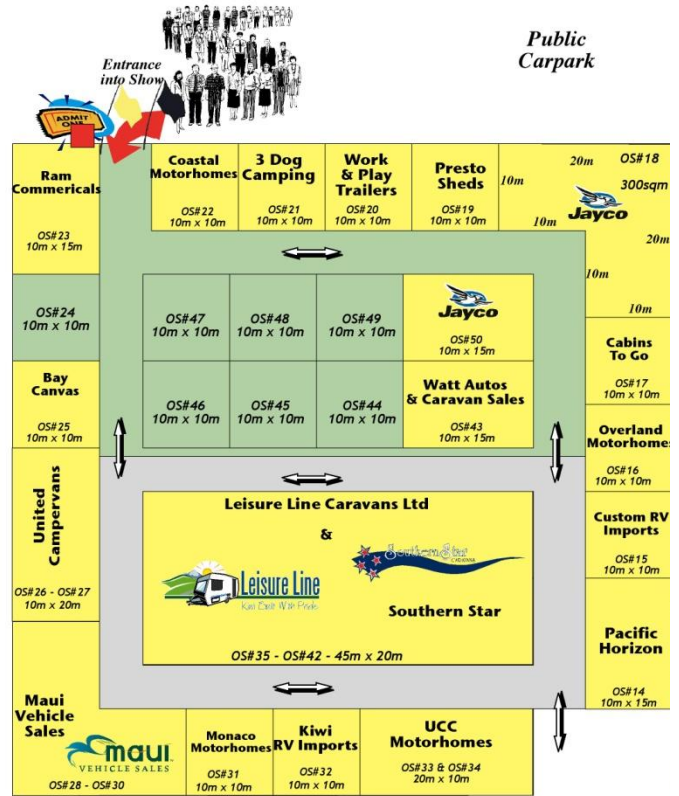
3 - 6 March 2011
Claudlands Events Centre.
Hamilton, NZ



Site Prices

- 1-3 Sites \$655.00 each + GST
- 4-6 Sites \$635.00 each + GST
- 7 Sites + \$625.00 each + GST

- Outside Sites \$18.50 per sq metre + GST
- OS # 52 - OS# 70 \$250.00 + GST





NZMCA Rally Area

Gate 4
Public Carpark
Entrance

Exhibitors
Car Park



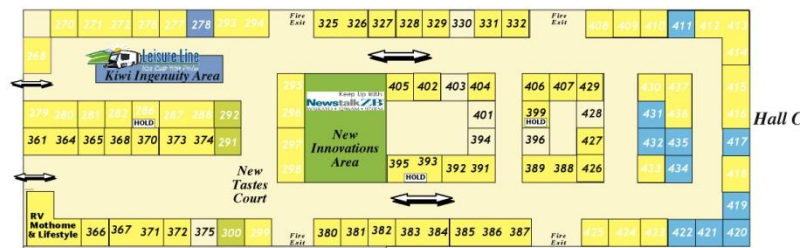
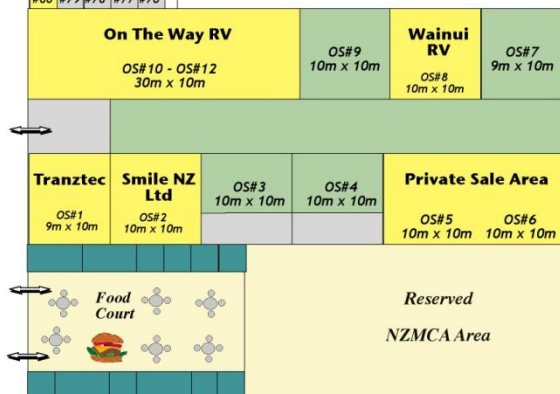
Gate 3
Rally Entrance

Entrance
into Show for
Sold Liberty Pass &
Exhibitors
Entry Only

Rally
Registration
point

OS #71 OS #72 OS #73 OS #74 OS #75

OS #80 OS #79 OS #78 OS #77 OS #76



- Tourism & Destination's Court
- New Tastes Court
- Leisure Line Caravans Kiwi Ingenuity Court

Key

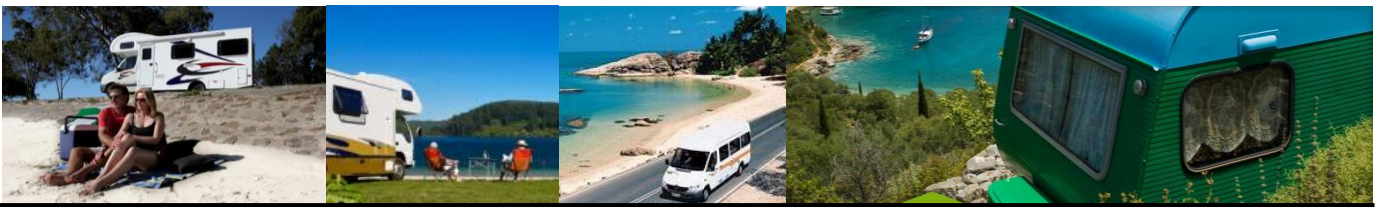
- SOLD - Trade Site
- Available Outside Tarseal Trade Site
- Available Outside Grass Trade Site
- Available Inside Trade Site
- Available Kiwi Ingenuity Site
- Available Inside Destinations Court Trade Site
- Available New Tastes Site
- Expo Administration
- Public Entrance
- Toilets
- Food Site

© copyright Scale 1mm:1.4metres

Brooklyn Rd

Brooklyn Rd

The Prospectus, Site Application Form and Exhibitor conditions are all available to view or download on our website:
www.nzmotorhomeandcaravanshow.co.nz
 Phone: 07 8495472
 Email: lisa@classicevents.co.nz



Destination Court

Why Exhibit Here

Next year, we will be the first Show in New Zealand to create a dedicated 'Destination Court' showcasing the fantastic destinations, holiday parks, camp grounds and many New Zealand attractions that are just waiting for the thousands of motorhome and caravan owners to visit.

At the recent Brisbane Motorhome & Caravan Show, this concept proved to be hugely successful. Two floors were dedicated to a Destination Court which was hugely popular with the public, and generated thousands of dollars worth of business to the exhibitors.

As a result, we now have several Australian tourism exhibitors attending the Hamilton event next year.

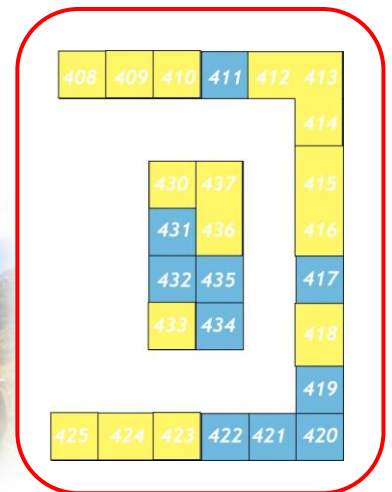
Response to this initiative has seen us create a dedicated area to cater for the demand & to provide you the opportunity to market your product or services in an exclusive area.

What to Exhibit Here

- Holiday, Leisure and Accommodation parks that cater for Motorhome and Caravans.
- Attractions and Destinations
- Tourism boards and councils

Destination Court Prices

1-3 Sites	\$655.00 each + GST
4-6 Sites	\$635.00 each + GST
7 Sites +	\$625.00 each + GST



New Tastes Area

Why Exhibit Here

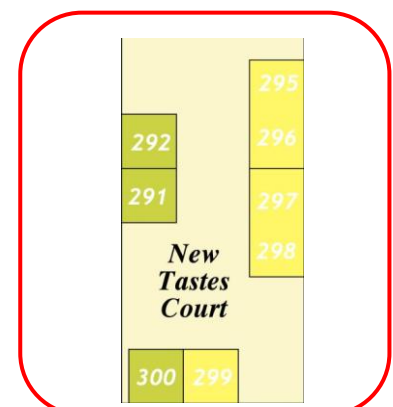
To make it easier for the public and exhibitors, we have created a dedicated New Tastes Area, totally dedicated to exhibitors selling any food related products, making it a one stop shop for food lovers. This will cover food tastings, snacks & confectionary, but will not incorporate food vendors.

What to Exhibit Here

- Confectionary
- Pre packaged food
- Sampling

New Tastes Area Prices

1-3 Sites	\$655.00 each + GST
4-6 Sites	\$635.00 each + GST
7 Sites +	\$625.00 each + GST





Kiwi Ingenuity Area

Why Exhibit Here

This area will be dedicated to the many owners of Motorhomes & Caravans that have bought older models with the express purpose of revamping them to suit their own requirements. This area will be ideally suited to those exhibitors that provide solutions for these owners.

The renovated Breast Cancer Research caravan will be present in this area. This caravan has had an interior design makeover by Trelise Cooper and they will be promoting opportunities around this to fundraise.

What to Exhibit Here

- Specific products and services that aid in the renovation or conversion of a bus, caravan or motorhome
- Experts in their respective fields, upholsters, panel beaters, bed makers, cabinet makers etc



Kiwi Ingenuity Area Prices

1-3 Sites	\$655.00 each + GST
4-6 Sites	\$635.00 each + GST
7 Sites +	\$625.00 each + GST

The Newstalk ZB New Innovations Area

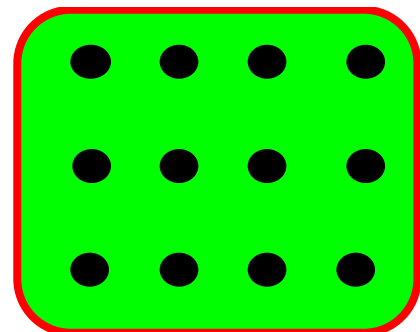
This area will be a feature area, highlighting a limited number of new industry related innovations. We are working with The Radio Network on public participation with this with a substantial radio promotion. We envisage this will have wide appeal to public, exhibitors and sponsors

What to Exhibit Here

- New inventions, products or releases

There will be no site fee for the innovations feature; however there will be a small cost for the plinth that will display your product information. Due to limited space, entry is at the discretion of event management.

Keep Up With
Newstalk ZB
 WAIKATO • 1296AM • 97.0FM





Classic Events

Who We Are

The Classic Events team has over 26-years event management experience. This experience encompasses event management, sponsorship and exhibition management, sales and marketing, sponsorship relationship building, business development and venue management.

We have successfully run the iconic Balloons over Waikato for the past 6 years, one of the last large scale free events in the country and classified as one of five 'Hallmark' events for the region. Team members also have experience in running a variety of other Shows including The Motorhome and Caravan Show, since its inception.

We have led Balloons over Waikato to win the Best Waikato Event as voted by the people of Waikato for two of the last three years and also won the prestigious Westpac Business Excellence Awards in 2008 in the not for profit sector. Managing Director Michele Connell has also won this award for the Waikato Business Person of the Year, highlighting truly excellent management and business skills.



Balloons over Waikato

Balloons over Waikato is New Zealand's largest event of its kind, attracting thousands of people locally, nationally and internationally. It is the 3rd largest event in the Waikato of any type and the premier balloon event in New Zealand. It remains one of the last large scale free events in the country.



In March, at Innes Common on the edge of Hamilton's central city lake and the grounds of the University of Waikato, more than 130,000 spectators thrill to the sight of the annual Balloons over Waikato Festival, with record crowds of 80,000 attending the Nightglow alone. Tens of thousands more have the opportunity to become involved at other sites throughout the Waikato region



For any further information Contact us at Classic Events

Michele Connell
Managing Director
 Phone: 07 849 5472 ext 203
 Mobile: 021 0290 1118
 michele@classicevents.co.nz

Lisa Rountree
Assistant Manager / Site Sales
 Phone: 07 849 5472 ext 202
 Mobile: 021 735 775
 lisa@classicevents.co.nz



Phone: 07 849 5472 | Fax: 07 849 5472 | www.nzmotorhomeandcaravanshow.co.nz



Classic Events Testimonials

“TVNZ are sponsors of Balloons over Waikato and our relationship with Michele and her team, who run the event, is long standing. Such an event requires professionalism, organisation, communication and flexibility and this is integral to Classic Events and their business practice. They are open to and generate new ideas and provide us with opportunities to leverage the event and maximise our involvement. We can always be assured that Classic Events will ensure the event is a success and our sponsorship relationship secure as a result”

Liz Lawrence | Waikato Account Manager | **TVNZ**

“I have worked with Michele over a number of years with different organisations as a wine sponsor for Balloons over Waikato. This event has always been extremely well run and the attention to detail is incredible. When moving to a new company I was thrilled to be able to encourage them to take on the event as a sponsor and Michele and her team were very enthusiastic about welcoming a new brand into their event. I am sure we will have many years of business ahead of us!”

Greg Bell | Business Development Manager | **Yealands Estate**

“I have worked with Michele and her team over the last 4 years with Balloons over Waikato. During this time I have found the team to be an incredibly innovative, organised and a fun group to work with, making this Festival a truly iconic Waikato Event. Balloons over Waikato is a jewel in Waikato’s crown, and it is a credit to the team that it has continued to grow and evolve over the many years we have been lucky enough to have it in our region. Michele in particular is always open to new ideas, concepts and always encouraging new ways to promote this event! The Radio Network looks forward every year to working with Michele and the Classic Events team and hope to further grow our relationship in the future with the many more exciting events this team will put together!”

Jenni Muhlmann-Brown | Sponsorship Manager | **The Radio Network Waikato**

“We have been a sponsor of Balloons over Waikato for five years now and it has always been an absolute pleasure. Our need to leverage our sponsorship has been kept front of mind and has been followed through with a well run series of events.

I have enjoyed working with the enthusiastic team who cope well even with the frenetic pace of proceedings during the event week. I look forward to the continued relationship and the benefits which it brings to our company and customers.

Peter Grant | Regional Manager | **Vodafone**

“It has been my pleasure to have worked with Michele Connell and her team for over six years on the annual Balloons over Waikato event. As a supplier as well as a sponsor of this event, during this time I have always been impressed with the professionalism and outstanding co-ordination that Michele seems to be able to improve on each year. The event has run like clockwork every year.

*The fact that Michele has now branched out and created **Classic Events** is certainly going to enable other people to enjoy the experience of a professionally run organization. This will only enhance and improve what may already be an experience not to miss. I have absolutely no doubt that **Classic Events** will only enhance and improve on this”*

Chris Dilloway | Performance Enhancement Leader | **Hirepool**

ASB and Michele and her team have worked together on events for some considerable time. The length of time we have been involved in key events is a tribute to the professionalism of Michele and her team and the dedication to supporting and working with sponsors to make the events a huge success. Teamwork is outstanding and detail is planned jointly to ensure all parties fully understand expectations and goals for a successful event.

Very happy to recommend Michele and team to anyone looking at event management.

Mark Duhig | Regional Manager Central Nth Island | **ASB**



Exhibitor Terms and Conditions

THE GENERAL

RULES & REGULATIONS for the governance of the Camper Care NZ Motorhome & Caravan Show, (CCNZMCS) in addition to those already printed, shall be deemed as if they had been printed in full.

1. General - The CCNZMCS acting through the appointed officer shall be the sole judge of whether the following items have been adhered to in a proper manner. The decision of the CCNZMCS shall in all respects be final and conclusive. If, in the opinion of CCNZMCS, a serious breach of these terms and conditions has taken place, an exhibitor may be required to remove his/her exhibit within 24 hours of notice being given. In such a case all fees paid or due to the CCNZMCS shall be forfeited. Notwithstanding anything contained in this prospectus, the application for space, or any other document concerning the CCNZMCS, the CCNZMCS reserves the unrestricted right to make such rules or orders for the proper conduct of the exhibition, as circumstances may warrant, either before or during the currency of the exhibition.

2. Application For Display Site - All applications for display sites should be made promptly on the enclosed form and returned to this office with a deposit of 20% of total cost. A further 20% is then due 90 days prior to the event and balance of the site rent is then due 30 days prior to the event opening. The CCNZMCS reserves the right to allocate sites but where possible will endeavour to meet applicant's request. Allocation will be made by CCNZMCS appointed officer who will give due regard to the order in which applications are made. The CCNZMCS reserves the right to alter the floor plan if considered necessary. A high standard of display is required.

3. Sublets: The exhibitor shall not assign or sublet or part with the possession of the whole or any part of the site without express permission from the CCNZMCS, i.e. you may not sell, gift or trade part of your site to another business or organisations. All exhibition contracts must be between the exhibiting company and CCNZMCS.

4. Liability. If for any reason the exhibitor does not make any of the payments thereunder on the due date. The organiser may at their option proceed to re-let the site without being liable to account to the Exhibitor for any sum already paid or due from him and without prejudice to the organiser. In the event of the exhibition being cancelled or terminated because of fire or earthquake the Organiser will refund to the Exhibitor a fair proportion of any rental paid by the Exhibitor.

5. Co-operation - No exhibitor shall permit their exhibition stand to be used in such a manner as to conflict with the purpose of the exhibition or the rights of other exhibitors. In the event of any dispute arising between exhibitors, in relation to the exhibition such disputes shall be submitted to the CCNZMCS in writing for consideration, and the decision of the CCNZMCS shall be accepted by all parties as final and conclusive in all respects.

6. Cancellation. If the event is cancelled by the Organiser, then rental monies paid (inclusive of deposit) will be returned in full. Cancellation of site bookings 60 days prior to the event will forfeit 40% deposit. Cancellation of site bookings within 30 days prior to the event will be liable to pay the full cost of the original booking.

7. Event Closure - All displays must remain on site for the duration of the show, that is until the advertised show closing time. This rule will be rigidly enforced. However, an extra hour has been allowed after the show for the dismantling of displays. During this hour, security remains the responsibility of the exhibitor.

8. Utility Service Charges - Extra light and power points on display sites can only be supplied by the Show Electrician on application and at the exhibitor's expense.

9. Competitions or Contests - Exhibitors desiring to run any form of competition must first gain approval from the CCNZMCS. Competitions or contests must be free of charge to patrons.

10. Amendments - The organisers and promoters of CCNZMCS reserve the rights to amend any part of parts of the herein described.

11. Advertising - Exhibitors shall have the full right to advertise within the confines of their own stand but the CCNZMCS reserves the right to prohibit

any such advertising material or equipment which obstructs aisles, interferes with or obstructs neighbouring stands or is, in the opinion of the CCNZMCS, a source of annoyance to others. No exhibitor, or employee thereof, may canvas other than from their own stand.

12. Noise: If exhibitors intend to use amplifiers and loud speakers on their exhibition sites, prior written approval must be obtained from the organisers. CCNZMCS reserves the right to withdraw such approval if use of such equipment proved disruptive to other exhibitors.

13. Radio and Electronic Devices - The use of radio and other electronic devices within the exhibit spaces as adjuncts to the effective display of the exhibitor's products or trade process, will be permitted subject to, in each instance, approval from CCNZMCS. This regulation is not designed to discourage the use of such appliances but to ensure their being adjusted so as not operate to the discomfort of other exhibitors or the public. Plans for their use should be submitted for approval in advance and such use will be subject to regulation during the show.

14. Theft, Damage or Loss - It is expressly stated that under no circumstances will the CCNZMCS accept any responsibility whatsoever for any loss, damage or theft to any exhibitors' stand or equipment by any cause or means whatsoever. Exhibitors are required to provide supervision during the whole time that the exhibition is open to the public. It is requested that all exhibits, fixtures, fittings, equipment etc. shall be adequately insured against fire, theft, damage and loss from any cause, during the time in which the articles are on the exhibition premises. The exhibitor shall further indemnify the CCNZMCS against any claims whatsoever in relation to his allocation space and the actions and conduct of employees.

15. Security - The CCNZMCS have security in the exhibition halls and grounds for the duration of the show. Stall holders are not permitted on site until 1/2 prior to the Show opening to the general public, other than food stall holders who must make prior arrangements.

16. Consequential Loss - The CCNZMCS shall not be held liable for any consequential loss which may arise out of any association with the CCNZMCS.

Compliance Section:

17. Power Cables: Electrical wiring must comply with NZS 3000/3001 Electrical code of compliance. Any vehicle requiring electrical power is required to have a current electrical warrant of fitness or a pcode of compliance.

18. Any Vehicle with LPG cylinders or gas appliances are required to comply with the NZ Gas regulations

19. All Vehicles, Motorhomes, Caravans, Fifth Wheelers or the like, must comply with NZ Land Transport Safety Authority compliancing laws.

20. Legal Requirements - Notwithstanding anything contained in any part of these terms and conditions, it shall be the express responsibility of each exhibitor to ensure that their exhibit complies in all respects with such legal and local government requirements as may be in force at the time of the exhibition. All exhibitors must comply with all provisions of the Health and Safety in Employment Amendment Act (H.S.E) 2002.

21. Selling of Food - Exhibitors must comply with all legal and local authority regulations in order to handle, prepare, sell or display food. Exhibitors may be required to install sink and hot water systems. Consent on this matter should be obtained from the Health Division of the Hamilton City Council.

22. Fire Retardant Materials - In compliance with the NZ Building Code (C3/AS1 Table 4) exhibitors are informed that curtains, drapes or backdrops are to be restricted to Fire Retardant Materials with a flammability index not greater than 12. Further information may be obtained from the Building Inspectors Department, Hamilton City Council, PO Box 937, Hamilton.

© copyright

