

YOUR DREAMS AND ADVENTURES START HERE



Hamilton

2 - 4 March 2012

Claudelands Event Centre

Prospectus

www.nzmotorhomeshow.co.nz

About Us

From the team behind **Balloons over Waikato** and **On Your Bike Expo**, **Classic Events** is pleased to continue to provide the **Motorhome & Caravan Industry** with their own national event. The **2012 Camper Care NZ Motorhome & Caravan Show** at **Claudelands Event Centre** in **Hamilton** is undoubtedly 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 **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, with new exhibition halls and sealed outdoor exhibition plazas, Claudelands is just a short walk across the Claudelands Bridge to major accommodation, restaurants and entertainment.

Something Extra

We are always looking at ways to keep the Event fresh, appealing and attractive to the public. Next year we will continue with our popular initiatives:

- **The Destination Court**

Don't just rely on the tourists!

The dedicated 'Destination Court' showcases the fantastic destinations, holiday parks, camp grounds and many New Zealand attractions that are just waiting for the thousands of motor home and caravan owners to visit.

- **Kiwi Ingenuity Area:**

For those wanting to make the best of what they have!

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.

- **Seminar Series**

Your Dreams of Knowledge start here. This area will feature new and informative topics that relate to this industry. Always popular. Please contact us if you would like the opportunity to host a seminar. Places are strictly limited.

Contact Details

Classic Events Limited | **PO Box 10185 Te Rapa Hamilton** | **Unit 1/48 Tawn Place, Pukete, Hamilton** |
Lisa Rountree | **Phone/Fax: 07 849 5472 ext 202** | **Email: lisa@classicevents.co.nz** | **Mobile: 021 735 775** |

The Prospectus, Site Application and Exhibitor conditions are all available to view or download on our website:
www.nzmotorhomeshow.co.nz

Our Promotional Strength...

Other Promotion

- Billboard on SH1 entering southbound into Hamilton.
- Highly visual road signage displayed in high traffic areas.
- Posters and flyers displayed in cafes, supermarkets, relevant retailers and site centres.
- Roaming MC over the event to promote exhibitors at their site.
- Website: This will promote show details utilizing links with other industry leaders and publications. We will also be extending our fan base through Facebook.



BEST OF ALL!...

We have some key partnerships with media that ensures this show will receive premium placement advertising.

We bring the people to you...

Long before the North Island Camper Care Motorhome & Caravan Show opens, many visitors will be counting down the days. Many will have heard about the show through our strategic marketing and advertising campaign that will ensure people from the greater Waikato, Auckland and the central North Island will know it is on!

Our media will cover:

Radio

Using targeted stations we will create a series of memorable jingles and informative 15 and 30 second ads playing throughout Waikato, Rotorua, Bay of Plenty and Auckland.

Stations used are:

- The Radio Network:
Coast – Newstalk ZB – Classic Hits – Radio Sport
- Mediaworks:
Solid Gold – The Breeze

Television

TV1, TV3, Prime

Print

There will be a concentrated editorial campaign with pictures and latest stories featured in :

- Waikato Times
- NZ Herald
- Hamilton Press
- Herald On Sunday
- South Taranaki Star
- Taranaki Daily News
- North Shore Times
- Dominion Post
- The Tribune
- Bay Of Plenty Times
- Country News
- Taupo Weekender
- Cambridge Edition
- Matamata Chronicle
- Piako Post
- Te Awamutu Courier
- Weekly community newspapers delivered free throughout the Waikato

Industry Magazines

Full page adverts plus editorial will be placed in the following magazines leading up to the event:

- NZ Motorcaravanner
- RV Lifestyle Magazine
- Motorhomes, Caravans & Destinations Magazine



Generate your year's income in just 3 days!



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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 and more and more of them are holding off making a decision until after they have visited the Camper Care Motorhome & Caravan Show.

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!



Testimonials

We have found Classic Events to be an extremely professional, well organized and loyal customer with vast amounts of events management experience with which we are grateful to have been part of for so many years.

Nathan Rillstone

Director

Hamilton Party Hire / Tauranga Party Hire

Fonterra has been a key sponsor of the Balloons over Waikato for the past 4-5 years and will continue their sponsorship of this event for years to come. Its a brilliant festival and Michele continues to put on the best show on earth.

Sam Allnutt

Business Manager - Export

Fonterra Brands NZ

TVNZ are sponsors of Balloons Over Waikato and our relationship with Michele and her team, who run the event, is long standing. 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

ASB and Michele and her team have worked together on events for some considerable time. Teamwork is outstanding and detail is planned jointly to ensure all parties fully understand expectations and goals for a successful event.

Mark Duhig

ASB Regional Manager Central North Island

Essential Exhibitor Information



Show Venue:

Claudlands Event Centre

Build Up:

You will be provided with an individual setup schedule closer to the time.

Show Dates:

Friday 2 March 9am - 5pm
Saturday 3 March 9am - 5pm
Sunday 4 March 10am - 4pm

Breakdown:

Sunday 4 March after 4pm - 6pm
Monday 5 March 8am - 3pm

Stand Specifications:

Unless otherwise arranged, a 2.1m high (back wall) x 1.2m (side wall), black Velcro- compatible wall system will be supplied to all indoor stands. Each indoor stand will be provided with single phase power and is fully carpeted. Outdoor sites **DO NOT** include power and lighting. This can be arranged for an additional cost.

Exhibitor Manual:

Every exhibiting company will receive an exhibitors manual no less than 4 weeks prior to the show. This will provide all required information including individual set up times.

Security:

The Camper Care & Motorhome Show will provide onsite security during build up, breakdown and after hours during show days.



Exhibitor Parking:

Dedicated exhibitor parking is available through Gate 4, Brooklyn Road.

Meet & Greet Evening:

This is a traditional evening designed for you to relax and mix and mingle with other exhibitors. Please advise Lisa of numbers attending.

Sharing a Site (Subletting):

Subletting is where an exhibitor (primary) invites another exhibitor (secondary) to display or demonstrate their products on the primary exhibitors site. The Camper Care Motorhome & Caravan Show has adopted strict rules around this and the subletting (secondary) exhibitor must:

- Be eligible to exhibit at the CCMCS
- Complete and sign an application form and pay the sublet fee of \$300 plus GST

If the secondary exhibitor fails to complete an application or pay the sublet fee, they will be closed down.

The subletting (secondary) exhibitor will have a separate programme listing and their own ticket allocation. Please contact Lisa for any subletting queries.