



Stallholder Information Sheet

The perfect day out for men from all backgrounds



Saturday 22 May 2021 10am - 5pm
TSB Stadium Rogan Street
New Plymouth

The NZ Man Expo concept was conceived in 2019, after it became clear that there was a gap in the market for an event to cater to the male population and their interests. The expo will showcase a large variety of exhibitors, with interactive sites and competitions which will appeal to men of all ages and backgrounds. Taranaki has a male population of just over 50,000, so this is a unique opportunity to advertise and interact with potential clients.

Why Book A Site

- Reach hundreds of your target market over one day
- Build relationships by in-person communication
- Customers can 'try before they buy'
- On-the-day sales opportunities
- Run competitions to gain leads
- Answer questions for interested customers
- A mid-year boost to your business
- Showcase your brand or product to hundreds
- Demonstrate or launch new products
- Increase your website traffic
- Network with other local businesses
- Affordable site prices

Marketing

- Website - each vendor is listed on the expo website
- Facebook - regular posts promoting vendors
- Instagram - regular posts promoting vendors
- In-store posters - displayed in targeted businesses
- Radio - radio advertising leading up to the event
- Newspaper - article in local newspapers
- Billboards - both printed and digital advertisements

Site Sizing and Cost

The expo will be held both indoors and outdoors at the TSB Stadium in New Plymouth. Indoor sites are currently available as follows:

- 2m x 2m \$350
- 3m x 2m \$450
- 4m x 2m \$600

Sites come with a black divider along the back and most have a 1m wide divider on each side. Power is available. Outdoor sites will be custom made to fit your needs, do not have power and are priced accordingly. Please enquire directly. You have the option of bringing your own generator.

Sponsorship

As planning for this event continues and evolves, there may be a number of opportunities for sponsorship. Please get in touch if this is of interest and I can advise when opportunities arise.



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