

THRIVE INTERNATIONAL



**EXPO HOLDER
APPLICATION PACK**



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WELCOME TO THRIVE INTERNATIONAL 2011!



The Employers and Manufacturers Association (Northern) Inc (“the EMA”) is pleased to bring you this unique opportunity to align your business with New Zealand’s largest and most successful show for business – “Thrive International - 2011.”

As New Zealand’s largest Business Association we were able to take the lead in 2002 and create an annual event that inspires and motivates New Zealand business people. We believe that Thrive offers a world class learning experience and a real opportunity to make a meaningful connection with over 2000 attendees on the day.

It has been very encouraging to see Thrive so well supported by sponsors, exhibitors and delegates alike. Over the past few years Thrive has regularly sold out and it continues to exceed the expectations set in each previous year.

Your support of Thrive is a real opportunity to meet 2000 enthusiastic and motivated business people. Attendees genuinely take an interest in your business and this support is often reflected in their decisions to patronise companies who align with Thrive.

So far 12,000 business people have attended a Thrive event and we anticipate another successful year due to Thrive’s loyal fan base.

The Thrive International programme is shaping up to be another crowd pleaser with confirmed speakers including Kevin Roberts, Chris Liddell, the CEOs of Fletcher Building, Z petrol, and Briscoes Group, investment guru Jenny Morrell and International Finance guru John Buchanan, Fishing superstar Matt Watson and much, much more!

We do hope you can join us for Thrive International 2011.

Yours sincerely,

Bruce Goldsworthy
Acting Chief Executive
EMA (Northern) Inc.



ABOUT THRIVE NEW ZEALAND

"Thrive is a wonderful initiative that encourages entrepreneurship and celebrates business success. 2000+ business leaders spending a whole day at Thrive is proof that Kiwi's want to be motivated and inspired and they want to grow their businesses. Your sponsors must be very pleased to be associated with such a uniquely positive initiative."

Stephen Tindall, founder of The Warehouse.

New Zealand's biggest event for business, Thrive is not just a business event it is New Zealand's most popular business show.

Thrive is about celebrating New Zealand business success and innovation. It is an entertaining, action packed experience, which showcases Kiwi businesses achieving around the globe. It's loaded with practical tips and proven ideas on how to grow a business of any size.

Since 2002 Thrive has consistently exceeded the expectations of attendees and expo holders alike. Thrive has grown from a 400 person event to consistently deliver an audience in the thousands. Held in the ASB Theatre at the Aotea Centre and presented in a unique theatrical style, the Thrive experience includes also thriving business expo of over 40 exhibitors!

No other event in New Zealand offers the ability to connect face to face and live with a captive business audience of this size.

ATTENDEE FEEDBACK:

"All CEO's Directors and key Senior Managers should have been there."

Brendon Rope, YMCA Auckland

"Great value, great speakers, inspiring."

Mark Welch, Multiplex Construction

"I had high expectations of the event and must say that they were exceeded. I left the event with a head full of knowledge. The one word that springs to mind is motivated!"

Nigel Sun, Turners & Growers

"Very invigorating day, lots to take in. Most worthwhile."

Paulette Wheeler, Lion Nathan Liquor

"Impressive programme executed in an extremely professional manner. A real credit to EMA!"

Caroline Hood, LPI New Zealand

"Well worth it. The speakers were very personable and the facility was great. The information presented was clear and concise, and the motivational feeling that hums through the event is contagious."

Reuben Reeves, Multi Construction Concepts



THE EVENT AT A GLANCE

Thrive International

Thursday, 20th October 2011

Aotea Centre, Auckland New Zealand

THRIVE QUICK STATS

17	World class speakers from NZ and Abroad
50+	Exhibitors
2,000+	Attendees projected on-site
100,000	Brochures distributed
\$200,000	Promotional campaign
\$30,000	Radio campaign
\$40,000	Print advertising campaign
10,000+	Unique website visitors

AVERAGE AUDIENCE DEMOGRAPHICS

63%	Senior Management or Owners
18%	Executive / Management
15%	Sales and Marketing
4%	Administration

CONTACTS

EXPO SALES

Shirleyanne Evans

Phone: +64 21 300 903

Email: Shirleyanne.Evans@EMA.CO.NZ

PROGRAMME ENQUIRIES

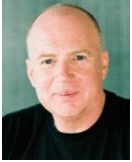
Zoe Timbrell

Phone: +64 9 367 0919

Email: zoe.timbrell@ema.co.nz



CONFIRMED SPEAKERS



Kevin Roberts
CEO,
Saatchi and Saatchi - Worldwide
Director, Telecom



Chris Liddell
Ex Vice Chairman and CFO of General
Motors & Ex Senior Vice President &
CFO Microsoft



Jonathan Ling
CEO,
Fletcher Building



Rosanne Meo
Chairman,
Briscoes Group



Owen Glenn, ONZM
Executive Chairman,
Vanguard Logistics



Rod Duke
CEO,
Briscoes Group



John Buchanan
Chairman,
Smith and Nephew
International Chamber of Commerce



Matt Watson
Extreme Fisherman,
ITM Fishing Show



Andrew Banks,
Group Managing Director,
Talent2



CONFIRMED SPEAKERS



Jenny Morel
Managing Partner,
No8 Ventures



Ian Taylor
CEO,
Animation Research



Michael Bennetts
CEO,
Z



Mike Carden
CEO,
Sonar6



Rob Tapert,
Film/TV Producer,
Renaissance Pictures



Alison Mau,
TV Host/Presenter
TVNZ

PLUS SOON TO BE REVEALED SPEAKERS...



Rugby Sports Panel

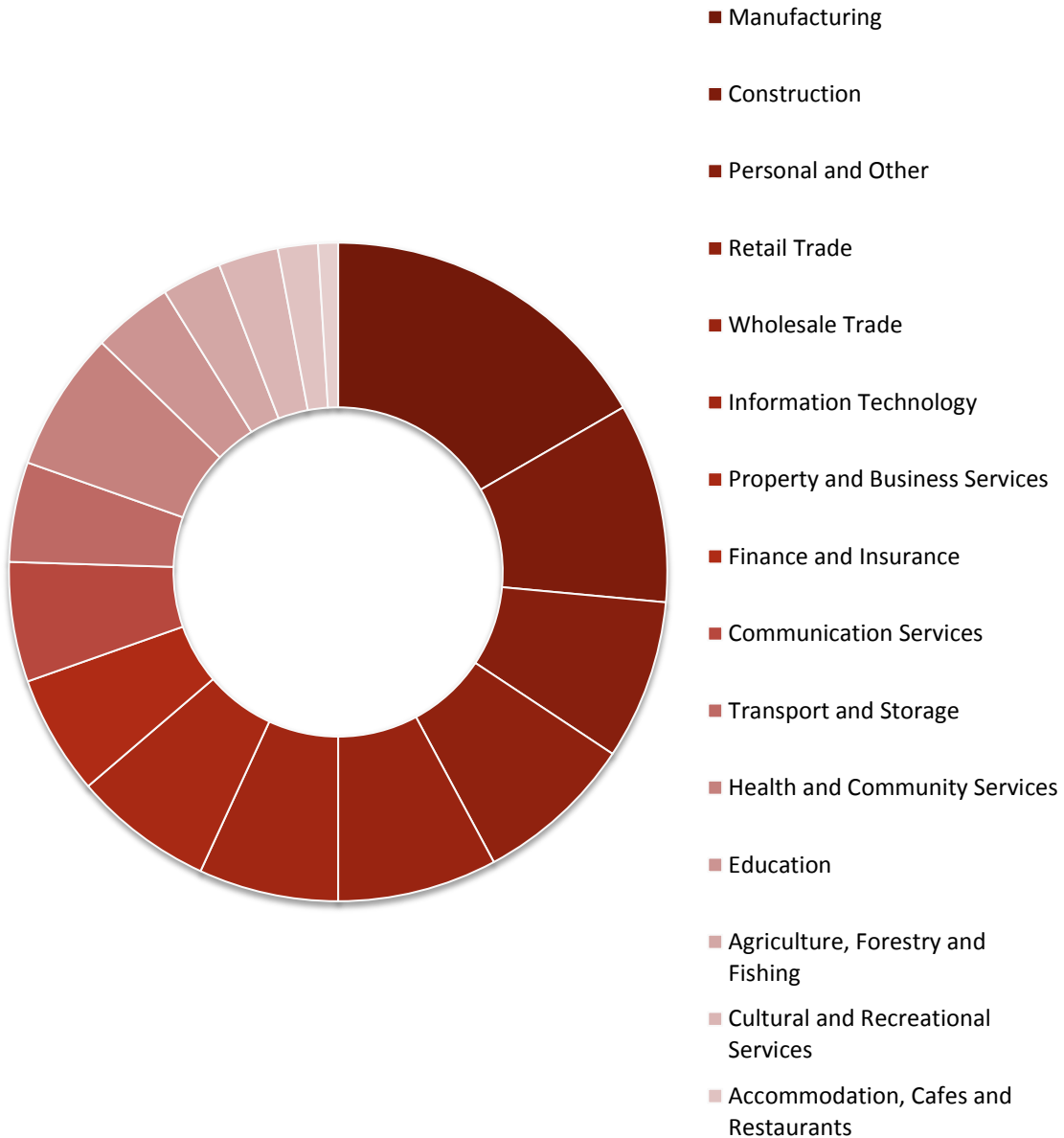


Cooking Extraordinaire



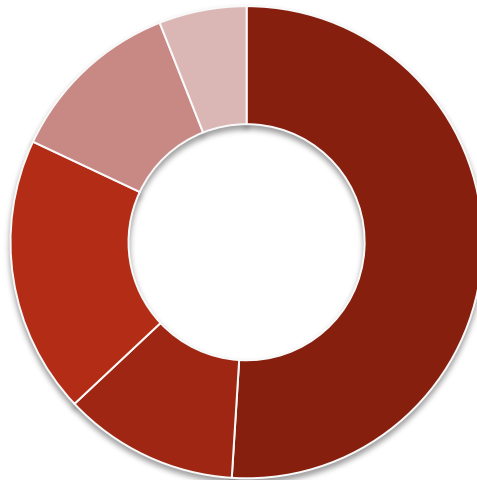
WHO WILL ATTEND?

INDUSTRY GROUPS REPRESENTED AT THRIVE



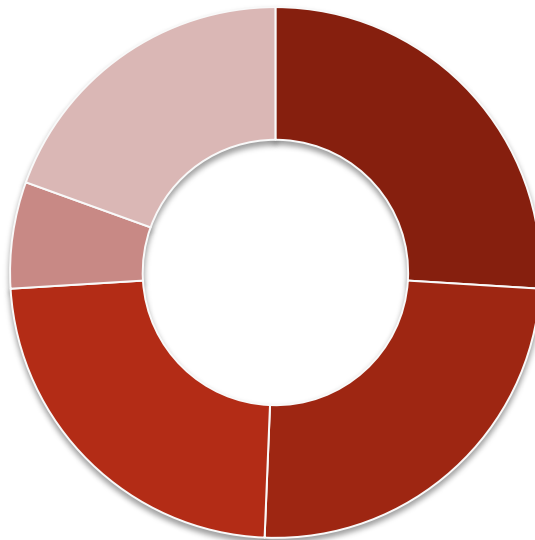


HOW MANY YEARS HAS YOUR BUSINESS BEEN OPERATING?



- 1 - 2 Years
- 3 - 5 Years
- 6 - 8 Years
- 8 - 10 Years
- > 10 Years

NUMBER OF EMPLOYEES



- > 50 Employees
- 31 - 50 Employees
- 16 - 30 Employees
- < 15 Employees
- < 10 Employees



TRADE EXHIBITION BOOTH

THRIVE INTERNATIONAL EXHIBITION - NZ\$2000 + GST

Choosing to exhibit at Thrive International is a sound business investment. It will enable your business to target quality leads face to face at an average cost of only \$1.00 per person. It provides an effective sales platform for your organisation from traditional marketing Channels. All exhibition booths will be proximate to catering stations to ensure optimal foot traffic. Breaks are designed to give maximum time for attendees to enjoy the expo.

The Thrive International delegate is most likely in middle to senior management in a larger organisation or a SME owner operator looking to increase market share. The Thrive International exhibition is a focal point during the day's proceedings, with entertainment and a buzzing atmosphere.

EXHIBITION BOOTH SPECIFICATIONS

Requirements: Frontrunner Panels

1 x Power point per booth

2 x Spotlights per booth

Size: 3.0 metre back wall with 1.8 metre sidewalls, 2.3 meters high

Colours: Shell Scheme Silver Grey or Black

Price per Stand: \$2000 + GST for a 3.0 metre / 1.8 metre stand

Rate Includes:

- One delegate pass to the Event (posted 2 weeks prior to event)
- Two Exhibitor passes (posted 2 weeks prior to event)
- Delegate List (Please note this does not include mailing details)
- Hire of 10amp 4-way power point
- Hire of 150 watt spotlights
- Building & Dismantling stand system
- Provision of an Exhibition site office during exhibitor build
- All labour and transport costs related to the exhibition stand setup
- Name badges
- Refreshments and lunches over the day

Setup: Access to the exhibition area is available Wednesday 19th October between the hours of 2:00pm – 8:00pm to set up your exhibition display.

Exhibition Times: Registration	7:15am – 8:30am	45min
Morning Break	10:30am – 11:00am	30min
Lunch	12:40pm – 1:50pm	70min
Afternoon Tea	3:30pm – 4:00pm	30min
Networking Drinks	5:30pm – 7:00pm	90min
		4:25hrs

THRIVE 2011

INTERNATIONAL



IMPORTANT MILESTONES

August 16th Thrive International promotional campaign begins

October 6th Finalised details to Shirleyanne Evans

EXPO SALES

Shirleyanne Evans

Phone: +64 21 300903

Email: Shirleyanne.Evans@EMA.CO.NZ

October 19th Setup and pack in Aotea Centre from 2pm

October 20th Thrive International - 2011

PACK IN / PACK OUT:

Pack in: 2pm-8pm, Wednesday 19th October 2011.

Pack out: 5pm – 7pm Thursday 20th October 2011.

ALL STANDS MUST BE FULLY COMPLETED AND SETUP BY 7AM, THURS, 20 OCTOBER)

UPON ACCEPTANCE OF YOUR APPLICATION PLEASE PROVIDE THE FOLLOWING:

- A completed 'THRIVE INTERNATIONAL OFFICIAL EXPO HOLDERS PACK'
- Confirmed full payment of \$2,000 + GST to EMA Northern



THRIVE INTERNATIONAL EXPO BOOKING FORM

Please complete and return to Shirleyanne Evans by emailing back this form to Email: Shirleyanne.Evans@EMA.CO.NZ

Company Booking Details

We apply for an expo stand in accordance with the terms and condition set out in the prospectus.

FIRST NAME: _____ LAST NAME: _____

POSITION: _____ COMPANY: _____

PHONE: _____ MOBILE: _____

EMAIL: _____

BILLING ADDRESS: _____

_____ CITY: _____

Name of Expo Stand Co-ordinator on the day:

FIRST NAME: _____ LAST NAME: _____

POSITION: _____ COMPANY: _____

PHONE: _____ MOBILE: _____

EMAIL: _____

Our organization would like to book the following:

Standard exhibition stand \$2,000+GST
ADSL Connection \$TBC

Phone Line \$TBC

Total Payment \$ _____

All other furniture/equipment can be hired through Peek display by contacting: Tel +64 9 377 0154

Cheques and drafts in New Zealand dollars should be made payable to the Employers & Manufacturers Association, Private Bag 92066, Auckland.

Terms and Conditions

- CANCELLATION FEES: Cancellation prior to 30 September will incur a cancellation fee of 50% deposit, should you cancel after 30th September, there will be no refund on deposits.
- No exhibitor will setup a stand with outstanding debt
- All sites are pre allocated
- Full site payment is agreed (terms as per schedule)
- The EMA takes no responsibility and makes no representation as to the actual number of attendees; any figures quoted are anticipated only.