

associationX

The Association Trade Show & Education

Partner Prospectus

AuSAE NZ assisting
to re-engage your
business with the
Association market

21 - 22 April 2021

Shed 6
Venues Wellington
Wellington



1.5-day

associationX The Trade Show & Education
event for New Zealand's supplier and
association community

Where Association Professionals and Industry Partners

connect!

Associations in NZ

85% of AuSAE's membership are CEO's, Executive Directors or General Managers of associations across New Zealand

Associations represent 4.9% of the total gross domestic product.

97% of AuSAE members hold an annual conference and at least 3 meetings per year.

As the peak society for leaders in this sector, the Australasian (NZ) Society of Associations Executives (AuSAE) is one of the few, and certainly the most powerful, channels into the lucrative not-for-profit market.

A greater sense of community by bringing Suppliers and Delegates together

associationX
The Trade Show & Education

Shed 6 Wellington NZ

Meet with your top clients and establish relationships with potential customers!

Wednesday

- [businessXchange](#) - The AuSAE Appointment Show and AX F2F Networking.

Thursday

- [associationX Trade show](#)
- [Meet@Lunch](#)
- Education Programs (focused on membership, events and communication)

The Association Trade Show & Education



Schedule of Events

Wednesday 21 April 2021 The Add-On

3 - 5 [BusinessXchange](#) - The AuSAE Appointment Show with pre-selected appointments in a business environment.

Suppliers will have 7-9, 10-minute appointments. Matching is done through a mutual selection process, with priority going to the association professionals. Spots are limited and available on a first-come, first-serve basis.

5 - 6 [AX F2F Networking](#)

[AuSAE](#) - The home for Association professionals in New Zealand

Thursday 22 April The Trade Show Day

8 - 10 Exhibitor registration & set-up.

10 - 4 [associationX Trade Show](#)
The Exhibition show opening for both association executives and suppliers on an ad-hoc solution based knowledge sessions.

12:15 - 1:30 [Meet@lunch](#) - trade show suppliers and association executives with Keynote speaker .

5 x 30 minute [educational sessions](#) throughout the day - focused on membership, events and communication

The Australasian (NZ) Society of Association Executives (AuSAE) is the leading association for current and future association and not-for-profit (NFP) leaders in New Zealand and Australia.

[Register Your Booth Here](#)

A Powerful Way to Grow Your Business...

associationX The Trade Show & Education

\$850 + GST per booth

including meet@lunch and educational sessions Max two delegates per booth

The Add-on: businessXchange

\$150 + GST

PSA Quality face time AX F2F Networking Reception

businessXchange
The AuSAE Appointment Show

Shed 6 Wellington NZ

Wednesday 3 - 5 pm

A two-hour, efficient and cost-effective businessXchange taking place the afternoon of associationX

Exhibitors meet one-on-one with New Zealand's top association executives and association event professionals in a highly productive environment to help provide solutions to their biggest challenges, and put their property, destination, product, or service on the "short-list".

Brett Jeffery, General Manager of the Australasian (NZ) Society of Association Executives (AuSAE).
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Why should I participate in businessXchange

Quality Face Time

When you participate in businessXchange you will have private meetings in a highly-focused setting.

Efficient & Cost-Effective

Appointment-based events are the most direct, personal and cost-effective way to connect, network and develop long-lasting business relationships with top prospects.

Pre-Scheduled Appointments

You'll know in advance who you'll be meeting, giving you time to uncover the opportunities and prepare your strategy, increasing your odds for long-lasting, highly-productive relationships. Exhibitors will have 7-9, 14 minute appointments. Matching is done through a mutual selection process, with priority going to the Association Professionals.

When is businessXchange?

3:00 pm - 5:00 pm on Wednesday, 21 April.

[Register Your Booth Here](#)



What's your marketing Goal...

INCREASE BRAND AWARENESS

Featured Exhibitor Advertorial

Be a "Featured Exhibitor" in a AuSAE-produced marketing email blast to over 1300 potential attendees. Featured piece includes company logo plus hyperlink and a 100-word advertorial with booth number linking to the tradeshow floorplan.

Onsite Program

Place a colour ad on the inside front and outside back covers of the participant on-site program.

Grand Prize Giveaway

Major Prizes will be given away during the trade show or at another associationX function including but not limited to lunches, etc. Grand Prize submissions will be reviewed by the associationX Committee. A maximum of four Grand Prizes will be selected.

Plus so much more

NETWORK & CONNECT WITH ASSOCIATION PROFESSIONALS

Reception

Welcome the anticipated participants after a day of education and businessXchange. Showcase your company on the cocktail tables, with a tabletop display, and recognition on signage.

Lunch opportunities

Showcase your company from the podium as well as at the participant tables, tabletop display during the lunch, and recognition on luncheon signage. Named sponsor.

Beverage/"Brain Food" Snack

During the businessXchange promote your brand to the Association executives

SUPPORT THE ASSOCIATION INDUSTRY - Attendee Registration Sponsorship Support an association professionals participation in associationX! Make a lasting impression by inviting top clients to be your guest for the event, including education programs, luncheons, and the trade show!