

associationX

The Association Trade Show & Education

21 - 22 April 2021

Shed 6 Venues Wellington
Wellington

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



Why Partner with the Australasian (NZ) Society of Association Executives (AuSAE)

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

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

Trade Show Schedule

Wednesday 21 April 2021

- businessXchange - The AuSAE Appointment Show - Prescheduled appointments
- Networking Function

Thursday 22 April

- associationX Trade show
- Meet@Lunch
- Education Programs held in the trade show hall (focused on events, membership and communication)

Schedule of Events

Wednesday 21 April 2021

BusinessXchange

- 3 - 5 pm BusinessXchange - The AuSAE Appointment Show with pre- selected appointments (PSA) 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.

Networking Function

- Held after the BusinessXchange (5 - 6 pm)
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Why should I participate in businessXchange

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".

Quality Face Time:

When you participate in businessXchange you will have private meetings in a highly-focused setting Appointment-based events are the most direct, personal and cost-effective way to connect, network and develop long-lasting business relationships with top prospects.

Investment (excl. GST)	<ul style="list-style-type: none">• \$150.00 <p><i>BusinessXchange can only be purchased with an exhibition stand</i></p>
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Thursday 22 April 2021

associationX Trade Show

- Exhibition Stand
 - Stand area size 2.4m x 2.4m
 - 10amp power supply
 - **Spotlights x 2**
 - 1 x coffee table and 3 chairs
 - **Printed signage/branding of your choice 2.35m x 0.75m**
- 8 - 10 am Exhibitor registration & set-up.
- 10 - 4 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
Held within the exhibition area- focused on events, membership and communication.

associationX The Trade Show & Education event for New Zealand's supplier and association community. Where Association Professionals and Industry Partners

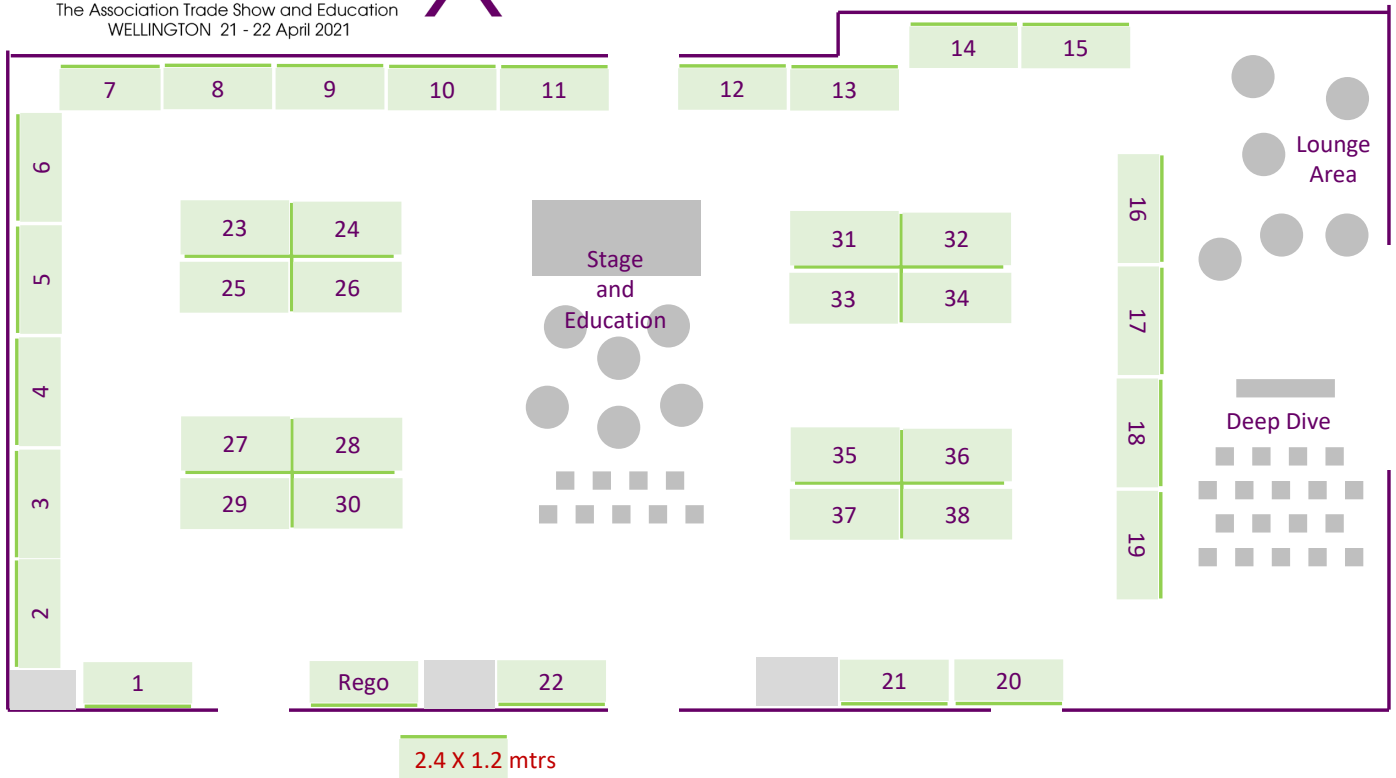
Investment (excl. GST)

- \$850.00
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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](#)

Online registration is only



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1.5-day connect!

Relationship Marketing

Additional Opportunities

What's your marketing Goal... INCREASE BRAND AWARENESS

Benefits	Opportunities
Reception	<ul style="list-style-type: none">• Welcome the anticipated participants on both days businessXchange and Tradeshow. Showcase your company on the cocktail tables, with a tabletop display, and recognition on signage.• Price: \$750 + GST
Grand Prize Giveaway	<ul style="list-style-type: none">• 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.
Lunch opportunities Named sponsor	<ul style="list-style-type: none">• Showcase your company from the podium as well as at the participant tables, tabletop display during the lunch, and recognition on luncheon signage.• SOLD
Beverage/"Brain Food" Snack	<ul style="list-style-type: none">• During the businessXchange promote your brand to the Association executives• Price: SOLD
Featured Exhibitor Advertorial	<ul style="list-style-type: none">• 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.

Don't see one that fits your needs? The sky's the limit - customise your own!

50 Associations that attended AuSAE events in 2020

Aotearoa New Zealand Association of Social Workers
Association of Consulting and Engineering New Zealand
Australasian Society of Association Executives
Bed & Breakfast Association New Zealand
Building Officials Institute of New Zealand
Building Services Contractors of New Zealand Inc
Career Development Association of New Zealand
Civil Contractors New Zealand
Community Networks Aotearoa
Crane Association of New Zealand
Electricity Engineers' Association
Employers and Manufacturers Association
Engineering New Zealand
Federated Farmers of New Zealand
Financial Services Federation
Fundraising Institute of New Zealand
Geoscience Society of New Zealand
Health and Safety Association of New Zealand
Health Informatics New Zealand
HERA (Heavy Engineering Research Assoc.)
Human Resources NZ
Infrastructure New Zealand
Institute of Financial Professionals New Zealand Inc
Internet New Zealand
Library and Information Association of New Zealand
Master Joiners Association of New Zealand
Master Painters New Zealand Association
Motor Trade Association Inc
Museums Aotearoa
New Zealand Association Of Counsellors

New Zealand Audiological Society
New Zealand Bar Association
New Zealand Certified Builders Association
New Zealand Institute of Quantity Surveyors
New Zealand Motor Caravan Association
New Zealand Paint Manufacturers Association Inc
New Zealand Private Surgical Hospitals Association
New Zealand Psychological Society
New Zealand School Trustees Association
New Zealand Security Association
New Zealand Speech Language therapists Association
New Zealand Veterinary Association
NZ Herefords
NZ Homebased Early Childhood Education Association
NZ Rural General Practice Network
Physical Education New Zealand
Physiotherapy New Zealand
Project Management Institute of New Zealand
Property Council New Zealand
Property Institute of New Zealand
Public Libraries of New Zealand
Retirement Villages Association New Zealand
Roofing Association New Zealand
Steel Construction New Zealand
Te Rito Maioha Early Childhood New Zealand
Telecommunications Users Association of New Zealand
Window & Glass Association NZ

AuSAE Australasian (NZ) Society of Association Executives

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

We are focused on fostering a strong and robust association sector in New Zealand through providing professional development, support and networking opportunities for existing and emerging leaders.

Through AuSAE, access the support and tools required to help you achieve the goals of your not-for-profit organisation and invest in your career development.

Our community are senior Chief executives, association event managers, membership and communication directors of associations and industry bodies with the New Zealand.