



THE  
**ADVANTAGE**  
CONFERENCE 2024



# 2024 Exhibitor Manual

The purpose of this Exhibitor Manual is to provide the relevant guidelines and regulations you will need to know for exhibiting at this years event

For more information about the event please go to [www.advantageconference.net](http://www.advantageconference.net)

## CONTACTS

### 1E GROUP

Garth Taylor, Event & Exhibition Management

[gt@1e.com.au](mailto:gt@1e.com.au)

0408 406 565 / +61 408 406 565

### AUSTRALIAN SPONSORS

**O'Brien® Electrical & Plumbing**

Ashley Clemmett

[ashley.clemmett@obrien.com.au](mailto:ashley.clemmett@obrien.com.au)

0417 549 958

### NEW ZEALAND SPONSORS

**Laser Electrical & Plumbing New Zealand**

Kyle Weir

[kyle.Weir@lasergroup.co.nz](mailto:kyle.Weir@lasergroup.co.nz)

027 275 2609

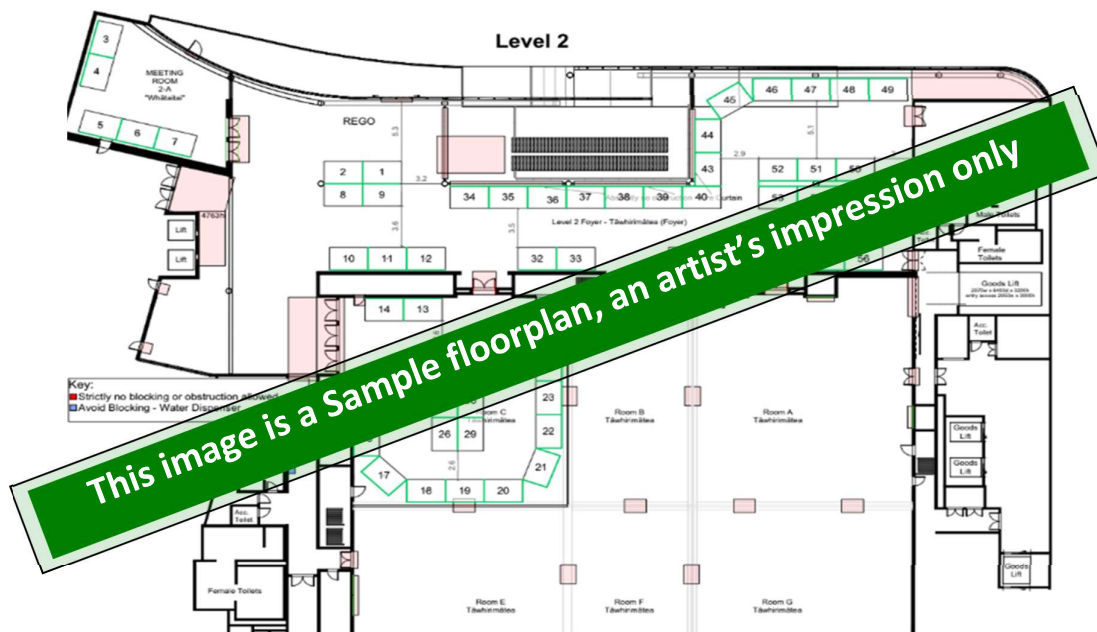
## VENUE

When it comes to iconic Wellington ‘Te Whanganui-a-Tara’, this year we are not only in New Zealand’s capital city, but we also find ourselves the newest Convention & Exhibition Centre in the entire country. Takina Wellington is barely 1 year old and already making big waves in the international conference scene. With waterfront views, soaring ceilings and perfectly appointed and functional space for conferences conventions and trade shows. We are excited to welcome you to ‘Takina’ home of the 2024 O’Brien / Laser Electrical & Plumbing Advantage Conference



The final Floor Plan for the 2024 Trade Expo area will be designed to encourage traffic flow to all areas of the trade show and will be finalised in late August, about a week prior to conference, directing you to where your booth/area is going to be located by Company Name.

*Nb: we will use your Company Name# as the location ID (we do not use Booth numbers)*



**NOT A FINAL FLOORPLAN:** Our final plan will change, to suit the unique requirements of the 2024 Advantage Conference Trade Expo. Final locations will be communicated prior to event

*(ie; please do not select or request a location based on this sample floorplan)*

## WI-FI, IT & COMMUNICATIONS

The Venue provides free Wi-Fi for all delegates, this free wifi connection refreshes on an hourly cycle. Mobile 4g/5g is accessible in most parts of the building

Exhibitors can purchase a hardwired internet connection to their stand if required

*nb: This is not a standard provision and there is a charge for this service, please discuss with 1E Group if you require this [events@1e.com.au](mailto:events@1e.com.au)*

## ACCOMMODATION / TRANSERS

**Accommodation bookings:** <https://advantageconference.net/wellington-accommodation/> will link you to the Hotel rooms booking page. To access your exclusive conference group accommodation rates please use the booking link on the webpage. We have secured a limited 'run of house' room block, special requests (like; king bed, low floor, high floor) can be added to your booking request and will be subject to availability at time of arrival.

Note: Space is limited, please book your accommodation early to avoid disappointment.

**Ground Transfer from Wellington airport to Takina and Hotels:** Due to their very close proximity, we recommend using a taxi or Uber style transfer. Readily available out the front of the Domestic & International terminal. All major car hire companies are also represented at Wellington Airport, we highly recommend refer to your Hotel for parking options as Wellington CBD parking can be limited at certain times.

## THE PROGRAM OF EVENTS / SCHEDULE (DRAFT)

refer conference website for most up to date program details

<http://advantageconference.net/wellington-program/>

### PRE-EVENT PROGRAM

Wednesday 4<sup>th</sup> September

**7:30AM – 2:00PM** TASKFORCE 2024

More details via the website

<http://advantageconference.net/taskforce/>

TRADE EXPO ACCESS

**15:00/3:00PM** - Access to Trade Hall

**\*Build Zone = STRICTLY NO ACCESS prior to 3:00pm**

*NB: Custom build displays/stands, must confirm stand details at least 1 month prior to the event for VENUE approval.*

*Once approved, custom builders can arrange alternative access with 1E Group via [gt@1e.com.au](mailto:gt@1e.com.au) +61 408 406 565*

**6:30PM** Registration, TePaPa Main Entrance

**6:30PM – 9:30PM** Welcome Night, TePapa Museum

## CONFERENCE PROGRAM (timings may vary)

|                                    |  |
|------------------------------------|--|
| Thursday 5 <sup>th</sup> September | 8:30AM – 11:00AM Conference session 1 Plenary Hall<br>11:00AM – 11:30AM Morning Tea in Trade Hall 30min<br>11:30AM – 1:00PM Conference session 2 / BREAKOUTS<br>1:00PM – 3:00PM Trade Hall Day 1 & Luncheon Trade Hall<br>6:00PM – 10:00PM Sponsored Networking Event, Michael Fowler Center (a short walk from Takina)  |
| Friday 6 <sup>th</sup> September   | 8:30AM – 10:30AM Conference sessions Plenary Hall<br>10:30AM – 11:00AM Morning Tea in Trade Hall 30min<br>11:00AM – 12:00PM Conference session 2 / BREAKOUTS<br>12:00PM – 2:00PM Trade Hall Day 2 & Luncheon Trade Hall<br>2:30pm – <b>Trade Hall pack down and immediate *Bump Out</b><br>4:00PM – 10:00PM Offsite Dinner Event, Brewtown Upper Hutt<br>Coach transfers beginning from 3:00pm<br><i>(NB: Last coach @ 4:00pm depart, for Exhibitors packing down in Trade Hall)</i> |
| Saturday 7 <sup>th</sup> September | 8:30AM – 1:00PM Conference sessions Plenary Hall<br>1:00PM – Grab & Go luncheon / Various opt in programs<br><br>7:00PM – 11:59PM Gala Awards Event<br>Black Tie Gala Awards   |

## CATERING

### Meals Provided:

Main meals will be provided for all your registered trade expo staff and delegates during the Trade Show Luncheon and all evening events.

*Note: Lunch tables will open 15 minutes prior to advertised time for exhibitors to be able to have a bite to eat before delegates enter the space. Please make sure that your staff eat lunch before delegates arrive so they can engage with delegates during lunch.*

Takina the venue has sole rights for the sale and distribution of all food and drink onsite. Exhibitors who wish to provide additional food and/or beverage on their stand must arrange this in advance at least 21 business days prior to the event (ideally no later than Friday 9<sup>th</sup> August). The Venue reserves the exclusive rights to all catering service on property, this is non-negotiable. Should you wish to include any food and/or beverages at your stand, please contact 1E [events@1e.com.au](mailto:events@1e.com.au) to assist you with obtaining Venue approval.

## EXHIBITOR ACCESS

Everyone involved in your stand and setup must complete a short 2 minute **Venue Induction** Feel free to copy and paste [this link](#) as required in order for your entire team to comply with the venue request: <https://forms.office.com/r/vvybPrVqSp>

Takina has a major loading dock that is easily accessible. For oversized items, exhibitors must advise 1E Group - the Event Coordinator, a minimum of four weeks (ideally not later than Friday 2<sup>nd</sup> August) prior to the event to coordinate access via the Loading Dock.

All bump in of exhibitor items, should be done via the loading dock with a delivery label provided by the venue. Anything that can be carried in front of house is perfectly acceptable too.

\*See Delivery advice attached to your email *(NB: USE YOUR COMPANY NAME AS YOUR STAND NO#)*

**Car Parking:**

Takina : [parking information](#)

Tākina is located directly across both Readings on Wakefield and Barnett Street, car park. Parking is available all-day Monday-Sunday at Readings on Wakefield and Monday-Saturday at Barnett Street.

Hotel: please refer to your choice of hotel website for more information on available parking.

**High Visibility Vests / Safety Vests:**

It's mandatory for all exhibitors to wear closed toe shoes and High-Viz safety vests at all times during move-in and move-out periods. High viz vests are available at Takina.

**Footwear:**

Appropriate footwear must be worn at all times during bump in and bump out of events. No open-toe footwear i.e. sandals, thongs and the like are permitted during these times.

**No Children on Site:**

Persons under the age of 15 years are not permitted in exhibition areas loading dock during bump in and bump out times. Children are not permitted in the conference or exhibition areas at any time during the conference & trade hall.

**Storage:**

Storage is strictly limited. If any storage is required prior, during or after the event this must be arranged with 1E Group prior to the event and will be entirely dependent on space availability. Transfer and storage of all items is the responsibility of the exhibitor. Exhibitors must ensure that labour is supplied to move large good items to and from the loading docks.

**Security:**

Exhibitors are responsible for all their exhibits and contents and are advised to carry their own insurance for the loss, theft, damage or otherwise of their belongings over the period of the conference. Laser Group, O'Brien®, 1E Group and the Hotel are not liable for any damage or loss of any exhibitor material brought into the venue prior, during or after the event.

**Delivery Times:**

Goods/deliveries to your stand will commence from or prior to 3:00pm on Wednesday 4<sup>th</sup> September. This is specifically for freight which has been received prior to 12:00pm  
Freight received after 12:00pm Wednesday will be delivered to your stand as soon as possible.

Goods will not be accepted unless a Venue \*INBOUND DELIVERY label is attached

\*See Delivery Advice documents provided. (NB: USE YOUR COMPANY NAME AS YOUR STAND NO#)

**Your return Courier/Freight:**

All Conference freight deliveries & All Post Conference Courier pickups must be organised by you in advance. After packdown leave all freight on your stand clearly labelled with the Venue provided OUTBOUND SHIPPING ADVICE and your Courier con note (if applicable) attached in plain site.

\*See Delivery Advice documents provided [ON WEBSITE](#).

<https://advantageconference.net/sponsors/SPONSORS2>

NB: Items/freight not collected from the Venue Dock before 4pm on Monday 9<sup>th</sup> September may be discarded by the Venue over the following days – a cost may apply.

## STAND INFORMATION

Advantage Conference 2024 is one of the few opportunities to do business face-to-face with your key customers so make your stand as interactive and inviting as possible.

Here are just a few ideas:

- Incorporate your brand colours, shapes and style to create a welcoming and familiar stand for delegates.
- You can cover the all-white walls, with good quality signage and messages – but remember simple messaging is best. A great and popular solution is purchasing **custom printed wall panels**, which are printed with your branding and theme. This not only minimises your setup requirement (as they will be pre-installed for you), it also avoids any shabby posters hanging off the frames, unnecessary use of your valuable floor space with pull up banners that tilt and fall forwards. *Custom printed walls are a fantastic solution giving you a highly engaging and professional looking presentation within the stand.*
- Incorporate interactive elements to your stand that allow delegates to touch, feel and understand your product. Movement, sound & colour will make you stand out.
- Keep your stand open and consider the flow of delegates through your space. Placing barriers to walk throughs and desks at the front of your stand discourages delegates to enter. Make the stand inviting to walk in.
- Incorporate the use of human senses. Delegates are more engaged if they can see, hear and feel, so play on the use of colour, light, movement and sound to attract people to your stand.
- Giveaways! Everyone loves giveaways. Use them to promote your business and products. Anything from a branded promotional item to product samples are all winners.
- Run a competition to drive people to your stand – they don't need to be a costly exercise to be successful.
- VIP guest appearances will drive traffic. If you have a company ambassador, consider inviting them to be on your stand to meet-and-greet with stores. And make sure you promote this at the stand so the Delegates know about it.

### Standard Inclusions:

All booths are based on a standard Octanorm Shell-scheme aluminium frame with blank white panels and are configured to your floor space allowance. Power is supplied to each stand, Lighting is ambient room lighting only. You are welcome to upgrade any aspect of your stand within your floor space allocation by talking directly to 1E Group.

For all stand extra's refer to the [website link](https://advantageconference.net/sponsors/SPONSORS2/): <https://advantageconference.net/sponsors/SPONSORS2/>

### Stand Sizes:

- Platinum 5m x 5m or 8m x 3m 24sm / Custom design (4 only)
- Gold 6m x 2m – 12sm
- Silver 4m x 2m – 8sm
- Bronze 3m x 2m – 6sm

### Stand Package Includes:

- Booth area in White Octanorm Shell scheme (\*unless you require clear open space)
- Fascia panel with your company name in Block Capital & the Advantage event logo.
- 1x power point & power board per stand.
- Existing venue carpet will constitute the flooring of your stand.

## STAND EXTRAS

### Additional Furniture, AV & Signage:

The team at 1E Group can assist in custom designing your stand and or signage requirements to meet your event and business objectives. Email or call us anytime should you require support in putting ideas together for an impactful stand design.

This year we will be engaging the support of EHS Exhibition Hire Service, a Wellington based service who have a range of additional furniture products and services should you require it. All items can be discussed directly with EHS to enhance your stand design and visual appeal including but not limited to:

- Custom printed walls installed \$330+gst per 1m panel
- Custom logo printed fascia board \$95+gst
- Audio visual requirements – TV hire etc
- Furniture; Tables, DryBar Leaners, Bar stools, Counters
- Flooring (black / white / checkerboard)
- Spot Lighting
- Plants/Flora
- Any other special orders

For all stand extra's refer to the [website link: https://advantageconference.net/sponsors/SPONSORS2/](https://advantageconference.net/sponsors/SPONSORS2/)

To confirm your stand extras please select contact EHS, view their extensive website and make contact by email or phone.

WEBSITE: [exhibitionhire.co.nz](http://exhibitionhire.co.nz)

EMAIL Stephanie Grant: [steph@exhibitionhire.co.nz](mailto:steph@exhibitionhire.co.nz)

PHONE: (04) 568 3992

**Items Allowed on the Shell Scheme Walls:** When attaching anything to Shell Scheme walls, exhibitors are asked to only use WHITE Velcro dot or blu-tac, which you are required to remove post event. If you plan on attaching anything to Shell Scheme walls, please discuss your requirements with EHS prior to the event. No adhesive tapes, pins or drawing pins, thumbtacks, nails, screws, staples or glue are to be attached to exhibitor individual shell scheme stand and/or the venue floor, walls, columns, windows, ceilings or any other permanent fixture. NB: Charges do apply for any damage to the shell scheme booth (frame & panelling) or the venue. Cleaning and repair costs will be passed on to the exhibitor.

**External contractor Custom displays:** Exhibitors are also permitted to employ the contractor of their choice, provided they forward a copy of their stand build plans and supporting documentation not less than 30 days before the event via email on [events@1e.com.au](mailto:events@1e.com.au) (custom stand requests must be received by Friday 2<sup>nd</sup> August. If displays have not been pre-approved by the event organisers and contravene Venue/Event display regulations, they will have to be modified on-site at the exhibitor's cost, or removed before the event opens. Also note the contractor must also be approved by the venue, contractor venue inductions completed, with all work undertaken carried out in accordance with the terms and conditions required by the venue. Laser Group and O'Brien® Electrical & Plumbing reserve the right to exclude any design and construction that does not adhere to regulations applicable to this event and will provide our official contractors priority access over any third party contractor. Exhibitors are advised that work carried out by any contractor, sub-contractor or agent, in connection with the construction, erection, display or dismantling of their stand shall comply with all Statutes and Statutory Rules and Regulations and any other public bodies within whose jurisdiction the exhibition site is located. *\*A certificate of currency is required in advance showing Public Liability Insurance coverage of \$20m.*



**Please Keep within your Allocated Space:**

All exhibitors must keep within the boundaries of their own stand space at all times. No product or stand displays can be placed outside of your allocated space, within the aisles or another exhibitor's stand.

**Stand Height:**

Any stand with a height greater than 2.4m must be approved in advance by the organiser.

**Electrical:**

All power requirements to your stand should be arranged through 1E Group. It is also a legal requirement that **all electrical equipment must be tested and tagged**. NZ PAT test approval applied. All electrical equipment will be examined prior to the exhibition opening. This is applicable to all contractors and exhibitors. Please note:

- Damaged faulty equipment will not be permitted to be used in the Centre.
- Frayed electrical cables and leads will not be permitted to be used at the Centre.
- Use of double adaptors is not permitted.
- Personal Laptop power & devices must be test tagged

**Cleaning:**

It is the responsibility of the exhibitor to maintain their stands (exhibits and furniture) in a tidy condition at all times. The Exhibitor is responsible for the removal and disposal of pallets, crates and large packaging items.

**DELIVERY NOTICE:** REFER TO THE [Website: https://advantageconference.net/sponsors/SPONSORS2](https://advantageconference.net/sponsors/SPONSORS2)

**1E GROUP**

Garth Taylor, Event & Exhibition Management

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