The Great New Zealand Craft Show

See what Kiwis can do

8th-10th April  Waikato Show  Claudelands:

22-24th April  Taupo Events Centre:

29 April - 1st May Whakatane  
3-6th  June  New Plymouth TSB Stadium

15-17 July Whangarei ASB Stadium  
22-24 July Mt Maunganui  ASB Baypark  
5-7 August Dunedin  More FM Arena   
12-14 August Christchurch  Addington Raceway   
19-21 August Blenheim Stadium 2000

All shows are three days, you must be able to attend all three days and set up on the Thursday prior.

Set up is always on Thursday prior from 1pm until about 7pm.

You may select your own site on a first come first served basis. This facility will become available the new year and you will be given access upon you registering with this form.

In keeping with the theme – see What kiwis can do – we are working towards having you all be really visible and will be offering as much space for the best pricing we can get. We believe the previously offered 2.4 metre frontage is too small and whilst it meets a good price point – we reckon more space is better for sales.

The spaces are then to be utilised fully and dressed and merchandised elegantly. All tables will be covered to the floor with a suitable table cloth, we will attempt at all shows to give you suitable storage areas and can alter booths to an extent to assist with this if you let us know your requirements If you are requiring to sit in your stand – you must supply or hire a chair of no less than 63cm in height. So your options are stand – or sit tall ☺

Wall coverings: We are still using the delightful panels we inherited from the Dunkleys in the purchase of the business in 2014. We do desire to upgrade the system in 2017, and will for this year all need to make the most of these wooden panels which require covering and are not Velcro receptive.

There are some positives to exhibitors providing their own wall coverings – for colour! All wall coverings are o go to the floor and must be minimum 2.1 metres in height and attached using medium or large bulldog clips. The wooden boards can be screwed or nailed to if your display requires If you are using a staple gun please ensure your staples are 6mm or less , as these make for the easiest for removal. When removing staples please ensure the safety of the person who removes the boards

We are introducing a service that for a small fee of $30 you can have your wall coverings provided installed and removed, in your chosen colour. These will still not be Velcro receptive, however you are able to screw and nail through to them.

GreatNZEvents will not be providing and adhoc wall coverings in 2016. Failure to supply the necessary call coverings for you site may result in your invitation to leave the show.

We’d be happy to aim for every stand holder to sell about $6k worth of stock on average over 3 days. To enable you to do this – you must have that amount of stock available! Your stand must look full of product and be well presented.

*The Great NZ Craft Show*

*See what Kiwis can do*

The Great NZ Craft Show is for creative kiwis and we exist so kiwis can shop and see what you do and buy from someone they know.

If you are a kiwi entrepreneur artisan or craftsperson and you want to build your customer base in multiple towns throughout NZ  -

Then be sure you are part of the Great NZ Craft Show winter stadium tour of NZ.

People who are part of our shows are:

Are enterprising and entrepreneurial kiwis for who the desire to create and make quality goods Is a major aspect of their lives.

Creatively talented and doing what they love to do and go the extra mile to stand proud behind their products rejoicing when someone chooses to take a piece of their labours home

Understand the investment they make in their own business when they attend craft shows, and reap the rewards of their effort.

Have an online sales business or wish to be part of our online sales offerings

They are encouraging and supportive of others, assisting to build successful community of makers and artisans.

Have great personal and stall presentation and a positive outlook.

The target market of the Great NZ Craft Show is females 40 plus with high disposable income who value quality and artisan handmade goods.

Our brand needs to be easily manipulated by the team in the office to produce facebook and Instagram post

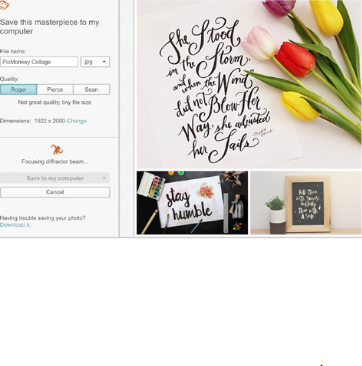
Focussing on brand messages:

buy from someone you know

See what kiwis can do

And celebration of the GREAT things about people and places in NZ

Imagery for social media  with hand scripted info about exhibitors ticket process times etc

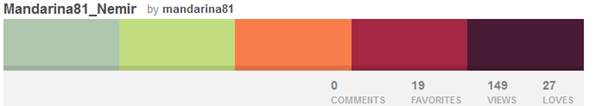
    

Simple elegant yet abstract imagery procured of creative marketplace leaning toward females and images of NZ sense and imagery . I do like the water colour as well – but not sure if its quality? Like the quote though

We value greatness, handmade and enterprising and creative New Zealanders. We value people and experiences. We value humanity and celebrate all achievements of creative humans. We value peace, love and prosperity.

Colours – Autum tones -red and gold earth – with some accents NZ colours green (hills) blue sea/flag  red sunset/ flag white yellow sun/sand



too purple/pink pm this end



Word bank

Great

Showcase

display

Inspired

Celebrate

Gobsmacked

Impressed

Grateful

Delighted

Crafted

True

Artisan

Skills

Humble

Talented

Our style is always positive, chatty and elegant.

Local

Handmade

Unique

Special

Gifts

Gorgeous

delightful

Creatures,

Kiwi

Cute

Awesome

Amazing

Blown away

Learn

master

invest

craftsman

happiness

overjoyed

value

making a difference

makers

best

choice

sophisticated

home made

scrummy