

WELLINGTON

CONNECT. FOCUS. NAVIGATE.

ANNUAL CONFERENCE 17-21 MARCH 2019

EXHIBITION PLANNING GUIDE



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WELCOME

This year is Count's 34th Annual Conference and my 21st – and it's shaping up to be one of the best yet. Our Events team have done a superb job in securing a great venue and some outstanding speakers to inspire and inform you, while the business and accounting sessions are jam-packed with essential information to help you stay on top of a very fluid advice landscape.

Headlining an impressive lineup are two very special guests: former Boomtown Rat and Live Aid star Sir Bob Geldof, and three-time New Zealand Prime Minister Helen Clark. They'll be joined by leading authorities on everything from SMSFs and tax law, to navigating change and developing mental resilience.

Just a short hop over the Tasman, our venue is the TSB Arena on Wellington's beautiful Queens Wharf waterfront. It's only a stroll away from the centre of New Zealand's capital, where you can find great coffee, outstanding restaurants, boutique craft breweries, as well as scenic and cultural highlights. For those taking a longer break, it's also conveniently close to three world-famous wine regions– Marlborough, Hawke's Bay and Wairapa – plus the natural wonders of the Marlborough Sounds.

2019 will see the return of our Kids Club, along with a fantastic Partner Program highlighting the very best that Wellington and the region have to offer. As always, there will be ample opportunities to catch up with Count Members and the Count team, including the Welcome Reception, Women in Advice Breakfast, Monday Casual Night and Awards Dinner.

I hope to see you there. Here's to a great Conference and an even better year ahead!



Michael Spurr
Acting General Manager, Count Financial



PROGRAM AT A GLANCE

All business sessions will be held at TSB Bank Arena, 4 Queens Wharf

SUNDAY 17 MARCH 2019

4.30pm – 7.30pm	Registration and information desk open
4.30pm – 5.30pm	Exhibitor bump-in
6.00pm – 8.00pm	Welcome reception – TSB Bank Arena

MONDAY 18 MARCH 2019

8.00am – 6.00pm	Registration and information desk open
9.00am – 5.35pm	Business sessions
7.00pm – 10.00pm	Casual night – Museum of NZ, Te Papa Tongarewa

TUESDAY 19 MARCH 2019

8.00am – 5.30pm	Registration and information desk open
7.30am – 9.00am	Women in Advice breakfast – Shed 5 Restaurant
9.10am – 5.00pm	Business sessions
Evening at leisure	Partner in Education hosted dinners

WEDNESDAY 20 MARCH 2019

7.30am – 3.30pm	Registration and information desk open
8.30am – 3.05pm	Business sessions
2.00pm – 2.30pm	Exhibitor bump-out
7.00pm – 11.00pm	Awards dinner – TSB Bank Arena

Attendance at all functions is included in your exhibitor registration.



IMPORTANT DUE DATES

The following due dates have been set to correlate with supplier and venue deadlines.

Whilst we will endeavour to work with you to meet these deadlines, failure to provide the required information by the dates advised below may result in your company information being excluded from conference communications and materials provided to delegates.

DUE DATE	ACTION
Due now	If your logo is different to what is shown on the following page, please provide correct logo in JPG/TIF format
Friday 8 February	Provide details of any stand activities: <ul style="list-style-type: none">• Give-aways/gifts• Competition/prize draws Submit content for conference app: <ul style="list-style-type: none">• Why visit us blurb• Count exhibition competition• Marketing flyer x 1
Friday 15 February	Trade stand order form due
Friday 15 February	Registration deadline
Friday 22 February	Trade stand artwork due

PARTNERS IN EDUCATION

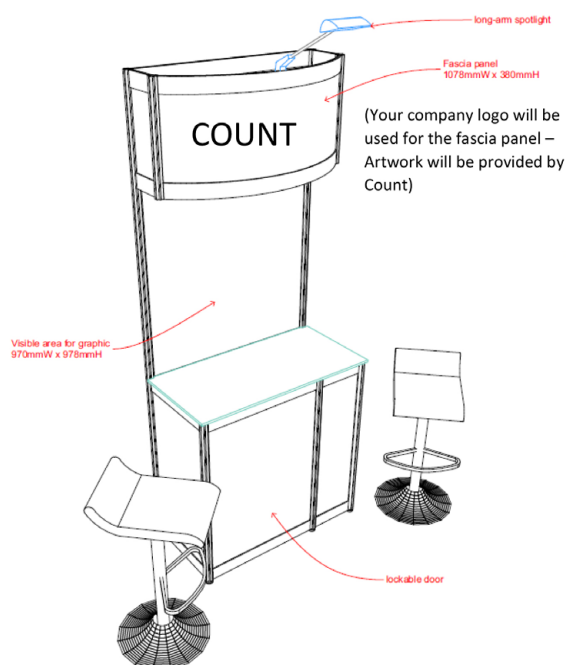


EXHIBITORS



EXHIBITION STAND

The exhibition for the 2019 Conference will be held in the TSB Bank Arena Auditorium, located on the Queens Wharf waterfront.



Package inclusions:

- Octanorm booth
- 1x Long arm spotlight
- 1x 10amp power point
- Fascia name sign
- Graphics under fascia
- Octanorm counter
- 2x premium gas lift bar stools

Bar stool options:

☐ Black ☐ White



Upgrade options:

40/42 inch TV – mounted onto stand **\$590 + GST**

To be mounted under the fascia name where the visible area for graphic is located

Please get in touch to order additional graphics and any additional furniture.

- **Signage:** artwork to be received no later than **Friday 22nd February 2019**
- **Hire furniture & equipment:** please place your order with us now to ensure you do not miss out on your preferred items. For our extensive list of items, please visit: www.peek.co.nz/hire/furniture/

Please contact Hannah Spencer to return your order forms and your artwork for the graphics:

Hannah Spencer | Sales & Event Executive | Peek Exhibition Ltd

mob: +64 21 849 499 | email: hannah.s@peek.co.nz | website: www.peek.co.nz

FASCIA AND PRINTING

Your stand includes a printed fascia with your company logo. This will be provided to the supplier by Count.

ARTWORK PRINTING – LEAVE YOUR BANNERS AT HOME!

In-line with Count's paperless initiative, the 2019 conference will embrace an exhibition area without pull-up banners. In place of a traditional pull-up banner, we encourage you to customise your stand by providing artwork for the front panel.

PROMOTION OF YOUR STAND

The exhibition area is an integral part of the conference experience and will be the main area for breaks and conference catering.

To maximise your exposure, Count will provide the following for all Partners in Education and Exhibitors hosting stands at the conference:

- Publish logos on the Conference Website and app in the lead up to the event.
- Give you the opportunity to submit a personalised 'Why visit us' blurb for inclusion on the conference app (maximum 150 words), this can be used to promote your workshop or knowledge session, any stand activities/competitions or general company information.

The 2018 blurbs can be provided upon request to give you an idea of previous inclusions.

Due date: Friday 8 February



STAND MATERIALS AND ACTIVITIES

PAPERLESS EXHIBITION

The Count Annual Conference has run a paperless exhibition for a number of years. This is a sustainability initiative to reduce waste, and has grown to be a practice that is well received by delegates who leave with less paper, and stand hosts who save on printing and freight costs.

We encourage you to provide your marketing flyer (soft copy) for inclusion on the conference app. **This year we are limiting the marketing flyer to one per exhibitor.** You may provide a sample of your marketing flyer at your stand, but please do not distribute hard copies at your stand.

All marketing flyers provided will be reviewed by Count to ensure that the contents are in line with our APL and Member offering. To assist in making this an easy process for both sides, please ensure that you only refer to products approved for Count Members.

Due date: Friday 8 February

COUNT EXHIBITION AREA COMPETITION

There will be a conference competition for delegates running throughout the event on the conference app. The competition encourages delegates to visit each of the trade stands to answer a question you provided. Delegates that get all the answers correct will be entered into the draw to win a Fitbit Iconic Fitness Watch or Sennheiser wireless in-ear headphones.

Please provide one question (with the answer) relevant to your business or products for inclusion in the conference material.

The 2018 competition questions can be provided upon request to help give you an idea of previous questions.

Due date: Friday 8 February

STAND COMPETITIONS, GAMES AND ACTIVITIES

You are welcome to provide give-aways or run a competition for a prize draw at your stand throughout the conference. Please keep in mind your allocated stand space is 1.5m x 1.5m – details of all stand activity should be advised so we can identify any potential conflicts.

Count is not responsible for the delivery of prizes to winners. We encourage you not to bring prizes to Wellington but to contact the winners post conference.

In accordance with the Industry Code of Practice on Alternative Forms of Remuneration, if the value of the prize is \$100 or above, the benefit must be registered in the alternative remuneration register. If the cumulative benefits from the same product provider total \$300 or more then the adviser will have to return the item or donate an equivalent amount to charity.

Please note: Gift cards are expressly prohibited in both the Count Conflict of Interest (Including Alternative Remuneration) licensee standard and the Group Gift & Entertainment Policy.

Ball games are prohibited due to safety restrictions. All signs and display items must be contained within your stand and not affixed to any wall or surface of the Auditorium at TSB Arena.

Due date: Friday 8 February

INTERNET

Complimentary access to wireless connectivity is available venue wide. If you wish to organise a dedicated internet connection for your stand, please contact [Bryce Croad](#) for more information.



DELIVERIES/FRIEGHT

If you intend to freight any exhibition items to Wellington, please send an email which includes your dispatch date and how many items to bcroad@cba.com.au

Each freight item must be clearly labelled using the delivery label on the conference website.

BUMP-IN ON SUNDAY 17 MARCH

Bump in will commence at 4.30pm on the Sunday, all stands must be set by 5.30pm before the Welcome reception at 6.00pm

BUMP-OUT ON WEDNESDAY 20 MARCH

Bump out will run from 2.00pm – 2.30pm, once lunch has finished.

REGISTERING YOUR DELEGATES

All registrations for Partners in Education and Exhibitor delegates must be completed using the **Exhibitors registration link** on the conference website. You are entitled to bring two (2) delegates to the conference as part of your package. If you wish to register additional delegates, please contact the events team for associated cost. (Maximum of two additional delegates)

Registrations close **Friday 15 February**. All further requests must be directed to our conference team, and will be subject to availability.

Your speakers do not need to be registered online, unless they are also attending the conference as a delegate. Speaker attendance on the day of their session is free (excluding any social functions that day). Travel for delegates (flights, accommodation) is not included in your package.

HOSTING YOUR OWN DINNER

All Partners in Education and Exhibitors are welcome to organise and fund their own dinners on the free evening, **Tuesday 19 March**. Count does not allocate delegates to attend any dinners so be aware that delegates may receive multiple invitations to dinners on the same night.

Dinner timings should not require delegates to leave conference sessions or functions early.

To assist us with queries from delegates onsite, and for our risk management planning, please email bcroad@cba.com.au the time, venue and list of attendees for your hosted dinner.

Due date: Friday 1 March