

TUESDAY 25th – 27th SEPTEMBER 2012
ASB SHOWGROUNDS, GREENLANE, AUCKLAND

Foodtech Packtech is an XPO Exhibitions event, endorsed by the NZIFST and the Packaging Council of New Zealand. This specialized trade only event is held biennially alongside the Massey Food Awards. **If Food Manufacturing, Processing or Packaging is critical to your business, then you need to be at Foodtech Packtech 2012.**

Who should exhibit?

Any company who wishes to do business with food manufacturing, packaging or processing companies.

Why exhibit?

To **sell** your product or service! 87% of FTPT 2010 exhibitors were satisfied they increased their company profile.

The most powerful form of selling is face to face, where the sale becomes personal. Humans prefer to do business with someone they know and trust.

What's in it for you?

- Make actual sales over the three days of the show.
- Take orders.
- Market feedback: Thousands of targeted decision makers can sample and test your product
- Launch new product(s) onto the market
- Market research
- Qualify new potential customers
- Make appointments to follow – up
- Measure staff performance and commitment

FTPT brings you customers ready to buy

- **36%** of visitors are directly responsible for buying decisions in their business
- **48%** have influence over or make recommendations on buying decisions
- **70%** of FTPT 2010 Exhibitors were satisfied with the quality of visitors

Who was at FTPT 2010?

- 2961 People from the Food Processing & Manufacturing Industries
- 846 Senior Managers (CEO, MD or GM)
- 1254 Product Development & Purchasing
- 615 Sales & Marketing professionals

What does it cost?

For as little as **\$4276.80+gst** you can book a fully serviced single display space 3.6x3.6m (panels, power, lighting and floor covering included).

Boulevard Premium double sites are available from **\$8285.20+gst** (25.92m²) plus any applicable open corner fees.

Other Opportunities

In addition to exhibition space we always have other opportunities that would add value and generate extra exposure for you.

You can also partner with us to create some **WOW factor!** Sponsoring or supplying product for a feature gets you additional promotional coverage, at minimal additional cost.

Drink in the opportunities at Foodtech Packtech 2012 – the ideal tonic for the health of your business!

Contact: Vanessa White – Sales Manager

DDI: +64 9 976 8364, **Fax:** +64 9 379 3358

Email: vanessa@xpo.co.nz or info@foodtechpacktech.co.nz

Web: www.foodtechpacktech.co.nz

Foodtech Packtech is visitors' regular **"One Stop Shop"** to catch up on what's going on in their industry. If you're not there you can't be a part of the solution!