



EXPO 2017



## **CHALLENGE WANAKA HEALTH & LIFESTYLE EXPO**

The Challenge Wanaka Health & Lifestyle Expo is an integral part of race week, offering exhibitors the opportunity to showcase their product to thousands of athletes, supporters and spectators during the three-day expo.

This is your opportunity to put your brand in front of affluent sports enthusiasts at New Zealand's largest annual triathlon festival.

Demonstrate new products, meet your existing customers, build brand awareness, grow new business and increase your direct marketing database – you can do all of this and be part of one of New Zealand's most inspirational events.

The Expo is situated in a high profile position adjacent to the Race Central Marquee in the centre of Lake Wanaka township and on the lakefront.

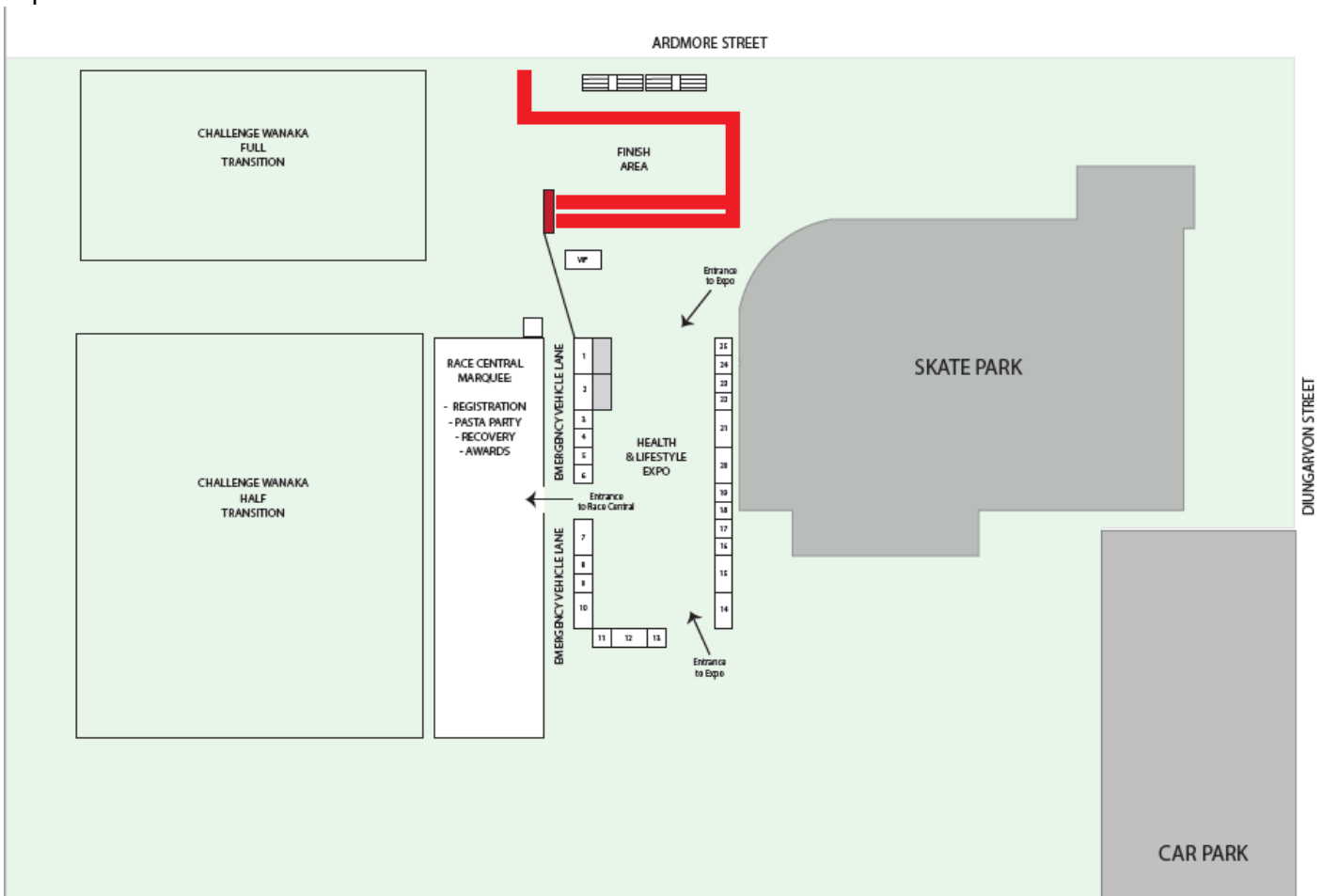
### **Expo Promotion**

The Expo will be promoted through newspaper advertising, the official programme (produced in association with the Otago Daily Times – 49,000 copies), social media and directing market, as well as radio advertising and posters around the region.



## 2017 Expo Layout

2017 Challenge Wanaka brings some new exciting changes to the Expo layout. We have listened to your feedback and based on this we have changed the site location and layout to ensure the Expo has improved accessibility to maximise foot traffic. Athlete flow will now enter the Race Central Marquee via the Expo. All exhibitors and 3 day food vendors will be located in this new location. Saturday only food vendors will be located between the Skate Park and Ardmore St in the previous Expo area.



**Event Overview** Please note this timetable is subject to change – please check back regularly

### Tuesday 14 February

6:30pm

Good Stays Wanaka Volunteer Crew Briefing

Race Central  
Marquee

## Thursday 16 February

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7.00am –8.30am	Swim the course	Swim Start Wanaka Lakefront Stoney Creek
9.00am –4.00pm	Challenge Wanaka and Challenge Wanaka Half registration open	Race Central Marquee, Pembroke Park
9:00am –4:00pm	Health & Lifestyle Expo open	Pembroke Park
9:30am	Pro Athlete Briefing	Race Central
10:30am	Media Conference	Expo – all welcome
9:00am –6:00pm	Racers Edge Bike Checks	Expo, Pembroke Park
6:30pm –8:30pm	Pasta Party	Race Central Marquee

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## Friday 17 February

8.30am –6.00pm	Challenge Wanaka and Lake Wanaka Half registration open	Race Central Marquee, Pembroke Park
8.30am – 6.00pm	Health & Lifestyle Expo open	Pembroke Park
8.30am – 6.00pm	Racers Edge Bike Checks	Expo, Pembroke Park
10.00am	Challenge Wanaka athlete briefing	Race Central Marquee
11.45am	Challenge Wanaka Half athlete briefing	Race Central Marquee
7.30am	Puzzling World Junior Challenge Wanaka registration open	Pembroke Park
9.30am - 4:00pm	Puzzling World Junior Challenge Wanaka <b>race start</b> Puzzling World Junior Challenge Wanaka Prize Giving	Pembroke Park Finish Line Area



2.00pm –3.00pm	Ask the Coach – pre-race advice from fitter.co.nz	Race Central
3.00pm	Pure Sports Nutrition Information & Advice	Marquee
3.00pm –6.30pm	Transition open for bike racking & bag drop-off	Race Central, Pembroke Park

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### Saturday 18 February

5:30am	Race Central opens	Pembroke Park
6:30am	Remaining T1, T2 and Special Needs bags to be dropped off before 6.30am. No bags will be accepted after this time	Race Central Marquee
6:45am	Challenge Wanaka Pro Men Race Start	
6:46am	Challenge Wanaka Pro Women Start	
7:00am	Challenge Wanaka Individual Race Start	
7:30am	Challenge Wanaka and Corp Relay Teams Start	
8:15am	Challenge Wanaka Half Individual Start – Men	
8:20am	Challenge Wanaka Half Individual Start – Women	
8:30am	Challenge Wanaka Half Corporate Teams Start	
8:35am	Challenge Wanaka Half Male - Teams Start	
8:40am	Challenge Wanaka Half Female – Teams Start	
8:45am	Challenge Wanaka Half Mixed – Teams Start	
9:15am	Challenge Wanaka Individual Swim Cut-Off	
9:00am – 2:00pm	Health & Lifestyle Expo open	Pembroke Park
9:45am	Lake Wanaka Half Swim Cut-Off Time	
9:45am	Challenge Wanaka Relay Team Swim Cut-Off Time	
11:00am	Challenge Wanaka Sprint Start – Boys	
11:02am	Challenge Wanaka Sprint Start – Girls	
2:00pm	Challenge Wanaka Sprint Prize Giving	
2:15pm	Lake Wanaka Half Bike Cut-Off Time	
4:00pm	Corporate Half Teams Prize Giving	Finish Area
5:30pm	Lake Wanaka Half Course Closes	
5:30pm	Challenge Wanaka Individual and Team Bike Cut-Off Time	
5:30pm	Transition reopens for gear collection	Finish Area
7:00pm	Corporate Full Teams Prize Giving	
11:30pm	Course Closes – Finish Line Party and Fireworks	

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### Sunday 19 February

10:30am	Awards Brunch	Race Central Marquee
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4:30pm	Good Stays Wanaka Volunteer Crew Party	Race Central Marquee
7:00pm	Final Wrap Party	Barluga Bar

## **Expo Operating Hours**

### Thursday 16 February

9.00am – 4.00pm with pack-in prior. Pack-in is also available on the Wednesday afternoon

### Friday 17 February

8.30am – 6.00pm

### Saturday 18 February

9.00am – 2.00pm. Please note you can stay open longer if you wish but pack-out must be completed by 8.00pm

N.B. The new Expo site has been chosen in part because it is a busy traffic zone on Saturday. Large numbers of family and friends wait in this area for athletes leaving the recovery tent. We anticipate this boosting the value to stall holders of exhibiting on Saturday.

## **Expo Costs**

Booths are provided in the form of high quality, windproof 3x3 marquees with power, 1 table and two chairs.

3m x 3m	\$675+GST
3m x 6m	\$1,150+GST
3m x 9m	\$1,600+GST

## **New option for 2017 – please note we have a limited number of these sites, first come first served:**

6m x 6m	\$1850 + GST
6m x 9m	\$2100 + GST
6m x 12m	\$2700 + GST



**CHALLENGE**  
**WANAKA**  
*wearetriathlon!*

**EXPO REGISTRATION FORM**

Sites available are:

		Tick if required
3m x 3m	\$ 675 + GST	<input type="checkbox"/>
3m x 6m	\$1,150 + GST	<input type="checkbox"/>
3m x 9m	\$1,600 + GST	<input type="checkbox"/>
6m x 6m	\$1850 + GST	<input type="checkbox"/>
6m x 9m	\$2100 + GST	<input type="checkbox"/>
6m x 12m	\$2700 + GST	<input type="checkbox"/>
Food stall	\$ 500 + GST	<input type="checkbox"/>
Food stall	\$175 + GST (Saturday only no power supplied)	<input type="checkbox"/>

I require power

Power required for (**please state in detail**) .....

NB All exhibitors and food vendors must supply their own electrician tagged outdoor extension power chord if power required. (Recommend 25m length)

Food stalls must supply a stall permit (obtained from Queenstown Lakes District Council). Bookings will not be accepted without proof of this.

Name: .....

Brands included on your stand: .....

.....

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Clothing                       Hardware                       Nutrition                       Food   
Footwear                       Other

Total payment: \$.....

Direct credit to Challenge Wanaka Sports Trust bank account: 06-0943-0115348-00

Please make sure you have read and signed the attached terms and conditions.  
Many thanks and we look forward to seeing you at Challenge Wanaka.

## TERMS AND CONDITIONS

### Schedule and exhibition spaces

The Challenge Wanaka Expo will take place on Pembroke Park, adjacent to Race Central.  
The expo will be open to the general public during the following hours;

- Thursday 16 February 9.00am to 4.00pm. You are welcome to setup from 7.00am.
- Friday, 17 February from 8.30am to 6.00pm
- Saturday 18 February from 9.00am – 2.00pm

### Costs

Each exhibitor is responsible for making their own provisions for all expo equipment outside of the provided marquee, tables and chairs

Exhibition spaces for the three days cost:

- 3m x 3m \$675 + GST
- 3m x 6m \$1,150 + GST
- 3m x 9m \$1,600 + GST

Food and drinks stalls are \$500 + GST for the three days, \$175+GST for the Saturday only and will be set up in a separate area to the main expo. Note, No power is available for food stalls on Saturday only.

Community groups with charity status can apply for a reduced stall rate of \$160+GST  
Depending on sponsorship level, sponsors are entitled to free stalls.

### Provision for power to sites

Expo Sites - Please indicate if you require power at your booth. Power will be provided to the site via a generator, please detail your power requirements

Food Stalls - All food stalls must detail their power requirements and Saturday only will need to supply their own power.



### **Setup and breakdown of the booths**

Exhibitors will be able to set up their own booths on Thursday 16 February from 7.00am to 9.00am. Vehicle access to booths is available during set up and breakdown. Vehicles must be parked off-site in a car park adjacent during all other times.

The Expo will end at 2pm on Saturday 18 February. The teardown of the booths must not be done before 6pm but must be completed by 8pm on Saturday 20 February. The exhibition spaces must be left in a clean and empty condition. The exhibitor is responsible for the removal of all waste and packaging materials from their site. Waste/rubbish may not be left on site otherwise the exhibitor will incur a cleaning/rubbish removal charge of \$100+GST.

### **Deadline for registration**

The deadline for exhibitors to register for a stall space at Challenge Wanaka is 31 January 2016. Any late registrations will be at the discretion of the Event Directors and will incur a \$100+GST late fee. Exhibitors will be informed of the location of their stalls a minimum of two weeks before the event.

### **Right of withdrawal**

If the exhibitor withdraws from his/her registration by 31 January 2016, he/she will be charged 35% of the total expo booth cost.

No withdrawal from the registration is possible after 31 January 2016.

### **Organiser**

Challenge Wanaka Sports Trust

Phone: 021 529 739

E-mail: [anna@challenge-wanaka.com](mailto:anna@challenge-wanaka.com)

Expo manager: Anna Hiatt

### **Exclusivity**

Exclusivity cannot be granted however acceptance of registration is at the discretion of the Event Directors and may be denied if they are deemed inappropriate.

### **Legal requirements**

Food stalls must comply with the law as enforced by Queenstown Lakes District Council and must apply for and receive the necessary licenses through Lakes Environmental. Once approved a copy of the Hawkers license must be sent to the event directors and must also be displayed by the stall holder on site during the event. Sites will not be allocated to food stalls until a copy of the license has been received by Challenge Wanaka Sports Trust.

### **Terms of payment**

Payment is to be made when expo registration forms are submitted.

The registration will only be accepted after full payment has been received by internet banking, cash or Invoice available on request.

### **Responsibility for exhibited items and booth equipment**

Challenge Wanaka and its agents do not assume any responsibility for exhibit items or booth equipment, and does not accept any liability for damage or lost items.

Security will be present at race central overnight however it is the responsibility of the exhibitor to ensure that all stock and valuable items are removed from the premises when unattended by the stall holder.

**Force majeure**

In case of force majeure, the organiser is entitled to postpone, shorten, partially or completely close or cancel the expo. In these cases the exhibitors/hirers may be entitled to receive a reimbursement or a reduction after all of the costs incurred by the organizers related to the expo have been covered.

I agree with the above terms and conditions.

Full Name (Please print) \_\_\_\_\_ Date \_\_\_\_\_

Company \_\_\_\_\_

Signature \_\_\_\_\_