



**BIG** BOYS  
TOYS

**2020 EXHIBITOR PROPOSAL**  
13-15 November 2020



BIG BOYS TOYS 2020

# Roaring into the '20s

Big Boys Toys roared into New Zealand's cultural consciousness back in '97, with a quaint notion that Kiwi blokes and Kiwi brands want the same thing - face-to-face interaction and engagement. The symbiotic relationship between exhibitor and attendee is at the core of everything we do. It sounds simple, but Big Boys Toys is bigger than a brand; its a culture - one that has stood the test of time. Our philosophy of inclusiveness, authenticity and enthusiasm continues to strike a cord with Kiwis from Gore to Gisborne. The Showgrounds has become a shrine to all things loud, fast and fun with thousands of Kiwis making the pilgrimage every year.



## THE SPEEDSHOW 2020

The Speedshow has forged its way into the hearts and minds of Kiwi petrol heads over the last 13 years. In 2020 The Speedshow will become the automotive arm of Big Boys Toys and will bring with it the signature Action Arena. Two shows for the price of one offers outstanding value for sponsors, exhibitors and attendees. Attendees will get more, high-quality exhibitors, and sponsors and exhibitors will see record attendance. A crowd of 30,000 is forecasted to be drawn to the show by a dynamic entertainment schedule and outstanding features which have been the hallmark of Big Boys Toys for the past 20 years.



2020 AND BEYOND

# Our 2020 vision

Big Boys Toys and The Speedshow have amazed crowds of Kiwis for a combined 34-years but in a new social climate the time is right to shake things up with a bigger, better and a more elevated offering. By bringing the two shows under one roof for 2020 we are no longer competing for exhibitors spend and attendees interest but working together to deliver NZ's premier lifestyle event. Taking a long term view over short term profit enables us to invest in marketing, talent and new features as well as be selective about the exhibitors we host, solidifying our event as a premium offering.

## 2020 SHOW FEATURES

**EXHIBITORS** - By combining the two shows we are able to lift the standard of exhibitors whilst maintaining high occupancy rates.

**VIP PASSES** - VIP passes will provide attendees with an unrivaled Big Boys Toys experience.

**Market Places** - Dedicated market places will give the show more pockets of interest and attract a wider audience.

**SUPERCAR** - The unveiling of a super car has become an annual highlight. We have previously featured; Ford GT, Ferrari 812 Superfast, LaFerrari Aperta, Porsche 918 Spyder and the McLaren P1.

**Action Arena:** The country's finest extreme athletes come together for three days of breath-taking shows. Previous features have included FMX superstar Levi Sherwood, BMX veterans Jed Milton and Jaden Leeming, as well as stunt motorcyclist Kingi Walters.

Extreme athletes  
come together for  
three days of breath  
taking shows.





## EXHIBITOR BENEFITS

The Speedshow and Big Boys Toys mergers creates huge opportunity for exhibitors and represents unbeatable value. With a forecasted 30,000+ attendees and a 45,000+ combined 45,000+ Social media audience the show provides a unique personal interaction between your company and the consumer, allowing you to:

Increase your company / brand profile

Generate sales

Launch new products

Increase your customer database

Generate leads

Clear old products

Sample product and receive customer feedback

Educate and engage directly with customers

Support distribution channels

Find new distribution channels



Total combined attendance for 2020 is estimated to be over 40,329

## ATTENDEE STATISTICS

### PURCHASE INTENTION

69% intend to purchase at the show

### GENDER

75% male / 25% female

### LOCATION

84% AKL, HAM, 6%, B.O.P 2%

### VISITORS RECOMMENDATIONS

97% will recommend attending to others

### VISITOR RETURN

93% will be back next year

### VISITOR SATISFACTION

96% Overall satisfaction rating

### FAMILY AUDIENCE

94% stated 'great day out for families' 40% brought kids under 12

### TIME AT THE SHOW

58% intended to stay for 3-4 hours 30% for 5+hours



## OUR TEAM

Big Boys Toys is a collective of lads and lad(ies) with a passion for all things loud, fast and fun. We're masters at turning vision into action and have the expertise to take this beloved brand to the next level.

### **SHAUN VARNEY** - *Creative Director*

Shaun's extensive experience in marketing and advertising makes him the perfect fit to take this beloved brand to the next level.

Shaun's passionate about motorsport, having raced both in New Zealand and internationally for over a decade and has his feet firmly planted in the motorsport community.

### **STEVE VARNEY** - *Commercial Director*

Steve brings a lot of grey hair and business acumen. Having owned a number of substantial private companies, along with a stint in Merchant Banking, Steve brings the experience to ensure that the commercial and operational aspects of Big Boys Toys run smoothly.

### **STRATEGIC PARTNERS:**

**smcEVENTS\*** **UNDERTOW//MEDIA**  **FLICKET**



#### ALLOCATION OF SITES

The allocation of sites comes on a “first in, first served” basis, with the site booking secured upon payment of the deposit.

#### EXHIBITOR SITE PAYMENTS

Site payments are due on the following dates;

30% Deposit	due 7 days after confirming site
70% Balance	due 20 September 2020

#### SUB-LETTING

Subletting of sites is not permitted. Sharing of stands must be approved by the organizers and will be charged accordingly.

All exhibitors must be listed on the Exhibitor Confirmation Form.

#### SITES INCLUDE

The single, double and triple sites come with:

2.3m high panels along back and side walls

10 amp domestic power supply

Exhibition grade carpet

The Open Plan sites come with: power and carpet (if required)

The merger of the  
two shows creates  
unbeatable value.

SITES	SQ.M \$	STAND STYLE	SITE EXAMPLES	COST
SINGLE SITE	\$220 per sq.m	Frame-locked	3m x 3m	\$1,980
			3.6m x 3.6m	\$2,851.20
DOUBLE SITE	\$200 per sq.m	Frame-locked	6m x 3m	\$3,600
			6m x 3.6m	\$4,320
			7.2m x 3.6m	\$5,184
TRIPLE SITE	\$180 per sq.m	Frame-locked	9m x 3m	\$4,860
			9m x 3.6m	\$5,832
			10.8m x 3.6m	\$6,998.40
SILVER SITE	\$165 per sq.m	Open Plan (30 - 60 sq.m)	6m x 6m	\$5,940
			7.2m x 7.2m	\$8,553.60
GOLD SITE	\$140 per sq.m	Open Plan (above 60 sq.m)	10.8m x 7.2m	\$10,886.40
			10m x 10.8m	\$15,120
			14m x 10.8m	\$21,168

Early bird pricing valid to August 1 2020. All prices are GST exclusive



## GET IN TOUCH

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THANK YOU.

