



Genesis Energy Kensington Stadium ASB Leisure Centre,  
Western Hills Drive, Whangarei  
23 – 24 April 2010



Exhibitors Prospectus 2010



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## GENERAL INFORMATION

The Northland Business Expo has been created to bring Northland Businesses up close and personal with thousands of potential clients while also giving them the opportunity to network with approximately 100 other businesses and organisations involved with the Expo. They can share information about your products, qualify leads, build strong business relationships and provide detailed information face-to-face about your business. The Northland Business Expo is a cost effective way to partake in some local business-to-business opportunities all under one roof.

**Venue:** Genesis Energy Kensington Stadium ASB Leisure Centre, Western Hills Drive, Whangarei

**Dates:** 23 - 24 April 2010 **Times:** Friday 23<sup>rd</sup> 9:30am – 6:00pm / Saturday 24<sup>th</sup> 9:30am – 5:00pm

**Awards Presentation & Networking Evening:** Friday 23 April – 6:30pm – 8:30pm

**Exhibitors Setup:** Thursday 22 April 2009 – 10:00am till 6:00pm

**Expo Pack down:** Saturday 24<sup>th</sup> April 5:00pm – 9:00pm

Public Admission Price: \$10 per person

**For enquiries please contact:**

BizBuilders Limited Phone: (09) 438 1115, 7/C Dent Street, Whangarei

Email: [expo@northlandbusiness.co.nz](mailto:expo@northlandbusiness.co.nz)



# MARKETING

An extensive marketing plan is in place to promote the Expo which includes but is not limited to:

- Direct Mail – a comprehensive mail drop will be used to stimulate attendance this includes distribution of a DLE brochure to over 3,000 Northland Business PO Boxes
- Newspaper Advertising will commence through 2009 / 2010
- A comprehensive radio campaign will commence through 2009 / 2010
- Promotional Advertising through the Chamber of Commerce
- Website Advertising
- E-Marketing Campaign – BizBuilders Limited the Premier Expo Sponsors has an extensive business database. These businesses in return have their own extensive database of business owners and will be encouraged to promote the Expo to their members and clients.
- Street Signage – in the weeks leading up to the Expo corflute signage will be displayed in high traffic business regions.
- 50 free double entry tickets will be given to all booth holders to give to their clients stimulating walkthrough traffic and overall interest throughout the community.
- Editorials – a public relations campaign will be undertaken in the lead up to the Expo to ensure media opportunities are maximised.

These promotions will help generate awareness and attract visitors to the show.

# EXPO BUSINESS SEMINARS/WORKSHOPS

Workshops will be held over the 2 days on topics that are relevant to Northland businesses. We are looking for dynamic speakers who can give a 20 minute presentation. A complimentary projector and screen will be available for your use. The seminar agenda will be advertised in the lead up to the Expo via newspaper and website advertising.

In 2009 The Northland Business Expo had 17 Business Workshops during the 2 days of the Expo covering everything from working with the IRD to utilizing CRM databases for your business. This year we will have reduced the number of workshops so send your application in early.

The goal of the Expo is to have all of the Workshops scheduled by the end of January to allow sufficient time to market them.

If you believe you could bring a valuable presentation to the Expo please complete the Workshop application in full at [www.northlandbusiness.co.nz](http://www.northlandbusiness.co.nz) or contact BizBuilders at (09) 438 1115 or email [expo@northlandbusiness.co.nz](mailto:expo@northlandbusiness.co.nz) for consideration to do a Workshop.



# AWARDS PRESENTATION & NETWORKING EVENING



Award Winners Conex, First Mobile, Logo Mojo & Waldron Financial Services

The 2009 Awards Presentation & Networking Evening was a major highlight of the Expo! All exhibitors are invited to attend the Exhibitors Awards Evening hosted by BizBuilders on Friday 23 April, 7.00pm – 9.00pm. This will be held in the BizBuilders Lounge and is a fantastic opportunity to network with the other 100 exhibitors at the show and relax and unwind after the first day of the Expo.

The Site Award winners will be announced during the evening. Relax after a long day and enjoy a complimentary glass of wine or beer along with some finger food.



Expo Sponsors Mitch & Shirley Weimer & Event Manager Sara Reid

Tickets: Gold Sponsors receive 8 complimentary tickets, Silver Sponsors receive 4 complimentary tickets and Exhibitors receive 2 complimentary tickets. Additional tickets are available at a cost of \$25.00 per person

## SITE AWARDS

We encourage all site owners to take the time to develop their sites and make them as appealing as possible. As an extra incentive all sites have the opportunity to win one of the following site awards:

- Most Inviting Site
- Best Interactive Site
- Best Original Site
- Overall Best Expo Site
- People's Choice Award this award will be voted on by the visitors to the show. On entry they will be given a voting form to complete and drop in the ballot box prior to leaving the show.

All sites will be based on some standard criteria which include:

- Product Relevance
- Staffing: friendly, approachable and identifiable
- Site visibly appealing
- Novelty and appealing – does the site stand out?
- Cooperating with staff and adherence to Exhibiting Conditions
- Site safety

Winners of the Site Awards are announced at the Awards Presentation & Networking Evening on Friday 23<sup>rd</sup> April.

# AWARDS WINNERS 2009 - Oh, What a Night!

## The Overall Best Site and the People's Choice Award went to Logo Mojo



Lynn & Mike from Logo Mojo accepted the Overall Best Site Award from Premier Sponsors Shirley & Mitch Weimer of BizBuilders along with the People's Choice Award from Rosemary Roberts representing the Expo's Gold Sponsor, The Northern Advocate



Gold Sponsor MediaWorks represented by Heidi Erceg gives Brett Sawyer of First Mobile the award for Most Inviting Site.

## Most Inviting Site First Mobile

## Most Original Site Conex



Expo Event Manager Sara Reid gives Chris Muller of Conex the award for Most Original Site



Advisory Board member Terry Sage gives Wendy Waldron of Waldron Financial Services the award for Most Interactive Site

## Most Interactive Site Waldron Financial Services

# SPONSORSHIP OPPORTUNITIES

Whether your business development strategy is based on raising your corporate profile, displaying product developments or networking with key market participants, the Northland Business Expo is the place to be. Take your participation and exposure at the Expo to the next level by becoming a Northland Business Expo sponsor.

Corporate sponsorship opportunities are available; only one sponsor per business category will be accepted. Sponsorship payment can be cash or an exchange of service to the value of the sponsorship level, or a mixture of both.

## **GOLD SPONSORSHIP \$10,000 + GST**

The gold sponsorship option includes a choice any available site at the Expo. For your investment as a sponsor you will receive the following:

- Full Page Advert in this Prospectus with Editorial supplied by sponsor.
- 100 double tickets to give away to their clients
- Prominent signage at Expo x 3 signs
- Choice of available Expo Site
- Logo on all public advertising
- Company mentioned on radio adverts
- Company mentioned 6 times over intercom system at show
- Onsite interview over intercom system at the show
- Company mentioned in media releases
- 1 x Expo Workshop
- Mailing List for all site holders – name, address, phone and email
- Mailing List of visitors to the show – name, address and phone number
- Your logo and link on Northland Business Expo page of website
- Your company flier or brochure in visitors bag
- Company details listed in sponsors directory in Exhibitors Prospectus
- 6 x complimentary tickets to Networking Evening
- Opportunity to host a local Trust of their choice to have a booth at the Expo

## **SILVER SPONSORSHIP \$2,500 + GST**

The Silver Sponsorship option is available to any business that purchases a site at the Expo. For your investment as a Sponsor you will receive the following:

- Quarter page advert in the Exhibitor Prospectus and 250 word editorial supplied by sponsor
- 75 double tickets to give away to their clients
- 1 Sign at Expo
- Company mentioned 3 times over intercom system at show
- Mailing List for all site holders – name, address, phone and email
- Mailing List of visitors to the show – name, address and phone number
- Your company flier or brochure in visitors bag
- Company details listed in sponsors directory in Exhibitors Prospectus
- 4 x complimentary tickets to Networking Evening
- Opportunity to host a local Trust of their choice to have a booth at the Expo while Trust booths are available

## **SPOT PRIZE SPONSORSHIP - Donation of an hourly spot prize**

Exhibitors are being given the opportunity to provide a prize for the hourly spot prize draw. In return the exhibitors business will be given a 30 to 60 second spiel over the intercom system and their business name will be mentioned during the hour leading up to the draw. The Organisers reserve the right to combine several prizes together if they feel it's beneficial to the Expo for one giveaway.

If you are interested in any of the sponsorship options please contact BizBuilders on (09) 438 1115 or email [expo@northlandbusiness.co.nz](mailto:expo@northlandbusiness.co.nz).



# HOW TO MAKE YOUR SITE SUCCESSFUL

1. Read all the material in your Exhibitor's Prospectus.
2. Make sure your company name is easily recognized and located in a prominent position on your site.
3. Site personnel need to be easily identified, staff name badges are a must and branded clothing is a great investment!
4. Ensure your site is always manned and that your staff are approachable, hospitable and motivated.
5. Maintain stock that's in high demand.
6. Ensure that visitors have supporting information about your products and services.
7. Make your site original, interactive, appealing to all senses and has an active element.
8. Ensure your products are appealing, well labeled and that you have good signage, pricing, etc.
9. Print the Expo Checklist and follow it.

If you require help with making your site a success contact Sara Reid from Go Forward Marketing and Events on 021 468 460 or email [sreid@goforwardmarketing.co.nz](mailto:sreid@goforwardmarketing.co.nz)

## STAND INFORMATION

### Secure your stand in 2 easy steps:

- 1) Complete the Expo Application. You can fill out the application electronically listed on the Northland Business Expo website [www.northlandbusiness.co.nz](http://www.northlandbusiness.co.nz). Complete the form and press the "submit by email" button at the top right corner of the application.
- 2) Pay for your stand. Stands are not secured until payment has been made and payment is non-transferable and nonrefundable. Cheques can be made payable to "Northland Business Expo" and posted to BizBuilders Limited, 7C Dent Street, Whangarei. Or alternatively direct payment is accepted to account number 030498071991900 please ensure you list business name as reference.

### Expo Flow:

The main entrance to the Expo will be upstairs. Visitors will flow through the BizBuilders Lounge past the Charities, Emerging Businesses and past the food area before making their way downstairs to the Main Exhibitors Hall. The Expo Workshops will be held in the conference room on the upstairs floor located next to the BizBuilders Lounge.

### Passes/Tickets:

Exhibitors can request up to 4 free stand lanyards. These must be worn at all times including set up period for identification to show staff and security.

### Power and Lighting:

Power is available to sites but must be requested on the application form. Power is not included in the site costs but can be attained for an additional cost of \$75.00 per booth. Exhibitors need to make their own arrangements for any extension leads and spotlights.



## **Stand Construction:**

Stands must be contained within the space let. Any construction must be of appropriate material and have a fire resistance rating. Sites will be constructed of 2.3m high frontrunner Velcro receptive panels. You may only staple, thumbtack or Velcro objects to the walls. Under no circumstances may exhibitors nail to the partitions, or the walls of the building. Any damage will be invoiced to the exhibitor.

## **Distribution of Food**

Exhibitors must not sell food to visitors. Those Exhibitors who wish to give away food on a complimentary or sample basis must first obtain written approval from the Event Managers and operate within the requirements of the Whangarei District Council Health Control Officer.

## **Alcohol on Exhibitors Sites:**

Exhibitors must not sell or distribute alcohol to visitors.

## **Insurance:**

Although all care will be taken to protect exhibitors against loss or damage by fire, earthquake, flood, fumes, weather, water condensation, and consequent dripping from the roof or any other cause, no liability for any loss or damage will be accepted by the Organiser. Exhibitors are directed to make adequate provision against all possible occurrences and to provide supervision by day and covers by night. All exhibitors must comply with the Health and Safety Act 1992.

## **Risk and Damages:**

All stands are at the risk of the exhibitor and the organisers shall not be in any way liable for any loss or damage or claim in any way relating to the stand of exhibitors. The exhibitor indemnifies the organiser against all loss, damage and claims in any way directly or indirectly relating to; the stand of the exhibitor, the exhibit, or any action of the exhibitor.

## **Clean Up of Site:**

All exhibitors are responsible for disposing of all of their rubbish. Failure to do so will result in a \$50.00 clean up fee. Organisers will not be responsible for any items left at the Expo by Exhibitors.

## **Announcements:**

An announcer will update attractions, demonstrations and other items of interest throughout the show through the intercom system.

## **Parking:**

A free public car park surrounds the ASB Leisure Centre. As a courtesy to our visitors to allow them access to the closer parking spaces we do ask that Exhibitors please park on the road.

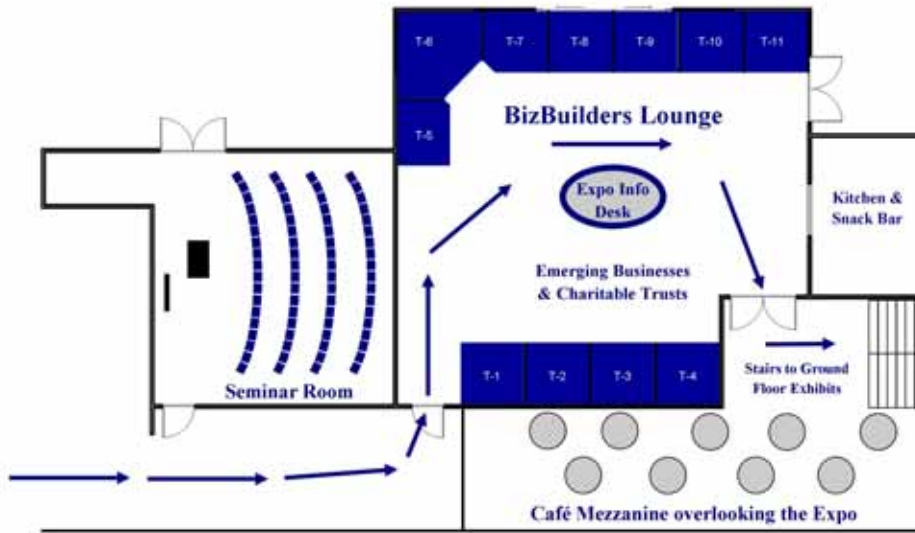
## **Smoking:**

The ASB Leisure Centre is a designated smoke free area.



# EXPO FLOORPLANS

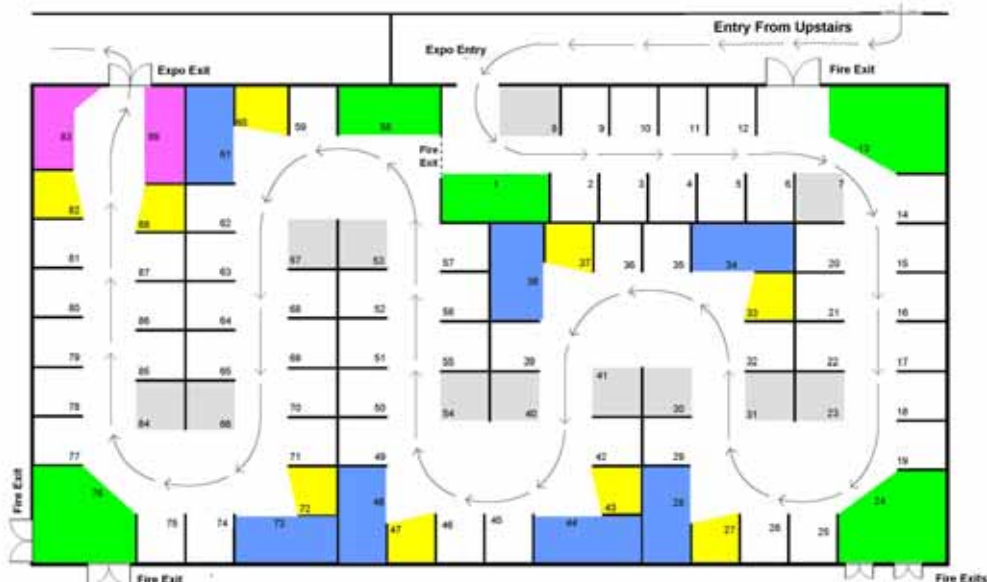
## Top Floor



Emerging Businesses are booths for small businesses that have been in business less than 18 months. Contact the Northland Business Expo for more information or check the Prospectus for details. Emerging Business Booths are \$500 and do not include electricity (electricity is available at an additional charge).

Charitable Trusts are sponsored by Northland Business Expo Gold & Silver Sponsors. Those that sign up as Gold and Silver Sponsors first will be given the opportunity to nominate a charity of their choice for approval to have a stand at the Expo. As there are only 6 available stands, this is on a first come first serve basis for Gold & Silver Sponsors.

## Ground Floor



**2010 Northland Business Expo Ground Floor Plan**

\$750 + GST	\$800 + GST	\$900 + GST	\$1000 + GST	\$1100 + GST	\$1200 + GST
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# THE NORTHLAND BUSINESS EXPO CHECKLIST

The Northland Business Expo Checklist		Date: 23rd & 24 <sup>th</sup> April 2010
<b>6 – 12 MONTHS PRIOR</b>		
Item	✓	Notes
Choose booth space		
Review contract		
Review exhibitor manual for rules, regulations and deadlines		
Mark calendar for deadlines		
Submit application		
Submit payment		
Assemble info binder		
Design new booth display		
Develop/print collateral		
Develop advertising plan		
<b>4 – 6 MONTHS PRIOR</b>		
Establish attendee list		
Make travel arrangements		
Design booth graphics		
Select giveaways		
Select transportation company		
<b>3 MONTHS PRIOR</b>		
Confirm electrical service		
Plan for live demos		
Plan for hospitality event		
Develop & distribute booth schedule/info to attendees		
<b>2 MONTHS PRIOR</b>		
F/U on any due items (i.e. giveaways, promotions)		
Finalize booth and graphics		
Develop lead tracking forms and process		
Prepare press kits		
<b>1 MONTH PRIOR</b>		
Finalize shipping arrangements with transportation company		
Confirm booth set up and dismantle		
<b>AT TRADE SHOW</b>		
Confirm all items have arrived in booth space		

Item	✓	Notes
Trade show floor plan		
Attendee booth schedule		
Attendee name tags		
Business cards		
Display booth		
Signage		
Banners		
Literature rack		
Carpet		
Furniture		
Table cover		
Display easel		
Extension cords		
Power strip		
Screw driver		
Hammer		
Carpet tape		
Duct tape		
Electrical tape		
Packing tape		
Return labels		
Pens/pencils		
Scissors		
Clipboards		
Stapler		
Staple remover		
Tape		
Highlighter		
Ruler		
Post-it notes		
Paper clips		
Lead sheets		
Contact numbers		
Price list		
Brochures		
Catalogs		
Flyers		
Giveaways/promo items		
Paper towels		
Glass cleaner		
Safety pins		
First aid kit		
Sewing kit		



# SPONSORS

## Premier Sponsor



### **BizBuilders Limited**

7C Dent Street, Whangarei 0110

Phone: 09-438-1115

Email: [info@bizbuildersnz.com](mailto:info@bizbuildersnz.com)

Website: [www.bizbuilders-nz.com](http://www.bizbuilders-nz.com)

## Gold Sponsors

## Silver Sponsors



# PREFERRED SUPPLIERS

PREMIER SPONSORS OF THE NORTHLAND BUSINESS EXPO

**B BIZBUILDERS**  
LIMITED

INNOVATIVE BUSINESS TOOLS

## Get Your ACT! Together Work Smarter NOT Harder...

In today's environment business has become more competitive and the importance of having complete customer and prospect information at your fingertips is essential. Contact and Customer Management systems are now a necessity for organisations both small and large.

Your business life is hectic. You need more than a paper-based method, spreadsheet, or e-mail system where you spend too much time looking for scattered information. Meeting deadlines and handling all the necessary details are urgent priorities for you. Whether co-ordinating a sales team, driving marketing campaigns or being able to schedule, track, and report through a system that coordinates every aspect of your business, an effective contact management tool is vital to maximise business productivity and profitability.

The ACT! Contact Relationship Management database is the best way to have today's technology working for your business. BizBuilders provides, customizes, installs, and trains your staff on your ACT! CRM database solution. Your CRM will integrate how you already do business into a system designed specifically for all your business needs.

### How Can ACT! Help You?

- ✓ **Get a snapshot of where your business is at**, with all important relationship details including diary notes, accessible for quick organized access to any information you need.
- ✓ **Find the exact lookup details you need instantly** using powerful search capabilities in an easy to-use format.
- ✓ **Schedule and track activities within ACT!** for yourself and other members of your team while automating the scheduling of sales processes and other business tasks.
- ✓ **Communicate consistently and successfully** with your prospects and customers by creating groups, company groups, etc. for specific campaigns and categorizations of contacts.
- ✓ **Purchase lists from BizBuilders** to target market prospective clients through mail merged letters & emails while also creating e-newsletter marketing campaigns.
- ✓ **Integrate ACT!** with applications you use every day, including Microsoft® Outlook, Word and Excel along with ACT! Add-on programs creating the perfect system for your business!



**Intrepid  
BACKUP**



Phone: (09) 438 1115 or email [info@bizbuilders-nz.com](mailto:info@bizbuilders-nz.com)  
Visit our website [www.bizbuilders-nz.com](http://www.bizbuilders-nz.com)

**B BIZBUILDERS**  
LIMITED  
INNOVATIVE BUSINESS TOOLS

# CONDITIONS OF EXHIBITING

## NORTHLAND BUSINESS EXPO 2010 23-24 April

In these conditions "Exhibitor" includes all employees and agents for any individual, partnership, company or organization exhibiting, and "Organiser" means The Northland Business Expo.

- 1) The Organiser reserves the right to alter or add to these conditions as may be necessary for any laws or with any directions given by the owner/lessor of the exhibition site or at their discretion for the efficient running of the Expo.
- 2) The Organiser may alter the size, shape or position of the floor plan in such a manner and at such a time as the Organiser may deem to be in the best interests of the Expo as a whole. The Organiser may in their absolute discretion reduce any payment made or owing by the Exhibitor hereunto in the event that the Exhibitor's display space is reduced from the area shown on the plan on the face hereof.
- 3) Emerging Businesses are businesses that have been trading for 18 months or less. They may be required to submit documentation concerning the founding date of the business. The area designated for Emerging Businesses is upstairs in the BizBuilders Lounge. The Expo reserves the right to move any of the Emerging Business booths downstairs if needed. If an Emerging Business is moved to the main floor of the Expo, they will incur no additional expense to them for the larger booth. Emerging Businesses booths do not come with power but power is available for an additional \$75.00.
- 4) The Exhibitor shall not construct a display stand or any part of their display of a height exceeding 2.3 metres (other than those supplied by the Expo Stand Contractor) as part of the overall shell scheme or display except in accordance with the prior written permission of the Organiser and having obtained all necessary statutory permits.
- 5) The Exhibitor shall not, without the prior written permission of the Organiser, display any exhibit or product (including demonstration machinery) which does not in the opinion of the Organiser fall within the subject of the exhibition or the nature of their registered business for the Expo. The Exhibitor may only display products & services that are within the everyday operation of their business. The Organizer withholds the right to require the Exhibitor to remove what the Organizer feels may be a third party product or service at their sole discretion. The Exhibitor shall not sublet their booth to any other business, subcontractor or affiliates.
- 6) The Exhibitor shall not paint or otherwise mark, nail, screw into or damage any panel, floors or walls of the Exhibition premises. The Exhibitor shall be responsible for the cost of remedying any breach of this clause.
- 7) Unless the Organiser otherwise notifies the Exhibitor in writing, payments by the Exhibitor hereunto do not include:
  - a) Insurance
  - b) Cleaning of Exhibits
  - c) Loading and handling of equipment and stall
  - d) Telephones
  - e) Dressing of stand
  - f) Advertising catalogues

The Exhibitor acknowledges that the owner/lessor of the exhibition site may require that any installation of water and plumbing connections in respect to the exhibition if required by the Exhibitor be carried out by a nominated contractor and the cost thereof shall be borne by the Exhibitor. If any damages occur from the booth (including installation of water) of an Exhibitor the Exhibitor shall be responsible for the entire cost of remedying any and all damages.

- 8) The Exhibitor shall not take onto or cause to be taken onto the exhibition site any dangerous goods except in accordance with the prior written approval of the Organiser. The Exhibitor shall in regard to all plant, machinery and exhibits comply with all statutory requirements as to safety including, without limiting the generality of the foregoing, the storage and handling of dangerous goods.
- 9) The Organiser may in its absolute discretion refuse any person admission to the Expo including Exhibitors employees, servants or agents. The Exhibitor shall ensure that passes supplied for the exclusive use of its employees or agents are not used by unauthorized persons or otherwise misused.



- 10) The Exhibitor agrees to have their display space ready with all exhibits available for display and completed by 9:15 am on both days of the Expo and will participate during the entire Expo. The Exhibitor agrees to not do any disassembling of their display until 5:00 pm on Saturday 24<sup>th</sup> April.

At all times during the opened hours of the Expo and Exhibitor shall:

- a) Keep their stand open to view and properly staffed by competent representatives
- b) Keep their display area properly cleaned and maintained
- c) Conduct business only from their display area
- d) Keep passageways adjacent to their display space free from obstruction

The Exhibitor shall not:

- a) Operate any type of machinery or equipment in such a manner as in the Organiser's opinion may cause nuisance or annoyance to Exhibitors or other persons attending the Expo.
- b) Do any act which in the opinion of the Organiser may bring discredit to the Expo.

- 11) The Organiser shall be under no liability for the loss or damage to exhibits or other property of the Exhibitor, his servants, agents, invitees or licensees howsoever such loss or damage may be caused whether or not caused in whole or in part by the negligence of the Organiser, its servants or agents. The Exhibitor is advised to take out all necessary insurances.
- 12) The Organiser shall have the sole right to disseminate photographs and other promotional material in respect to the Expo. No responsibility is accepted by the Organiser for any omission, misdescription or other error. The Organiser gives no warranty as to the type or extent of promotion of the Exhibitor or as to attendance numbers.
- 13) If the hosting of the Expo or the supply of any services by the Organiser is prevented, postponed or abandoned by reason of fire, storm, lightning, national emergency, labour dispute, strike, lockout, civil disturbance, explosion, inevitable accident or any other cause not within the control of the Organiser whether of the same kind or not or should the Expo site become wholly or partially unavailable for the holding of the Expo, then the Organiser shall be at liberty on giving notice in writing to terminate this agreement. Where the agreement is terminated under this clause the Organiser shall not be liable in any way whatsoever for expenditure or liability for loss, including consequential loss, incurred by the Exhibitor but the Organiser may in its absolute discretion refund in whole or in part any payment made by the Exhibitor or waive any payment the Exhibitor is liable to make under this agreement.
- 14) Should the Exhibitor choose to offer a give-away or a prize at their booth the give-away or prize shall not exceed \$5,000.00 in cash or value without the written consent of the Organiser. The Organizer retains the right to require verification that all give-aways and prizes from Exhibitors were received by the winners and all information pertaining to give-aways will be made available to the Organiser. The Organiser retains the right to use all give-aways and prizes information in marketing of this and future Expo events.
- 15) All exhibits are subject to a general lien in favour of the Organiser for all sums due from the Exhibitor to the Organizer hereunder.
- 16) This agreement sets forth the entire agreement and understanding between the Organiser and the Exhibitor and neither party shall be bound by any conditions, definitions, warranties or representations with respect to the subject matter of this agreement except as expressly provided herein or as subsequently agreed in writing and signed by proper and duly authorized representatives of the party to be bound thereby.
- 17) All notices to be served pursuant to the terms hereof shall be served personally or shall at the option of the party giving notice be sent by registered pre paid post, addressed to the other party at the address of that party mentioned on the face hereof and notice shall be deemed to have been given on the date of posting.
- 18) If any part of this agreement is found to be invalid or of no force or effect under any applicable laws, executive order or regulation of any government authority having jurisdiction, this agreement shall be constructed as though such part had not been inserted therein and the remainder of this agreement shall retain its full force and effect.
- 19) This agreement shall be governed by and construed in accordance with the laws of New Zealand.
- 20) The Organiser may assign its rights and obligations under this agreement to any person without the consent of the Exhibitor.