

GET READY FOR YOUR
GREAT KIWI SUMMER!

11 & 12 NOVEMBER 2023

THE
GREAT KIWI

SUMMER
FESTIVAL

LAKE KARAPIRO



www.greatkiwisummer.co.nz

9am - 5pm Saturday & 9am - 4pm Sunday

Mighty River Domain, 601 Maungatautari Road, Cambridge



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601 Maungatautari Road, Cambridge, New Zealand
11th & 12th November 2023





Welcome to the biggest celebration of Summer

The Great Kiwi Summer Expo is a brand-new free community event to be staged on the shores of the Mighty Waikato River at Lake Karapiro on the 11th and 12th November 2023

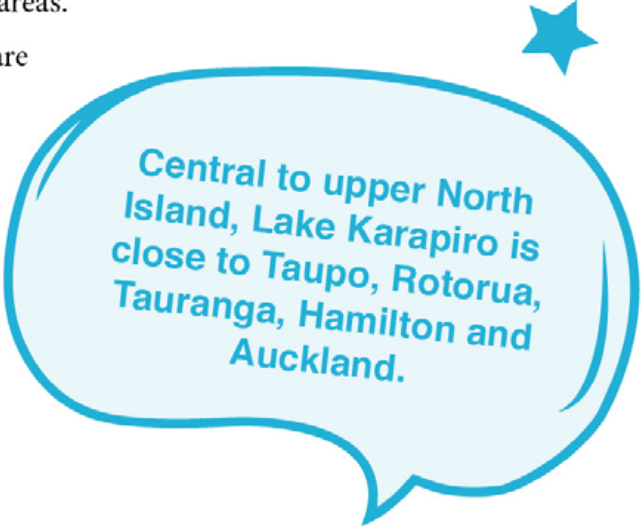
We are bringing water and outdoor based businesses and other recreational clubs/organisations together to celebrate everything about summer!



About

What makes the Great Kiwi Summer Expo different?

- Opportunity for your business or club to showcase your products and services, with indoor and/or outdoor exhibiting space available to potentially over 15,000 people.
- With full lake closure, an opportunity to do an on water demonstration or mini event for the crowds.
- The large boat ramp and on water moorings, offer the ability for people to try your product on the water, we will have motorised and non motorised areas.
- Masterclass Room which seats 70 to deliver seminars, share experiences, and offer fresh insights to your products.
- Food trucks to create a family friendly atmosphere.
- Host exhibitors – accommodation available onsite and 80 air bnb's in a 3km radius.
- Educational and informational boost community organisations.
- Lakeside location central to upper North Island.
- Family friendly environment.
- Over 10ha of outside space, plenty of room to showcase your outdoor products.
- 950sqm of inside space to showcase products in the Sir Don Rowland Events Centre.



Central to upper North Island, Lake Karapiro is close to Taupo, Rotorua, Tauranga, Hamilton and Auckland.

Why Mighty River Domain, Lake Karapiro?

A versatile venue with impressive indoor and outdoor spaces, including the Sir Don Rowlands Centre, in the heart of the Waikato. It covers a total of 19 ha and space is divided up into different zones.

- Over 10 Ha of usable outdoor area and over 950 Sqm Inside space
- 700 people grandstand
- Te Awa Cycleway running through it
- Pontoons, boat ramp and launching area
- Lake closure so we can operate safe on water displays.



Why exhibit?

The Great Kiwi Summer Festival is a brand-new free community event to be staged on the shores of the Mighty Waikato River at Lake Karapiro on the 11th & 12th November 2023. We are bringing water and outdoor based businesses and other recreational clubs/organisations together to celebrate everything about summer!

In recent years Covid has played havoc with the long established iconic 'Armistice in Cambridge' and a newly awaited 'Great Kiwi summer Expo'. Event managers will combine the events for 2023 to provide financial stability, further economic benefit to Waipa and share event management resource. We see this as a smart innovative move to collaborate our resources and to promote this event to a national status. We hope to draw over 15000 people over 2 days.

Lake Karapiro is a great opportunity to showcase your products on and off the water, all in one handy location!

A festival like no other, celebrating all things Summer, this event will look to bring boats, Bikes, militaria, BBQ's and so much more.

We will have reenactment displays, camping gear, watersport activities, wakeboarding display, Big Air Nationals, waka ama, food trucks as well! All day long "have a go" sessions wakeboarding, historic archery, waterskiing, navy boat rides, sailing, flyboarding, paddleboarding, e-bikes and so much more! Imagine a boat expo, kayaks, sailing boats all on the water with live demonstrations.

A place where you can bring your family to purchase a wide range of products ie tents, and outdoor activities ready for the summer season, learn about and join a new club. Fishing - have a go! Smell of the Gourmet BBQ's will light up the venue with a full range of smokers. We will not stop just at on-water products! - with the Te Awa cycleway running through Karapiro domain this is a unique opportunity to showcase recreational bikes too! Have a go in a safe environment. Boats, bikes & BBQ's - this is all wrapped up in "The Great Kiwi Summer Festival." Having the new show at Lake Karapiro gives exhibitors the ability to showcase their wares on the water. New Zealanders have a passion for boating in all its forms and uses, be it competitive sailing, fishing with some mates from a tinny, having fun a jet ski, exercising on a stand-up paddleboard or exploring waterways in a kayak. Camping and outdoors is in Kiwis DNA, whether you are camping, hiking or 4WD, we love the outdoors. The campground will be full of tents and camping gear to discover, taking the family 4-wheel driving, see what new accessories are available this year.



Target market



The Great Kiwi Summer Expo is the perfect place to showcase your products to families from the upper North Island. With so many opportunities to try activities, watch displays, see what new products are on offer we are aiming for the families who love summer and want to buy products before their summer holiday and Christmas. They will come with purchasing power and disposable income and are action orientated.

A closer look...



The feasibility report completed by Onfield Solutions Ltd for a boat show in Waikato concluded "from an operational and technical viewpoint it certainly appears that a new show could be successfully delivered in the Waikato, over time it would deliver good benefits for the region.



If we can attract 5% of the New Zealanders who participate in recreational boating who live in Waikato, 1% from Taupo North (excluding people from Waikato), and 0.5% from the rest of the country, that would amount to 18,282 attendees with more than 10,000 coming from outside the Waikato region.











MarketView data suggests if 10,000 of these attendees come from outside of region for 2 nights, it would bring \$4m into local economy.

Site map



Outdoor Zone 1

-  1. Outdoor Zone 1
-  2. Outdoor Zone 2
-  3. Outdoor Zone 3
-  4. Outdoor Zone 4
-  5. Armistice in Cambridge
-  6. Indoor Zone (Sir Don Rowlands Event centre)
-  7. Food/Bar
-  8. On Water Displays

Sites

Indoor

Located at Gate 2 the centre point of Mighty River Domain, is the Sir Don Rowlands Event Centre.

This Centre has direct views of the Water opening to a large Grandstand. We anticipate these indoor sites to be bustling over the course of the weekend as this central location will also be surrounded by food vendors, and have a bar operating.

Sites include:

- Indoor sites will be sized out with markings on the floor.
- 1.8m trestle and 2x chairs supplied.
- No partitions supplied.

Indoor	Price
3x3	\$350.00
6x3	\$550.00

Outdoor

Vast green spaces surround our centre Hub, providing space for outdoor exhibitors.

Outdoor (uncovered)	Price
7x8	\$350.00
14x8	\$550.00
14x16	\$950.00
Other*	On request

* sizes available on request.



Spaces can include power on request. With these sites you will be required to supply your own tent/setup.

Power required:	Price
10amp	\$35.00
16amp	\$60.00
32amp	\$100.00





On water exhibitors

On water

A full 2 days of exciting on water demo' – book your timeslot!

No extra cost, limited timeslots available.

Opportunities for businesses and club

- Expo site to showcase your products and services.
- Experiential opportunities for public on land and in the water. Mini events.



Digital toolkit



To help you generate business and to encourage as many guests as possible to visit you as an exhibitor at this year's expo. We have put together some easy digital tools!

@greatkiwisummer

We have an active website where we will be listing all exhibitors, please provide us with the following when submitting your application.

- High-res logo in JPG in PDF formats
- Business website.

VISIT US ONLINE...

1. Become an exhibitor! All the details you need to get your product or service in front of thousands of potential customers.

2. Get all the latest information you need from one place, including up to date details on new exhibitors, attractions, and food stalls!



www.greatkiwisummer.co.nz



Contact

For further information, please contact:

Mighty River Domain

Site Office: 07 827 4178
Email: info@greatkiwisummer.co.nz
Website: www.greatkiwisummer.co.nz

Location: 601 Maungatautari Road
RD2
Cambridge
New Zealand





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WWW.LAKEKARAPIRO.CO.NZ