



VISIT THE EXPO ZONES AND PROFIT

Bizzzone's Business Expo is the largest event for business in New Zealand. Because of the sheer number of exhibits, some of the most popular stands have been grouped into zones to make it easy for those visiting to find information quickly.

SMART MARKETING ZONE

The Smart Marketing Zone reflects this year's expo theme and was set up in response to the need from business owners to get smart with their marketing spend and strategy.

Find out how to carry your business through the recession with smart and confident marketing- visit our experts in the Smart Marketing Zone.

- Organisations exhibiting include Marketing Experts, Smart Cars- so you can market your business while you drive, Idealog magazine, the Marketing Association and Brand Development companies.

SMART MARKETING SCHOOL

Also we are pleased to announce free access for all attendees to the Smart Marketing School, run by Bizzzone's business strategist and marketing expert Dave Wild. These are hour long workshops where business owners can network and brainstorm effective marketing strategies to meet the current needs of their business. Book in with office@bizzzone.com for a session at 11am or 2pm on all 3 days of the expo.

MERIDIAN ENERGY SUSTAINABILITY ZONE

Find out about beneficial cost cutting and develop sustainable business goals - visit the Meridian Energy Sustainability Zone

- Organisations exhibiting within the zone offering sustainable support services include Landcare Research, Meridian Energy, Envirostate, Ecopods, Business Lab sustainability experts and Enviromark.
- This dynamic environment encourages business owners to learn from organisations involved in sustainable business development.

STATISTICS NZ BUSINESS INFORMATION ZONE

Discover why Statistics NZ is one of the most visited sites at the Bizzzone Business Expos.

At the Statistics NZ Business Information Zone staff will provide you with valuable information on:

- Target markets

- Business activity by region
- Targeting new customers
- Import and export trends
- Changes in the cost of labour, living and the productive sector
- Regional market conditions, and much more.

MED'S BUSINESS.GOVY=ONLINE SERVICES ZONE

MED Online Services team is on hand with information to assist you and your business.

- Learn about the business.govt.nz website to help you start, manage and grow your business
- Find out how easy it is to set up a company online with the Companies Office
- Discover how you can protect your ideas with the Intellectual Property Office (IPONZ)
- Find out how easy it is to deal with Insolvency and Trustee Services
- Learn how to protect your security interests by registering them on the Personal Property Securities Register (PPSR).

THE NATIONAL BANK SEMINAR SERIES

Do you want to learn from business experts?

Your entry ticket gives you free access to The National Bank Seminar Series with over 40 business experts speaking on a wide range of subjects with a special marketing morning.

BUSINESS MENTORING

You also get free access to quality business mentors, all business owners in their own right and will help you take that important helicopter view.

NEWSTALKZB CYBER CAFE

Want networking opportunities? With over 7,000 business owners and suppliers under one roof be sure to take time out at the Bizzzone Business Expo's NewstalkZB Cyber Café!

Sunday, 31 May 2009, p. 30