



# Business expo the springboard for growth

Not only can business people network with over 13,000 others who attend the 2010 Bizzone Business Expo but they will also hear from some of New Zealand's top business people about their biggest business 'stuff ups'.

Offering business owners the benefit of hindsight, 'The Stuff Up Room' will be one of many new features at the largest networking event for business, held in Auckland at the ASB Showgrounds the first week of June.

"Business owners can learn from the mistakes that made some of New Zealand's most successful business owners," says Sarah Trotman, managing director of Bizzone, and by openly discussing these slip-ups she hopes other business owners will gain the confidence to move through the hard times.

Isolation is a problem that faces most business owners. "Last year many business owners worked extremely hard IN their business with little time for anything else," Trotman says. "One of the great benefits of the Bizzone Business Expo is the opportunity to step out of your business, take the helicopter view, network and do business with peers.

"Now business is coming up for air with

an eye to the future and to finding new customers. The expo will offer them one of the best opportunities this year to do this.

"With thousands of business owners attending the expos nationwide, there is no

better way to make these valuable connections."

'Money' will be the overall theme of the 2010 Bizzone Business Expo – which aims to educate on all aspects from cashflow to procurement, from investment to accounting. 'Money' will also be the theme for one of the popular National Bank Seminar Series mornings. With major sponsorships from The National Bank, NewstalkZB and billboard company M5 already received, Trotman believes that business confidence is definitely on the rise.

"The 2010 Bizzone Business Expo is the ideal place for business to network and get the confidence and support they need to achieve their growth plans. With all the exciting things we have in store for business owners in 2010, this will be our best expo yet."

Events are consistently "a top three choice for advertising spend", she notes. "Recent research by Forrester Consulting Services showed 61 percent of marketers considered face-to-face events such as the Bizzone Business Expo as the best means to effectively build brand image and generate qualified leads."

Meanwhile, long-time expo exhibitor



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Luigi Cappell of GeoSmart says Bizzone remains one of the most important components of his marketing mix. "We really appreciate the professionalism the Bizzone team consistently commit to."

Dates for the three 2010 Bizzone

Business Expos are: Auckland, 2-4 June; Wellington, 21-23 July; and Christchurch, 11-13 August. For more information and to exhibit visit [www.bizzone.com](http://www.bizzone.com) or call 0800 249 397.



**WHY EXHIBIT?**

Expos are unique from other forms of marketing in that you are 'face to face' with customers and potential customers.

It's a great way to build your database of potential clients.

Generate qualified leads.

Introduce a new product, or range of products to this targeted B2B market.

Write orders and make sales of your products or services.

Build awareness and interest in your brand.