

# PACE 2009

Promotional Activity  
Calendar for Education



## Cluster Booths at New Zealand Education Fairs

Education New Zealand organises two types of fairs

- Commercial Fairs
- New Zealand Education Fairs

Details of fair options for the 2009 calendar year can be found on the Education New Zealand website [HERE](#)

At Commercial fairs where every country in the world is invited and an independent private company organises the event, we often have little or no flexibility on the arrangement of New Zealand booths. It is common for organisers to expect one school to have one booth. With this in mind, we arrange common colours and branding across all the New Zealand booths to create a New Zealand pavilion.

However, at New Zealand Education fairs that ENZ run, we have the flexibility of allowing clusters of schools to share one large booth. This has worked successfully at our fairs in Korea, Thailand and Vietnam in the past. A cluster booth option is not possible at a fair that is set up with tables rather than booths. A cluster of institutions cannot share at New Zealand Education fairs in places like India, Malaysia, Taiwan, Chiang Mai & Phuket (Thailand) and Hanoi (Vietnam) as these fairs are set up with tables.

It is most common for Cluster booths to be made up of a range of institutions from one geographical region on New Zealand.

The benefits of working with a group of likeminded institutions come from the power of collaborative marketing (many people with a consistent message) and potential cost sharing. The downside is that in shared booth a single institution will have less space than they would have normally in their own booth.

### Pricing

ENZ determine the price of a Cluster booth by working out the size of the booth required based on the number of attendees. Although the booth has one fee for all participants to split amongst themselves, the individual price will not necessarily be significantly cheaper than an individual participant. It is important that we ensure that all fair participants contribute to fair expenses equally. Cluster booths are not priced to the detriment of individually paying participants.

Each New Zealand Education fair has an ENZ staff member allocated to it, please talk to this staff member in the first instance if you are interested in arranging a Cluster booth. For initial planning, we will need to know the approximate number of participants in order to determine a booth size and price.



## **Terms and Conditions for Cluster Booths:**

- 1) There must be one contact person responsible for the group. ENZ will communicate with one person rather than everyone in the group. The allocated contact person will take responsibility for coordinating their group and complete all the main details on behalf of the group through ENZ's RegOnline system. Personal travel bookings such as accommodation bookings can be completed in the RegOnline system by all group members. (Detailed explanations will be provided to demonstrate how this works)
- 2) The maximum number of participating institutions is six. Once ancillary people such as translators/agents/alumni are factored in, there are construction restrictions for an extra large booth.
- 3) We recommend limiting the number of ancillary people taking part, to avoid overcrowding, and setting a limit for each institution.
- 4) There must be one name for the booth. This name appears on the booth's Fascia Board.
- 5) If there is a fair brochure or catalogue for the fair, designed to contain participants' profiles, only one will be allocated to a Cluster booth. The group of attendees will need to agree on one brief profile for submission.
- 6) If branded colourful panels are being made for each booth, a small Cluster booth will get only one general summary panel. In the case of a large Cluster booth, two panels can be created.
- 7) Cluster Booths will be constructed as one large open space. In the case of a very large booth, there may need to be a centre beam across the top and front for the stability of the back and side walls.

For further details, please contact the Education New Zealand marketing staff relevant to the event.

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