

Guidelines for Subsidiary Representation at NZ Inc Fairs

As a general rule Education New Zealand does not allow representation in the form of brochure display at offshore events. Institutions wanting representation should physically be at the booth, able to answer questions on the spot. It is of course permissible for a regional group member or group coordinator to attend fairs in addition to institution reps, but not as a replacement.

An attending institution could have material from another institution in its booth subject to the following conditions:

1. That the material is brochures or the electronic equivalent, not posters or any other material that is displayed on the walls or other fixed structures etc of the booth
2. That it can only be from an institution that has a formal (not just that it offers NCEA or IELTS!) pathway agreement with the exhibiting institution, and that both institutions agree to the material being available on an event by event basis
3. That the material be only provided in response to questions from booth visitors on pathways etc.
4. That the material not be given equal or greater prominence of display on the table or other non fixed display areas - i.e. it has a subsidiary prominence
5. That there is a maximum limit of two pathway institutions per exhibitor
6. That the pathway institutions be New Zealand based institutions (we recognise that some institutions have offshore pathways but in events that are supported by NZ industry and Government funding, the funder's expectation is that it is the NZ industry that is overtly supported).
7. That all staff on an institution's stand (excluding interpreters) preferably be employed by or accredited agents of the participating institution, and confine their role to promoting the participating institution.

Please contact the Education New Zealand Marketing team if you wish to further discuss.
Education New Zealand – 04 472 0788 or 04 917 0878