

A visitor's guide to the Gift Fairs

Visiting the Gift Fairs is an exciting, but at times daunting experience for some, particularly those attending for the first time. With hundreds of exhibitors showcasing tens of thousands of products. Where do you start? To help, we've put together a few helpful tips and tricks to guide you through a successful visit to the NZ Gift Fairs.

Pre planning – 'Gift' Magazine is the best way to plan your visit to the Gift Fair. With extensive floorplans, exhibitor listings, seminar information and so much more 'Gift' Magazine is your own personal planner.



Pre-plan on www.giftfairs.co.nz

- ✓ Review the feature products on offer in the New Product Showcase section
- ✓ Discover new exhibitors
- ✓ Check out the free educational seminars available to you during your visit
- ✓ Gather inspiration from the industry relevant articles
- ✓ Contact exhibitors prior to the Fair to plan your visit to their stand



Stand Etiquette –

The suppliers put a great deal of time, effort and investment into their displays. They wish to delight you with their products and provide you with excellent service when visiting. Below are a couple of points from exhibitors to keep in mind when visiting their stands.

Please No Photography on stands without the prior permission of the exhibitor

NZ Gift Fairs are trade only events; please remember personal shopping is strongly discouraged.

Your business is important to the exhibitor so should you visit and they are busy with another customer do try and return during the show or quietly ask for a business card/brochure or hand them your card and they will contact you.

Take notes

It's a great idea to keep a notebook handy to jot down your order details, add comments on new suppliers, or to record follow up notes from conversations at the Fair. This is also helpful after the Fair when you want to refer back to something/ someone you saw at the Fair.

Visit all Exhibitors

There is a wonderful selection of new and returning suppliers so make sure you manage your time well so you don't miss anyone.

Visit our hot new feature destinations including Design Exchange, Kiwi Quarter and Kick.Starter

Just like in a retail environment sometimes the best finds are just off the high street! Allow enough time to visit all exhibitor's to find your treasured new best sellers!

Ask exhibitors to scan your badge so they can update you on their latest releases.