

association X

TOOLS, TECH & SOLUTIONS FOR ASSOCIATIONS

PRESENTED BY NZSAE

Tuesday, 23 February 2027

Tākina, Wellington Convention & Exhibition Centre

PROSPECTUS



NZSAE

New Zealand Society of Association Executives

associationX

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associationX 2027 is a targeted, one-day trade show designed specifically for associations.

It brings together everything associations need — from conference venues and destinations through to technology and member engagement tools.

It brings together:

Association decision-makers
Suppliers of tools, technology, and services

What makes it different is simple:
Education is built directly into the trade show floor.

Attendees don't just walk the exhibition — they learn, then immediately connect with suppliers who can help.

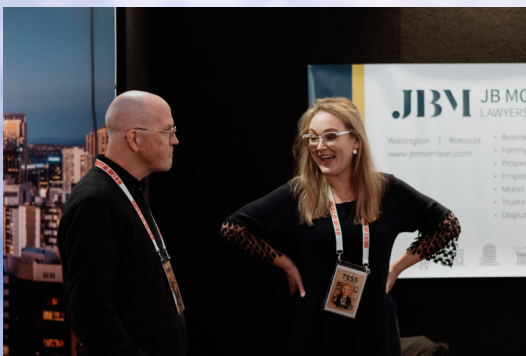
How the Day Works

The entire day is structured to keep people moving between learning and the exhibition.

- A central stage runs short, practical presentations throughout the day
- Each presentation is 10 minutes, focused on a specific solution or idea
- After each session, attendees can:
 - Visit the relevant suppliers on the floor
 - Join a 30-minute deep dive session for more detail

This cycle repeats every hour.

The exhibition is active all day, with a steady flow of attendees moving between sessions and supplier stands.



What This Means for You

This is a focused, education-led trade show

Education sessions bring people onto the floor
Attendees arrive with a clear topic or problem in mind
Conversations are more focused and relevant

Instead of hoping people stop by your stand, they come looking for solutions.

Who Attends

The event is designed for association professionals across New Zealand, including:

- Chief Executives and Executive Directors
- Membership and Marketing managers
- Events and Operations teams
- Finance and administration roles
- Expected number of attendees 120 - 150

A focused audience of association decision makers from across New Zealand.

Who Should Exhibit

This event is designed for organisations that support associations, including:

- Destinations and convention bureaus
- Venues, hotels, and event spaces
- Event and conference suppliers (AV, production, platforms)
- Technology providers (AMS, CRM, event tech)
- Membership and engagement solutions
- Professional services working with associations

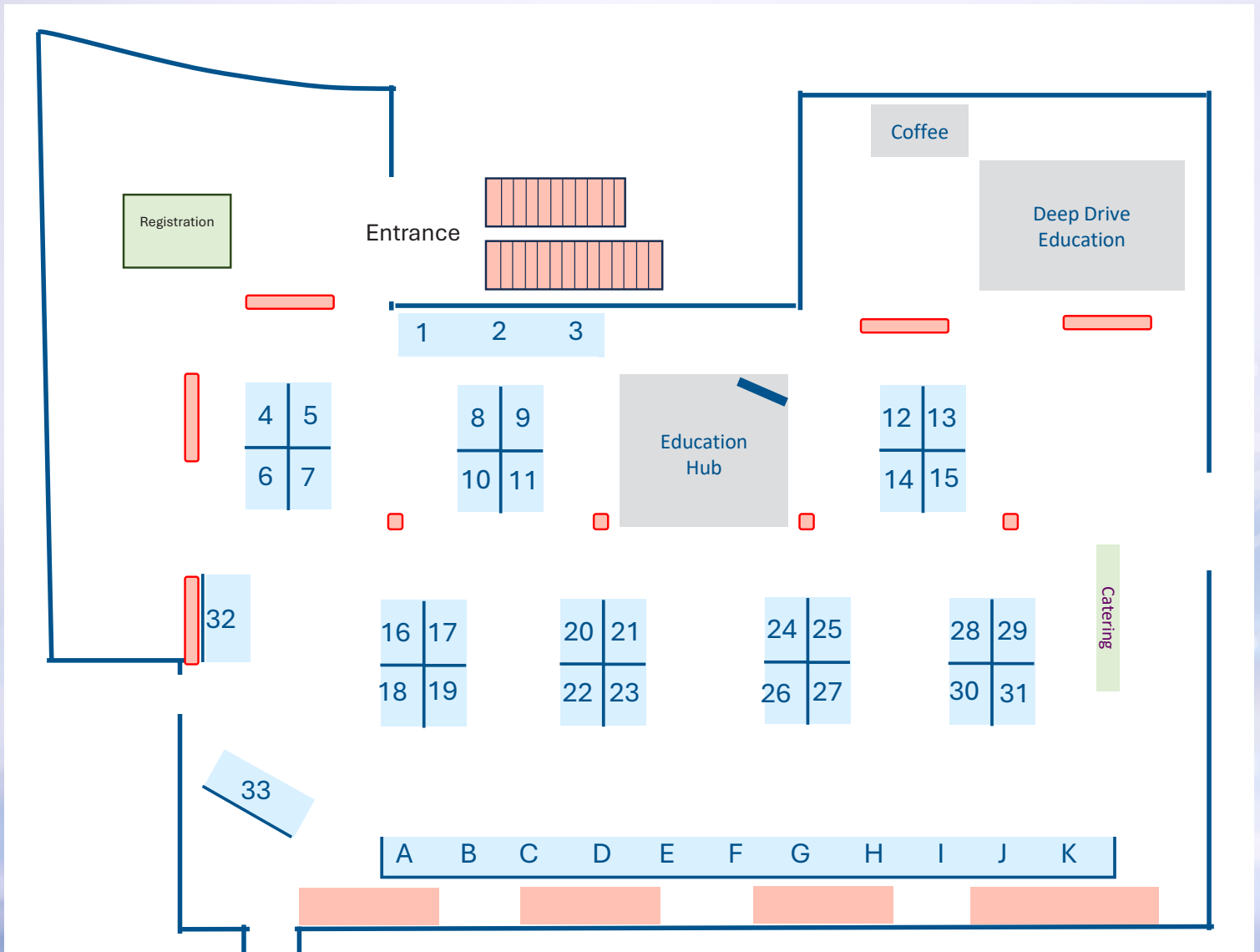
If your organisation supports how associations meet, operate, and grow — this event is for you.

Exhibition Format

- Trade show floor (approx. 30–35 organisations)
- Short presentations on the floor
- Deep dive sessions
- Exhibition runs all day

Everything is designed to keep attendees and suppliers in the same space throughout the day.

Exhibition Floorplan Tākina, Wellington Convention & Exhibition Centre



Event Details

Tuesday, 23 February 2027

Tākina, Wellington Convention & Exhibition Centre, Wellington

Register Your Interest [HERE](#)

Exhibition numbers are limited to maintain quality and relevance.

Or to discuss participation:

Brett Jeffery, CAE
Executive Director – NZSAE
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A trade show that works — because people learn first, then act.

What's Included

Each exhibiting organisation receives:

- Exhibition space on the trade show floor
- Two registrations (including catering)
- Opportunity to be part of the education programme (where relevant)
- Access to all attendees (subject to privacy requirements)
- Listing in event communications

Investment

Standard Exhibition: \$1,750 + GST
Strategic Partner Rate: \$1,500 + GST
(3 mtr x 1.2 mtr - walled clear space)

ABC Pop-up: \$1,400 + GST
Pop-up leaner and two stools
(no walls approx are 2.5 mtr x 2mtr)

Additional Delegate \$200+GST

Additional Opportunities

- 10-minute stage presentations
- 30-minute deep dive sessions
- Networking sponsorship (coffee, lunch)

These are limited and allocated based on relevance.

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