



# the Gluten Free Food Festival<sup>TM</sup>

**18-19 October 2024**  
Due Drop Events Centre, Auckland

## Information Pack

### ABOUT THE GLUTEN FREE FOOD FESTIVAL 2024

The Gluten Free Food Festival, organized by Sapphire Events Ltd, offers a distinctive culinary experience in an exhibition format, showcasing exhibitors for attendees to browse and purchase from. Our debut event in 2022 was a great success, fulfilling a vital need for consumers. In 2023, we relocated the festival to Auckland and collaborated with Coeliac New Zealand, witnessing a significant increase in customer and exhibitor attendance alike. We introduced exciting features such as celebrity chef demonstrations, kids' zone activities, and more.

For our 2024 edition, we are thrilled to announce that we are again working with Coeliac New Zealand (CNZ), our community partner. Coeliac New Zealand understand and support people who have been diagnosed with coeliac disease, their whanau and community. They raise awareness about the condition and provide essential resources and information through their journey. Coeliac disease is a permanent, autoimmune disorder caused by intolerance to gluten, found in wheat, barley, rye and oats. Being gluten free isn't a lifestyle choice for people with coeliac disease - it is the only treatment for the condition. Living gluten free for life is the only way to avoid ongoing serious health problems.

We will be returning to Due Drop Events Centre (this time in the large arena) where we will expand both our indoor space and offerings for exhibitors and attendees.

Got an epic idea for the festival? We're open to new suggestions! Email us at [info@theglutenfreefoodfestival.co.nz](mailto:info@theglutenfreefoodfestival.co.nz)

## FESTIVAL ADVERTISING

We will be advertising the Gluten Free Food Festival extensively. Some advertising avenues we will be pursuing include: Radio, Coeliac New Zealand's dedicated Coeliac Link magazine, Social Media, Road signs, Shop front signage and pamphlets, Council website, Eventfinda, Magazines and newspapers.

## FESTIVAL DETAILS

### *Date*

18<sup>th</sup> - 19<sup>th</sup> October 2024

### *Time*

Friday 5pm – 7pm (exclusive preview session – after set up)

Saturday 10am – 4pm

### *Location*

Due Drop Events Centre (previously Vodafone Events Centre), Manurewa

### *The Venue*

Owned and operated by Waka Pacific Trust on behalf of the community, Due Drop Events Centre is Auckland's most iconic event venue. Located beside the motorway and just 10 minutes from the Auckland International Airport, it is one of the most convenient and ideal locations — close to essential establishments and accommodations yet tucked away to allow guests to remain focused and undistracted during an event. Plenty of parking is available in the event centre for customers and vendors.

### *The Event*

The festival will be held primarily inside, with an outdoor area for food trucks and visitor seating.

#### Preview Session

The exclusive two-hour preview session on Friday, October 18<sup>th</sup> will be a chance for visitors to get a sneak peek into your latest innovations and best festival deals! We do ask that you provide exclusive deals that won't necessarily be available on the main festival day. Visitors that come to the preview session are highly likely to be motivated and interested coeliac customers who are ready to buy.

#### Festival marketplace

We will have a marketplace area in the arena for exhibitors to showcase their fresh produce, products, and more. This area is open to anyone, and is a good way to reduce your costs.

Marketplace exhibitors have 2m by 1.8m of space, enough for one trestle table (byo).

#### CNZ Hub

The CNZ Hub is a designated space for crossed-grain logo (CGL) accredited exhibitors only. We encourage CNZ's CGL partners to apply to exhibit in this area. As a part of the CNZ Hub you'll ensure access to a motivated audience receptive to your brand's dedication to food safety. Additionally, exhibitors will benefit from targeted brand exposure, positioning themselves as leaders in the field amongst the coeliac community.

# GLUTEN FREE FOODS CONSUMER MARKET

An intolerance to gluten is one of the most common food intolerances worldwide, with the 2022 global gluten-free products market size being valued at around \$6.7 billion (USD) and predicted to rise to \$14 billion globally by 2032. The rising prevalence of coeliac disease and other diseases is expected to drive the continued demand. Growing from a niche market to a now well-known mainstream market segment, gluten-free food options are ever increasing and becoming more popular.

With the above information, a festival catering to the gluten-free consumer is filling a much-needed gap in the market. Despite improvements in the availability of gluten-free foods, finding everything all in one place and discovering new gluten free products can still be difficult. The Gluten Free Food Festival has moved into this niche and dedicated is to opening up a world of possibilities where consumers can enjoy knowing that everything available at the festival is suitable to eat!

## SO WHY SHOULD YOU JOIN US?

### *Brand Exposure*

The Gluten Free Food Festival fills a needed niche in New Zealand for a dedicated gluten free event, putting your gluten free brand in front of *thousands* of eager customers! Expo style events have been shown to be highly valuable for growing your business and getting your name out there – attract new loyal customers, network with other businesses, and connect with industry buyers.

### *Return on Investment*

Recent festivals saw many vendors make a return of upwards of 700%. With a total exhibitor turnover of \$140,000+ at the 2023 festival, we expect similar returns for this year as customer interest and engagement is high. Gluten free customers come ready to buy – you'll need to come prepared!

### *Training Opportunities*

As part of your application we sponsor your registration to the gluten free food safety training course delivered by Coeliac New Zealand. This growing community of people often experience anxiety when they have no control over the preparation of their food as the consequences of an error is significant. The online training covers all aspects of what is involved in serving safe gluten-free (GF) food from choosing ingredients, storage, food preparation, and cooking right through to serving customers. The **Gluten Free Food Safety Training Certificate** is designed to help identify the impact that coeliac disease and non-coeliac gluten sensitivity have on individuals and why the food industry is required to manage gluten to ensure everyone who needs to live gluten free for life can do so with confidence. This is a fantastic course where you'll come out with the knowledge to improve your gluten free food manufacturing processes. You'll receive a certificate at completion, which you can display (if you want) to prove your knowledge and thus expand your customer base!

### *A Fun Day*

The festival is gearing up to be an epic extravaganza of taste, options, vibes, and sensations to delight the many exhibitors and visitors that attend!

## PRICING (GST Exc)

### *Exhibitors (indoors)*

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\$185 - \$595\*

Pricing is GST exclusive, and varies according to site position, site size, power access, velcro panels<sup>†</sup>, and other aspects. Please see festival map at the end of this pack for specific site prices.

<sup>†</sup>extra Velcro panels for your site are available upon request, at your cost (\$38+gst/m). Email [info@theglutenfreefoodfestival.co.nz](mailto:info@theglutenfreefoodfestival.co.nz) to arrange.

### *Food Truck/Cart/Gazebo (ready to eat, outdoors):*

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\$400 - \$500\*

Food gazebos and small carts (<4m) are \$400, larger food trucks \$500.

This price includes a \$250 fee per food truck which is made to Collective (the exclusive caterers of Due Drop) for catering privileges.

### **Invoicing**

Upon your acceptance to the festival, an invoice will be sent to you with all payment details.

\*Using such a high quality space as the large Due Drop arena comes with significant extra costs for Sapphire Events, not all of which can be absorbed by us. With that in mind we have needed to increase our exhibitor fees in order to continue providing a fantastic event for all involved, however we believe the fees are still incredibly reasonable given the high average revenue of exhibitors in the past two years. We foresee that utilizing the large arena and the space that provides for exciting 'extras' does, however, mean that visitor numbers will increase. You'll need to come prepared!

## EXHIBITOR ADVERTISING OPPORTUNITIES

Utilize the festival and Coeliac New Zealand's combined audience (12,000+) to get your brand in front of more eyes!

### *Coeliac Link Magazine*

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Please contact Dana Alexander, Sales and Marketing Manager at Coeliac NZ to discuss discounted advertising rates in the Coeliac Link magazine (readership 10,000) available to festival exhibitors.

Email: [dana@coeliac.org.nz](mailto:dana@coeliac.org.nz)

### *Logo on the Coeliac New Zealand website*

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*\$50+gst*

Display your brand's logo on the dedicated Gluten Free Food Festival and seminar and workshop events page on the Coeliac New Zealand website. The Coeliac New Zealand website is a hub of information and is highly regarded amongst gluten free consumers – your logo displayed here will position your brand as one to look out for at the festival!

*Social Media Festival Marketing Campaign*

*\$70+gst*

Comprising of 4 posts and 1 story across Facebook and Instagram (1,600+ combined followers), this is a great way to advertise your festival attendance and let customers know of your deals, recipes, services, and more!

This opportunity is limited to 20 spots. You will need to provide photos and copy. All exhibitors get one (1) complimentary social media post, regardless.

*Advert in a Festival Customer Email*

*\$50+gst*

With 1,200+ active subscribers on our customer email list, this option is an ideal way to ensure that your brand is shown to many interested people!

Your advert will be shown at the end of a customer email, alongside up to 2 other brands. You will need to supply a high quality photo of your products, and 30 words of copy.

# TERMS AND CONDITIONS

1: Vendor site fee: Pricing is as per the rates shown on the map, and are GST exclusive. Prices do not include licenses.

2: Payment details: Full payment is required by the 20<sup>th</sup> of the month following your application to the festival, however payment by instalments can be arranged if necessary. Email [info@theglutenfreefoodfestival.co.nz](mailto:info@theglutenfreefoodfestival.co.nz). Any outstanding payments on 19<sup>th</sup> September 2024 will incur a 10% collection fee.

3: Festival hours: are from 5pm to 7pm on Friday 18<sup>th</sup> October (after set up) and 10am to 4pm on Saturday 19<sup>th</sup> October 2024. Vendors agree not to conduct any competitive classes, seminars, exhibits or similar activities, other than those provided for hereunder, within 110 kilometres of the festival on this date. Breakdown must not occur prior to 3pm on the day or a penalty charge will be incurred. If you run out of stock prior to 4pm, please approach the Info Desk to discuss your options with the event organisers.

5: Site sharing: Sapphire Events is comfortable with two businesses sharing a site as long as the vendor making this application states the other company's details on the application form and agrees to be invoiced for the whole stand. If you fail to notify Sapphire Events, they reserve the right to ask the second business to leave at any time.

6: Cancellation: A) In the event of the vendor cancelling all or part of their exhibit space applied for and contracted for hereunder, the following provisions shall apply: 1) If written notice of cancellation is received by the organiser prior to 1<sup>st</sup> June 2024 the exhibitor shall pay a cancellation fee equal to one quarter (25%) of the site fee 2) If written notice of cancellation is received by the organiser between 2<sup>nd</sup> June to 18<sup>th</sup> September 2024 the exhibitor shall pay a cancellation fee equal to one half (50%) of the site fee: 3) If written notice of cancellation is received by the organiser on or after 19<sup>th</sup> September 2024 the vendor agrees to pay a cancellation fee equal to the full amount (100%) of the exhibit space rental fee (see above). B) The vendor shall be responsible for payment of the total site fee whether the exhibition is cancelled, delayed or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God or any other cause of any kind whatsoever, not within the organisers control.




7: Insurance / liability: It is essential that exhibitors make their own arrangements for appropriate insurance cover whilst at The Gluten Free Food Festival. This is including third party liability insurance. Vendors will be liable for any damage they cause to the venue and/or event gear.

# FESTIVAL MAP

Please note: this map is not updated to show available spots, so your preferred site may not be available. To see availability and prices, head to [this link](#) to apply.

Map layout is also subject to small changes if necessary.

**Key**

-  Power access
-  Velcro panel
-  Arena wall
-  Available stall
-  Unavailable stall

Exhibitor Storage

Food Truck Area

ASIAN PATHWAY

AUT FOYER

Lift

Holt Harvey level 1  
sonic Suite 12

