

Southern Exposure is an educational conference being held in Christchurch, New Zealand, on the weekend of Friday October 22<sup>nd</sup> through to Monday October 25<sup>th</sup> (New Zealand Labour Weekend Holiday). The target audience for the conference is people with non-mainstream or 'Alternative Sexuality', particularly from the BDSM community, but also encompassing fetishists, polyamory, transgender and other less than main stream approaches to love and relationships.

### ***Vendor Benefits***

With an anticipated 150 registered conference attendees, and additional door sales, the Southern Exposure Expo will give you a highly motivated, intelligent and discerning audience for your product. Conference attendees come from all around the country, as well as overseas, many of them prominent in their local communities. They make good recommenders to others who are unable to attend. We also anticipate additional door sales for the Expo from the wider local kink community.

Buyers generally likely to purchase quality goods which they can see, from vendors they feel they can trust. A face to face meeting and an opportunity to see and gauge the quality of your products and services at the Southern Exposure Expo will be invaluable.

While you can expect to make sales during the Expo, the ongoing benefits of having been seen are not to be under estimated. Whether you run your business as bricks and mortar, online or via mail order, your business will gain recognition and respect by your presence at the Southern Exposure Expo!

You can also supply cards, flyers, promotional materials and samples to be included as part of the conference pack & goodie bags. These materials will need to be with the conference organisers no later than October 14<sup>th</sup> to allow time for the packs to be prepared.

### ***Costs***

Table or equivalent display space	\$50 each table
Conference bag filling:	
Cards, flyers, contact cards etc (single charge for complete sets)	\$20 total
Free sample product(s) together with above conference bag items	free filling

### ***Vendor Facilities***

Southern Exposure takes place at The Copthorne Durham, a four star Qualmark hotel, in inner city Christchurch. The whole top floor of the hotel is a dedicated conference facility, being used exclusively for the Southern Exposure over Labour Weekend.

Southern Exposure opens Friday evening with a conference attendee meet and greet, coupled with the Expo. You will be accommodated in the vendor area, where you can expect a high degree of interest from potential purchasers.

Vendor tables are located around the perimeter of the room, allowing potential buyers to view what is on offer and interact with vendors. Tables are 'standard' draped trestle tables, approximately 1.8m long and .8m wide. A table can be shared between two vendors if required. Seating will be available for your use.

Vendors may use the wall area behind their tables for display materials, vertical display boards and the like.

The room has multiple power points located around the walls, allowing the use of lit cabinet displays, electrically operated goods etc. You can also use portable EFTPOS facilities to accept payments.

### ***Setup/Teardown and Security***

The weekend officially opens on Friday at 5 pm for registrations, and closes Sunday at 7 pm after closing speeches etc. Vendor setup can occur from Friday noon, or potentially earlier, if the room has not been booked for another function on the Friday morning. We will advise if earlier setup times are available closer to the time.

The Expo will open to conference attendees at 5, with a more general admission from 6:00 pm. The Expo closes at 11:00 pm.

You will be expected to remove your goods and display materials at the end of the evening. If necessary you can pack out to the hotel loading dock, and arrange pickup from the loading dock on Saturday morning. This will allow us to have rooms ready for the conference sessions to start Saturday morning.

Southern Exposure provides venue security during the evening, and admission is by conference registration plus door sales only.

### ***Vendor Selection***

In keeping with the quality nature of the conference, we carefully select our vendors. Vendors with a track record of community involvement and support, high quality and service standards are most welcome. We also work to maximise the scope of goods and services offered, minimizing potential overlaps.

### ***History***

Southern Exposure began in 2006 as a way of providing high quality information and education, mainly to the New Zealand BDSM community. With a mix of top international and national presenters, a very full educational programme was on offer over two days of intensive workshops. These ranged from safe sexual health practices through to 'extreme' sexual techniques, rope bondage, body modifications, community building and fetish photography. Held at a professionally laid out and staffed central city hotel/conference facility, and with 100 registered attendees, it was an outstanding success. Southern Exposure 2008 built on the success of the first event, with 110 registered attendees.

You can see the 2010 line up of workshops and also those from 2008 and 2006 on the Southern Exposure website at <http://southernexposure.gen.nz>

### ***Contact Details***

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