

2026 EXHIBITOR PACK



DRIVEN to
RESPOND

WHO ARE WE?

The United Fire Brigades' Association (UFBA) works with over 14,000 firefighters across New Zealand providing services such as advocacy, learning opportunities, and skills-based competitions. The two day UFBA Annual Conference (Hui) is an unparalleled opportunity to reach representatives from all brigades and senior decision makers, at New Zealand's premier firefighter conference.

As a not-for-profit organisation, the UFBA seeks sponsorship and exhibitors to ensure our members have the best range of learning opportunities available. This includes displays of the latest technologies and services that YOU the exhibitor have to offer.

ADVANTAGES OF EXHIBITING

This is a unique marketing opportunity for you to connect with your target audience.

- Promote your products and services to an engaged and passionate audience.
- Brand placement and networking on a national level.
- Network with our members and trusted community leaders.
- Show your corporate responsibility by supporting volunteerism and firefighting in New Zealand.
- Meet sector decision makers face-to-face.

Our Conference attracts members who are engaged with the UFBA constitutional matters and business. These will be brigade leaders and upcoming leaders, passionate about their roles as Firefighters, and eager to learn and grow. They will be open to new products and ideas to improve their lives in and out of the stations.



OUR KEY DEMOGRAPHIC

Firefighters from around New Zealand will attend along with a significant number of senior representatives and key decision makers from Fire and Emergency New Zealand who are in a position to recommend or purchase products and services.

The overall profile of our delegation is:

- Aged between 20-70 years old.
- Passionate about their communities and serious about finding ways to protect those communities.
- Rural, Urban, Volunteer, Paid, Defence and Industrial representatives.
- 80% male.

KEY DATES & INFORMATION

VENUE:

Exhibition Hall, NZ International Convention Centre, Auckland

PACK IN:

Thursday 22nd October, 1300hrs - 1700hrs

AGM DAY:

Friday 23rd October, 1300hrs - 1700hrs

CONFERENCE DAYS:

Saturday 24th October, 0830hrs - 1700hrs

Sunday 25th October, 0730hrs - 1200hrs

PACK OUT:

Sunday 25th October, by 1600hrs

All catering will be around the exhibition area giving you exposure to attendees at all break times.



All exhibition equipment and materials can be delivered to the venue from Wednesday 21st October. There will be no storage space available prior to this date.

Send to:

NZ International Convention Centre
46 Nelson Street
Auckland
ATTN: UFBA Expo "Your company and booth"

All materials must be removed by the end of pack out.

Send your proposals or questions to:

UFBA Events Team
027 238 8975

PREMIUM BOOTH

\$6,500 (GST exclusive)

6m x 1.8m booth in premium location with maximum exposure along with all the benefits of the usual trade booths.

- Power with a multi box and two 150w spotlights.
- One trestle table and two chairs.
- Your logo will appear in any collateral going out to attendees.
- Day catering for two company representatives to staff the booth. (You can purchase additional staff Day Catering passes for \$150 each. Please select in your registration.)
- Black, velcro-receptive walls 2.3m high.

VEHICLE + BOOTH PACKAGE

\$4,500 (GST exclusive)

3m x 1.8m booth PLUS space for one vehicle.

- Power with a multi box and two 150w spotlights.
- One black clothed trestle table and two chairs.
- Your logo will appear in any collateral going out to attendees.
- Day catering for two company representatives to staff the booth. (You can purchase additional staff Day Catering passes for \$150 each. Please select in your registration.)
- Black, velcro-receptive walls 2.3m high.

TRADE BOOTH

\$3,000 (GST exclusive)

3m x 1.8m booth

- Power with a multi box and two 150w spotlights.
- One black clothed trestle table and two chairs.
- Your logo will appear in any collateral going out to attendees.
- Day catering for two company representatives to staff the booth. (You can purchase additional staff Day Catering passes for \$150 each. Please select in your registration.)
- Black, velcro-receptive walls 2.3m high.

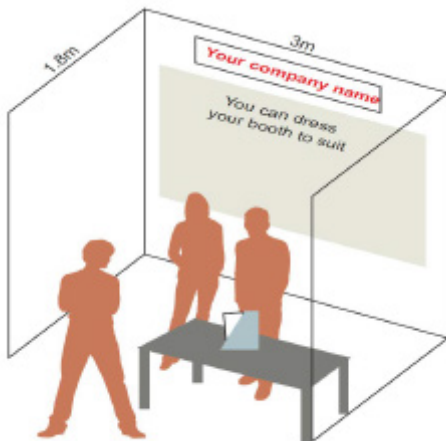
UN-STAFFED STATIC DISPLAYS

\$500 (GST exclusive)

1m x 1m space near exhibition or registration area

This is perfect if you want to support the UBFA but are unable to make it to UFBA Hui. There is space for a freestanding sign and brochure stand (both provided by you), or can be ordered through our exhibition provider.

- Placement will be determined by the Events Manager to create maximum exposure for your business.
- Your logo will appear in any collateral going out to attendees.



CAN'T SEE THE SPACE YOU'RE LOOKING FOR?

Get in touch today to talk about custom packages.

PLEASE NOTE:

You will be asked in your online registration for your top two preferences for booth location. While we endeavour to meet everyone's requests, we will be actioning this on a first-in-first-served basis. The UFBA reserves the right to allocate booths according to multibooth purchases and competitor conflicts.

ALTERNATIVE UNIQUE MARKETING

ON APPLICATION

If you and your organisation have an idea of something exciting you can offer as sponsorship, please don't hesitate to get in touch. We are open to trying new and innovative ways to represent your brand, and "wow" our delegates!

Such ideas might include:

- A coffee cart within the exhibition area with your branded coffee cups and barista attire

- A lolly station / donut wall
- Sponsor the cost of our bus transfers – which could include you being able to drop some collateral on the seats for each transfer (organised prior)
- A daily replenished fresh fruit station/buffet
- Compendiums or gift bags at registration.

CATERING OPTIONS

ON APPLICATION

All sponsored catering must be organised through our contracted caterers. Please enquire for further information.

LUNCH

ON APPLICATION - 1 SPONSOR

We are accepting interest for lunch sponsors and look forward to hearing what you and your company would be interested in putting on for our delegates. Please send your interest and ideas to Events Team.

- Your company-provided pop-up banner on display.
- Opportunity to leave branded promotional items on catering table for pick-up by passers by.

MORNING TEA

ON APPLICATION - 1 SPONSOR

Everyone loves a good morning tea! Be our morning tea provider and get acknowledged for filling bellies before lunch arrives. This package is to provide morning tea for both UFBA Hui days.

- Your company-provided pop-up banner on display.
- Opportunity to leave branded promotional items on catering table for pick-up by passers by.

TEA & COFFEE STATION

ON APPLICATION FOR BOTH DAYS - 1-3 SPONSORS

We have 3 x potential opportunities available for those who wish to sponsor the tea and coffee for the UFBA Hui Conference delegates - or one lucky supporter can secure the entire event.

- This was a widely popular part of the days at our last couple of conferences and had over 80% of all attendees networking in the morning before the formalities of the day began.
- Your company provided pop-up banner on display.
- Opportunity to leave branded promotional items on tea/coffee station table, for pick-up by passers by.

BREAKFAST WITH THE EXHIBITORS

ON APPLICATION - 1 SPONSOR

This year, we will be inviting all attendees to join the exhibitors for breakfast on Saturday morning.

This will be held in the exhibition space, and will be a further opportunity to have visitors to your booth, and connect with our members in a relaxed setting.

Interested in shouting our firefighters and sponsoring this event? Get in touch today.

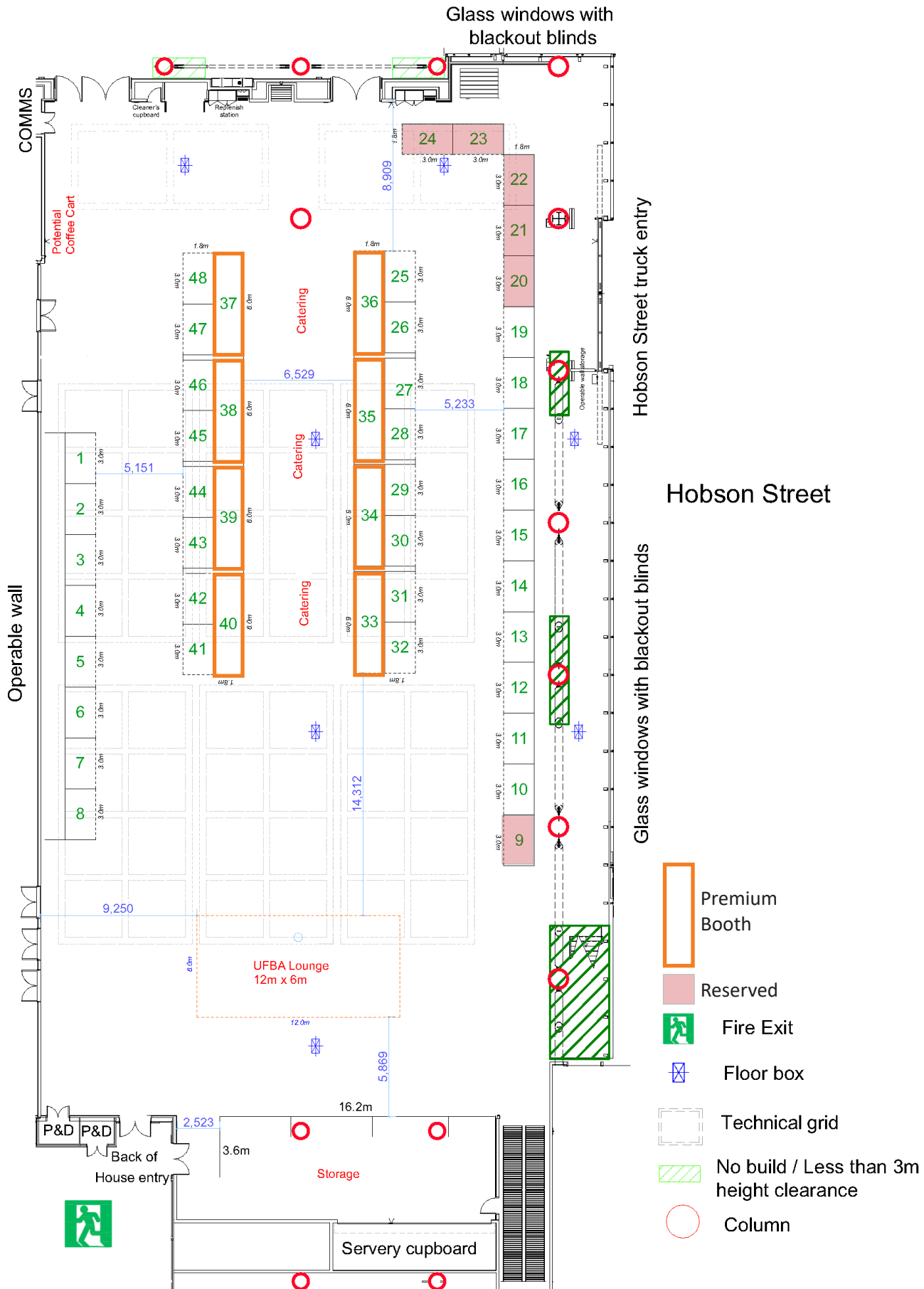
EXHIBITORS INVITED TO THE CONFERENCE DINNER








This year we invite our exhibitors to purchase tickets for the Conference dinner on Saturday 24 October at the NZICC. Join us and our attendees for a night of networking, good food, and ending with a live band.

Price per ticket \$100 + GST.

Please select this option when registering online.





-  Premium Booth
-  Reserved
-  Fire Exit
-  Floor box
-  Technical grid
-  No build / Less than 3m height clearance
-  Column

United Fire Brigades' Association (UFBA)
86 Main Rd, PO Box 56079, Tawa, Wellington 5028
04 237 0265 / events@ufba.org.nz



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RESPOND

CONTACT DETAILS

UFBA Events Team
events@ufba.org.nz
Lisa Mead - 027 238 8975
Lilla Rutherford - 027 580 7930