



Exhibitor Pack

♀ Living Your Best Life

During the Menopause Transition

Tauranga Boys College | Saturday 23rd August 2025

www.menopause-bestlife.nz



Menopause Topical Speakers | Lifestyle Demonstrations | Exhibition



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Vision for 'Best Life'

This unique event will focus on creating an increased awareness of the vast intricate topic of Menopause/Ruahinetanga. It will do this by educating a broad spectrum of attendees from individuals and their Whanau to corporate groups.

The Best Life event will showcase a variety of information sharing options via:

- Hosting a variety of expert topical menopause speaker tutorials throughout the day
- Lifestyle related demonstrations will be included throughout the event
- Exhibition will showcase suppliers of menopausal related services/products

All of which will provide specialist literature, information, support and so much more.



Background

Based on figures from the June 2023 census, there are 2.6 million females in Aotearoa and their median age is 39 years. Generally, the average age that women will approach their peri-menopausal journey is within their early 40's (sometimes in their 30's). The average age where women reach the Menopause/Ruahinetanga stage is 52. Therefore, a significant number of women will be approaching this time of change in just a few years' time.

Approximately 70% of women will experience significant symptoms during this phase of their lives, with remarkably less than 50% opting to visit their GP's. Sadly, one in four cases will be severe. These statistics suggest that many women may either be suffering in silence, or they are just unaware of whom to reach out to for help or support.

I am passionate about wanting to help other women on their own personal journey – not only due to my own personal experiences of reaching the peri-menopause stage. But, also due to the unique experiences of my mother and my numerous friends' own journeys too. All of which have encouraged me to create **'Living Your Best Life – During The Menopause Transition'**.

Objectives

- **I believe that my vision can be achieved by implementing the following:**
- The Event will be supported by a good range of **Topical Professional Keynote Speakers** (menopause experts) with the Headliner having a Q&A session, which will create a greater appeal of both the theme and the event. Our speakers will have a greater awareness for discussion of the various symptoms or the peri/post menopause and would aim to educate and communicate strategies that could possibly be put in place to reduce such symptoms. Our speakers will share the many faces of the peri/menopause journey, through their own eyes or other people's personal/professional experiences. This event will be an opportunity to educate individuals, their whanau and even employers, so that they may provide support and empathy when required.
- **Topical Lifestyle Demonstrations** opportunities will take place during the day and will highlight ways in which we can improve our wellbeing, through nutrition, exercise and lifestyle.
- **The Exhibition** will showcase a variety of businesses, organisations and local authorities that promote women's health, fitness and wellbeing. They will be able to host their range of products and services, and will highlight the tools, resources, information and the support that is currently available within this industry.
- **My vision** for this first event, is for it to be a great success with every attendee leaving feeling optimistic, equipped and ready to embrace their own menopausal journey. If this event is hugely successful, I would hope to run it as an annual NZ roadshow nationwide event.





Venue & Event Structure

What, When, Where

Our first **'Living Your Best Life – During the Menopause Transition'** will be held at **Tauranga Boys College** in Tauranga on **Saturday 23rd August 2025**.

The doors will open at 9.00am and the event will commence at 9.30am with our very own local Meno Doctor expert Dr Linda Dear, whom will be focussing on the topic of 'Menopause in the Workplace', which will be aimed at both the corporate market and the public in general. Our additional various topical keynote speakers and lifestyle demonstrations will continue throughout the day from 10.45am onwards and speakers will conclude at approx. 4.45pm. The Exhibition will be on-going throughout the day, with special emphasis during the lunchtime period.

Ticket information:

Early Bird Tickets will be made available from April 2025.





Venue & Event Setup

Reception

All attendees can register their arrival (if pre-booked), pay for their attendance (if not pre-booked), collect the events program and purchase goodie bags at Reception.

Meno Tutorials

The Menopause Tutorials will be conducted within a theatre style format, with both staging and AV.

All speakers will be focusing on key topic(s), of which they are both specialists/qualified in. Our speakers range from being; doctors, nutritionists, wellbeing and fitness gurus.

WIFI

All exhibitors will be given a one-off code prior to the event to access the WIFI.

Food & Refreshments

Attendees can visit our light refreshment stall located at Stand Number 6 (see expo floor plan - page 8 of Expo pack). If you are wanting something more filling please visit Kenny John's Foodtruck, located just outside the Gymnasium.

Logistics

Tauranga Boys College is an ideal venue for this event, as it can cater for a reception area, conference style and exhibition halls. It is also very central, with great parking facilities and is easily accessible by car/public transport.





Exhibitor Options

About the Exhibition

The exhibition will consist of a variety of businesses, organisations and local authorities, all of which promote women's health, fitness and wellbeing during the transition. The exhibition will enable them to showcase their brand, range of products and services to a targeted captive audience. Exhibitors will highlight the tools, resources and support that is currently available within the menopause wellness industry. Throughout the day, exhibitors will meet individuals, along with other businesses – all of which are looking for knowledge, inspiration, connection and win/win opportunities.

Exhibition Schedule

Pack in	7.00am until 9.30am
Exhibition	9.30am until 5.00pm
Pack Out	From 5.00pm



Any questions?

Get in touch with Sara:

E: hello@menopause-bestlife.nz

P: 027 252 2657

Benefits of Becoming an Exhibitor

- Enhance brand awareness, image & credibility
- Increase company corporate social responsibility
- Great opportunity to connect with both existing customers and prospects through face-to-face communication and engagement, rather than cold calls or emails
- Opportunity to convert site visitors into direct sales &/or repeat business
- Launch new products/services and accelerate the sales process
- Opportunity to research your market and expand your customer database
- The Expo will offer the potential to interact with attendees to inform them of their products/services and offers in a more relaxed atmosphere
- Opportunity to network with like-minded individuals from the same profession or industry
- All the above will offer the potential for growth in sales leads and actual sales, in addition to forging new relationships whilst further cementing existing ones.

Exhibitor Stand Options

4ft Table Option @ \$150

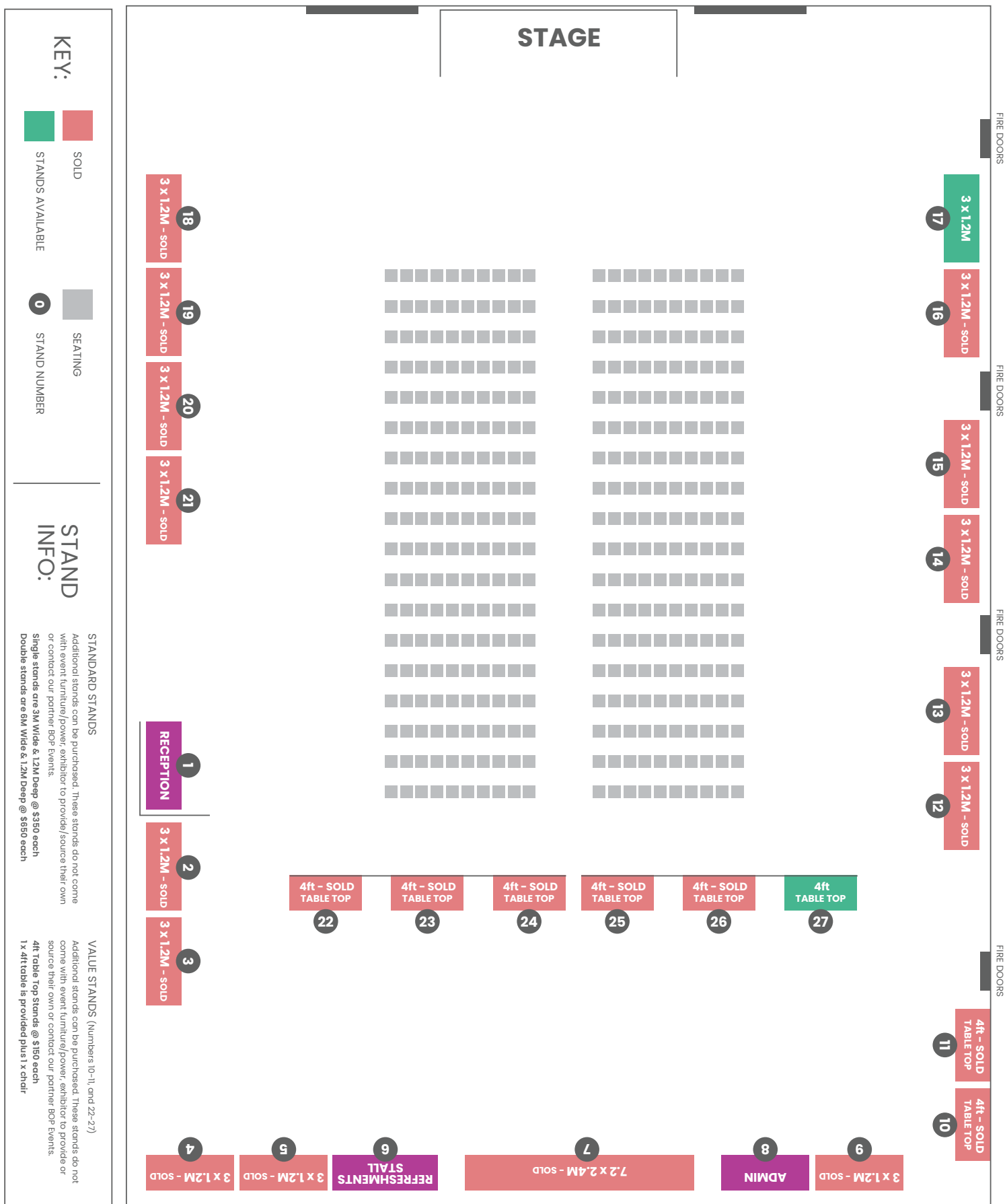
- Ideal for individuals or start ups
- 4ft table with one chair will be provided
- Exhibitor to bring their own table coverings, expo equipment, visuals, literature and pop up stands (which must not exceed 4ft in width)
- Multiple tables can be hired
- Electricity or expo equipment can be hired directly from our supplier

3 x 1.2M Partition Stand (not booth) @ \$350

- Ideal for the majority of business/ organisations
- Exhibitor to bring their own expo equipment, visuals, literature and pop up stands (which must not exceed the width of their stand)
- Multiple stands can be hired, if requiring a larger space
- Electricity or expo equipment can be hired directly from our supplier

Bespoke Stand or Space Only

Available on Request





**Welcome and thank you for choosing to be a participant
at Tauranga's first Menopause Best Life Event**

COMPANY INFORMATION:

Company	
Address	
Contact name on the day	
Position	
Email	
Mobile	
Product/services to exhibit	
Invoice Address/Contact (if different to the above)	




EXHIBITION LOCATION & SCHEDULE:

Tauranga Boys College	664 Cameron Rd, Tauranga
Gymnasium	Exhibition & Speaker Event (starts at 9.30am)
Pack In	7.00 am until 9.30 am
Exhibition	9.30 am until 5.00 pm
Pack Out	5.00pm until 7.00pm

PARKING & SIGNAGE:

There is free on-site parking available and on street parking around the Devonport Road area. Obviously, this is all based on a first come, first served basis. Signage will direct you to the Gymsnasiums.

STAND OPTIONS (PLEASE TICK YOUR PREFERRED OPTION BELOW)

STAND OPTION 1	STAND OPTION 2	STAND OPTION 3
4ft Table Top Stand	3m W x 1.2m D x 2.3m H	Bespoke Space
With table and 1 chair	Black partition walls (without ceiling cover)	Black partition walls (without ceiling cover)
Ideal for start ups, sole traders & SME's	Ideal for SME's or if requiring more space	Ideal for larger companies or if requiring more space
1x exhibitor	2x exhibitors	Depending of size of stand
@ \$150.00 each	@ \$350.00 each	POA
 <p>Image is a visual representation only. Not actual product shown. Only the table and 1x chair is included.</p>		 <p>Image is a visual representation only. Not actual product shown.</p>

Please refer to the Floor Plan for current availability (this can be found on page 8 of the expo pack). All efforts will be made to accommodate your stand location request based on availability at time of booking.

Exhibitors are responsible for bringing and arranging their own literature, giveaways, pop up stands and event furniture.

If you require; event furniture, tables, chairs, carpet, information stands, power, lighting etc please contact: BOP Event Hire either via email : james@bopeventhire.co.nz
 Or use the online form found on the Expo Page of the Menopause Bestlife website: www.menopause-bestlife.nz
 BOP Event Hire will then process your requirements and will invoice you direct.

Please forward your Exhibitor Booking Form to:
hello@menopause-bestlife.nz

Booking Deadline: 22nd August 2025
 All stand options are subject to availability



**Visit the
Best Life
website**

ADVERTISING IN THE EVENT PROGRAMME OPPORTUNITIES:

Sponsorship Opportunities:	Goodie Bags	Spot Prizes
Please either refer to the www.menopause-bestlife.nz website for available opportunities or email: hello@menopause-bestlife.nz for bespoke packages.	Please do let us know asap if you wish samples/vouchers to be included in the Goodie Bags, via email to: hello@menopause-bestlife.nz . All proceeds from the Goodie Bags will be donated to the charity of the day (WBOP Women's Fund).	Please do let us know asap if you wish to donate a prize for the Lunch Time Spot Prizes, via email to: hello@menopause-bestlife.nz .

Exhibitor T&C's:

- Exhibitors must be set up prior to 9.30am and will not set down until 5.00pm.
- Exhibitors must vacate the building by 7pm on exhibition day.
- Please ensure that all belongings and rubbish is taken away with you.
- If you have any venue related queries, please contact Chris on c.thoroughgood@tbc.school.nz
- Tape (floor & wall damage). Please ensure that no tape or the like is used on any of the venue's floors/walls, as you will be charged by the venue for any damage costs. The wall partitions can be used for display purposes.
- Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted.
- Exhibitors are also responsible for oil, grease, or any general damage to the area. Exhibitors wishing to lay any carpet, must contact BOP Events direct.
- Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure it's having no nuisance effect on neighbouring exhibitors.
- It is recommended that Exhibitors have their own liability insurance
- The Event Organiser is not responsible for damages caused during the transportation of your products
- Exhibitors will be liable for any loss or damage occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, event organisers, the owners of the building and their respective agents, servants and employees, and members of the public attending the show. Neither the facility or Event organiser will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

Please check box if you accept the T&C's listed above.

Name:

Date:

Signed:



Advertising & Exposure

Event Program Advertising

There will be opportunities for businesses to advertise their relevant products/services within the Event Program, even if they are not sponsoring/attending the event.

Menopause Tutorial Sessions

Various topics will be discussed during our Keynote Speaker sessions. Eg:

- Exercise to Energise Not Exhaust (quote: Dr Wendy Sweet PhD)
- Live in Harmony with Your Hormones
- Support Strategies for the Peri/Post/Menopause
- Eat to Ease the Menopause
- MHT/HRT & Holistic Alternatives
- General Wellbeing through the Peri/Post/Menopause
- Wahine in Menopause/Ruahinetanga

Marketing Practices to Attract Attendees

(*) – Budget allowing

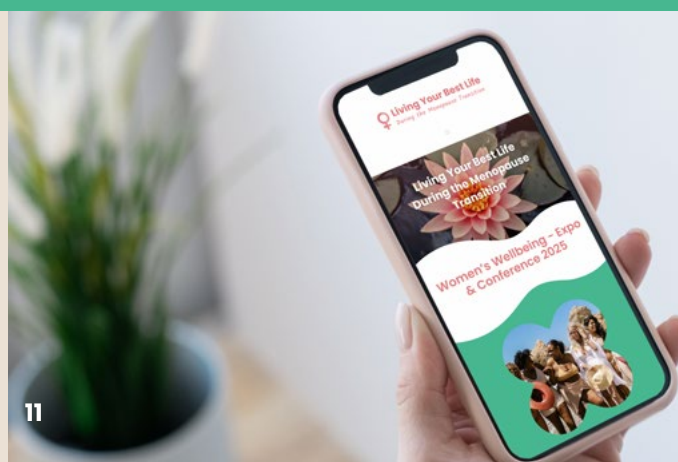
A strategic SMART marketing campaign will be implemented to include:

- Event Website – www.menopause-bestlife.nz. The 'Living Your Best life – During the Menopause Transition' website will include all the latest sponsors guest speakers, logos and company information.
- All news/blogs etc will be updated on a regular basis
- Regular posts on social media channels (FB & Insta)
- A social chat media platform will be created, to encourage topic discussion leading up to the event
- Advertise in local press (eg; SunLive, including editorials)
- Advertise in local mags eg; Uno (*)
- Advertise on roadside digital panels (*)

- Advertise on side of roadside (cardboard stands)
- Advertise on local radio (*)
- e-marketing initiatives
- Incentives for referrals
- Contact bloggers/influencers within the field and keep them updated with regards to updates/news
- Encourage organizations such as the DHB, Tauranga City Council, Port of Tauranga etc... to keep their employees informed of updates of the event
- Encourage and prompt all whom are involved with the event, to promote the event to their databases (eg; can customize newsletters for this purpose)

Expenditure Considerations

- Venue Hire
- AV Equipment & Staging Hire
- Security
- Staffing
- Themed t-shirts for staff
- Ticketing
- Furniture (eg; trestle tables/poseur tables/chairs/sofas)
- Speaker fees/expenses
- Website
- Pre-Event Marketing & Advertising
- Social Media
- Literature/Event Programs etc..
- Bags
- Pop Up Stands, Sponsor Boards
- Liability Insurances
- Signage





Welcome and thank you for choosing to be a participant at Tauranga's first Menopause Best Life Event.

Advertising is for the Best Life Event Programme.

COMPANY INFORMATION:	
Company	
Address	
Contact name	
Email	
Mobile	
Advert Size	
Invoice Address/Contact (if different to the above)	
Notes	

ADVERTISING RATES AND SPECIFICATIONS		
QUARTER PAGE	HALF PAGE	FULL PAGE
Size: 105mm W x 148.5mm H +3mm bleed, no crop marks	Size: 210mm W x 148.5mm H +3mm bleed, no crop marks	Size: 210mm W x 297mm H +3mm bleed, no crop marks
Investment: \$99.00	Investment: \$195.00	Investment: \$350.00

Advertising Terms and Conditions

- Artwork to be supplied in PDF format or high resolution JPEG image (PDF is preferred)
- Artwork must be provided by the customer & received by no later than Friday 01/08/2025 by 5.00pm
- Customer will be charged for any advertisement not published due to the late/non receipt of advertising material
- We will endeavour to grant the customer the placement as the customer has requested
- Every attempt will be made to ensure print accuracy. A slight colour variation or registration blurs may occur on a high-speed industrial press.
- Invoices will be sent once order has been received
- Payment will be due 7 days after invoice has been raised
- Cancellation fee may apply for any order cancellations
- Booking an advert constitutes acceptance of these terms

Please check box if you accept the T&C's listed above.

Name:

Date:

Signed:

Meet Sara – ‘Best Life’ Director

I’m Sara, I’m in my 50’s and originally from Cardiff (UK). I am married to Peter and we have a teenaged daughter. We emigrated to NZ in January 2020 and arrived in Tauranga with just a suitcase each. However, after just three weeks of living in a rented holiday home, we found our first apartment, enrolled our daughter into school, purchased vehicles and secured a business premises within a prime location. I am both grateful and very proud to say that our pool and spa business (Tauranga Pool & Spa) is proving to be successful and we are all very happy and settled here. My role within our business include; sales, marketing, book-keeping and general admin activities.

My previous career encompassed approx. 20 years of sales related roles within various 4 & 5 Star hotels/resorts and I then became the Convention Bureau Manager for the City of Cardiff, which involved competing against other UK/European Cities for business tourism events. When we decided to start a family, I ventured into working freelance. My business was called ‘Cardiff Conferences and Events’ and I worked alongside various venues and businesses in the City in terms of organising events, gaining sponsorship for events or attracting events to local hotels/venues.

However, now that we are settled in Tauranga, I would also like to venture out and do a little something for ‘me’ – which I am hopeful, will in turn also help others.

‘Living Your Best Life – During The Menopause Transition’ was born not only due to my own personal experiences of approaching the menopause transition, but also to my mother’s and many friends unique personal experiences too. The creation of this event came about due to my idea of pulling both my previous skills of event management and my passion of wanting to help other women on their own personal journey’s together.

OBJECTIVES FOR BESTLIFE:

‘Living Your Best Life – During The Menopause Transition’ will be supported by a good range of Topical Menopause Expert Speakers which will create a greater appeal of both the theme and the event. Our speakers will have a greater awareness for discussion of the various symptoms or the peri/post menopause and would aim to educate and communicate strategies that could possibly be put in place to reduce such symptoms. Our speakers will share the many faces of the peri/menopause journey, through their own eyes or other people’s personal/professional experiences. This event will be an opportunity to educate individuals, their whanau and even employers, so that they may provide support and empathy when required.

LIFESTYLE DEMONSTRATIONS

Lifestyle Demonstrations will take place during the day and will highlight ways in which we can improve our wellbeing, through nutrition, exercise and lifestyle.

EXHIBITION

The Exhibition will showcase a variety of individuals and businesses that promote women’s health, fitness and wellbeing. They will be able to host their range of products and services, and will highlight the tools, resources, information and the support that is currently available within this industry.

VISION:

My vision for this first event, is for it to be a great success with every attendee leaving feeling optimistic, equipped and ready to embrace their own menopausal journey. If this event is successful, I would hope to run it as an annual NZ roadshow nationwide event. With the help and support from; our sponsors, speakers, partners, acquaintances and our precious friends and family – I am super excited about pulling this unique and exciting event together, as well as meeting more individuals from our wonderful local community.



Sara Llewellyn-Evans
‘Best Life’ Event Director

Interested in getting involved?

 **Living Your Best Life**
During the Menopause Transition



www.menopause-bestlife.nz

