

## *The Big Event™*

### **The Big Event Health & Disability Expo Update April 2011**

#### **Bigger than we expected**

The BIG Event is growing, bigger than we imagined. Originally we had a venue that could only take 66 stands. Using this layout we were going to struggle. Having worked on the layout we are now able to fit 102 stands in to the ASB Showground and we are feeling a lot better about being able to produce a quality event.

#### **Purpose of Event**

The BIG Event must be a celebration of disability and of growing old. Often people who have complex needs miss out on the fun things of life for no other reason that they never get the opportunity to experience any fun. We aim to fix this by providing an event that will challenge most disabled and the older adults to at least give things a go. At the same time providers and suppliers will be able to showcase their products and services and make sure all people who need to know are well informed.

#### **Many or Not so Many?**

102 stands may sound a lot but we expect them to go in the first week of opening them up for sale. We have had around 1800 expressions of interest from all parts of the community including outside of Auckland. We have decided to split the mix of stands into 60% Social Enterprises (note I did not use the term "not for profit" and 40% commercial). The stands will go on sale in the first week of April 2011 and will be sold on a first in first sold basis. Everyone will be sent the information via email at the same time.

A deposit of 50% of the cost of the stand will secure your stand and a final payment

of the other 50% needs to be paid before the end of July 2011. We will create a standby list and if those conditions are not met then those on the standby list will be given the chance of taking over the stand. It is our intention to offer free entry and free parking to visitors to the Expo.

#### **Training Forum**

There will be a compulsory forum held in August 2011 where all Social Enterprise stand holders will be given the tools to make their stand a success. We are determined not to have stands with tables and brochures sitting in brochure racks. This type of stand will not work for you, nor will they work for us. We are raising the bar so far as social enterprise goes in relation to expo participation.

#### **Activities**

The special schools in Auckland will soon be invited to participate in competitions covering art, drama and song. The finalists will be invited to display their talents at the expo in front of the guests and visitors. Other activities and entertainments will be added to the program.

#### **Sponsorship Opportunities**

Sponsorship arrangements are being put in place as we speak. We are fortunate to have people in the community who can see the value in changing people's lives through increasing the scope of what people with disabilities can actually do.

We want the public of Auckland to see this as well. We want the employers in this great city of ours to start looking at people with disabilities as a largely untapped resource.

### **Opening & Closing Events**

Every Stand holder will be given a ticket to the opening event and a ticket to the closing event. Just like the Olympics we will start with a bang and we will finish with a party. These events will be so good that believe me; you will not want to miss them.

### **An Outstanding Aucklander Award**

At the opening event we will honor an Aucklander. The person will be someone who goes way beyond the norm in their dedication and commitment to the disability and or aged care sector. This person will be someone who you already admire for their commitment and dedication to our sector. You will be able to nominate that person a little later on and a panel of judges formed by the organising committee will be asked to judge each nomination until such time as a finalist is found. This event will take place in the last three months before The BIG Event is held in the beginning of December 2011.

### **Expo Ambassadors**

There will be an opportunity for people with disabilities to work at the Expo and to provide a very important Ambassador function. These ambassadors will be identified by brightly coloured tee shirts and their function will be to ensure people find what they are looking for and generally make sure the public have a good time. We will be calling for volunteers for these roles later in the year so it might be a good time to start identifying these persons now.

### **Start Preparing Now**

Now is a good time to start talking to all the people with disabilities that you have an influence over. Make sure they know that there is an event coming that they need to be at. We are looking for at least 50,000 persons to turn up at the Expo. We will soon be approaching our target visitors including employer groups and senior living organisations.

### **Our Contact details at the present time are via**

Email at [adpnexpo@gmail.com](mailto:adpnexpo@gmail.com)

Or phone the ADPN Auckland Office on 09 836 2083

Or phone the Expo Organiser Chris Ross on 027 258 0070 or

A web site will be created in the near future.

## **“The Big Event”**

Health & Disability Expo

*“Celebrating all things about Senior Living and Disability”*

**ASB Events Centre**

**Greenlane, Auckland**

**December 2<sup>nd</sup> & 3<sup>rd</sup>, 2011**

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