GO GREEN EXPO

CONSCIOUS LIVING STARTS HERE

AUCKLAND MAY

PROJECTION

Visitors	Stands
10,000	140

CHRISTCHURCH

PROJECTION

Visitors	Stands
9,000	115

WELLINGTON

PROJECTION

Visitors	Stands
7,000	95

AUCKLAND NOV

PROJECTION

Visitors	Stands
9,500	140

Areas of Interest

- Food & Beverage (73%)
- Health & Wellness (65%)
- Home & Lifestyle (49%)
- Beauty & Personal Care (55%)
- Eco Build & Gardening (43%)
- Everyday Products (48%)

Consumer Age

- 18-25 = 10%
- 26-35 = 36%
- 36-45 = 38%
- 45+ = 16%

Consumer Gender

- Male = 30%
- Female = 70%

Returning Exhibitors

- Returning exhibitors = 80%

Main Reason for attending

- Shop = 80%
- Gather information = 20%

EXTRA EXPO FEATURES

- ⇨Daily FREE yoga or pilates classes
- ⇨Show prize & Goodie bags
- ⇨Live seminars and demos
- ⇨Dedicated Food and Beverage area
- ⇨Spot prizes & Kids activities
- ⇨Exhibitor networking event

CONSUMER ENGAGEMENT

28,150	8,300	84,600

EXHIBITOR FEEDBACK

"Go Green Expos continue to get better every year, with the quality of exhibitors and what they have on offer. This coupled with strong, effective advertising and marketing ensures the right crowds attend and all exhibitors have a good experience. We've found the overall organisation and team excellent, efficient and extremely friendly. The team are professional and always have solutions, no matter the problem. They are such a fun event for us and we look forward to them each year."

JULENA, Hunter Gatherer Gourmet

"ViBERi has been exhibiting at Go Green Expos since 2013.
We do a lot of different expos but Go Green Expos are our best shows and attract the best customers.
The Go Green team are very well organised and ever so helpful!
They have been an important part of ViBERi's business growth strategy over the last few years and we will continue to take part in these excellent expos that foster organic, sustainable and ethical living."

Afsaneh & Tony, ViBERi

"2024 was our first year exhibiting at the Go Green Expo, and it's been incredible.
We started with just one expo and were blown away by the response. That success led us to book the Auckland Expo, which was equally fantastic. The communication and support from Arada Promotions made the process seamless—they truly want exhibitors to succeed.
The Go Green Expo attracts the perfect audience for Yompai—knowledgeable, curious, and eager to learn.
We've not only had great sales during the events but also a noticeable boost in online sales afterward from attendees who visited our stand.
We've already booked for next year. These Expos are now a vital part of our marketing strategy, helping us reach "our people" in a way that's hard to replicate elsewhere."

Paul, Yompai

"Go Green is the gold standard of targeted B to C expo's. Consistently growing and bringing together good numbers of high quality exhibitors and high quality consumers in the green space. Lothlorien Winery has participated at the Wellington Go Green Expo since it launched in 2013, then added the Auckland and Christchurch Expo's. Our conversion rate at these expo's is the highest we have experienced at expos/trade shows. Best of all is the rewarding experience of working with the highly organised and professional Go Green team. They really listen, are very helpful, positive and supportive. The Go Green Expo systems, communication and access to exhibitor information is outstanding.
We have found these expo's priceless as a marketing tool and for connecting with our demographic.
We recommend the Expo for any business with an Organic, Eco, Vegan, or Healthy offer."

Eli & Kim, Lothlorien Winery

"Omrub NZ started exhibiting at the Go Green Expos in 2024, 2 years after buying our business, and we have signed up for the 2025 expos. The events are an excellent place to directly reach Kiwis interested in sustainable products and healthy living. If this is your target market, we highly recommend exhibiting. Being new to these events we have felt really well supported by the Go Green team. They are highly organised, professional and quick to respond; nothing is too much trouble for them.
Overall it's been a great experience for us and our business."

Angela, Omrub NZ

"Green Trading and Native Neem have been exhibiting at Go Green Expo since they first started in 2013. Go Green Expo has contributed a lot in building our brand and sales. Not every year is the same, but the amazing Go Green team make sure that they do the best marketing and bring lots of suitable customers to the event. Because of the results we achieve, Go Green Expo is now the only expo we attend. If your product and philosophy match with this expo I would highly recommend exhibiting. Thanks to the amazing team at Go Green."

Rohan, Green Trading & Native Neem