

	Concert/ Music Event/ Festival	Expo/ Exhibition	Function	Promotion	Sport event	Wedding ceremony	Other (e.g display, fair)
Duration (examples)	1 day	1 day Weekend	1/2 day 1 day	1/2 day 1 day weekend	½ day 1 day weekend	½ day 1 day	½ day 1 day 1 week
Themed	Possibly	Possibly	Possibly	Possibly	No	NA	Possibly
Retail focus	No	Yes	No	Yes	No	No	Possibly
Exhibitors	Music event/ festival only	Multiple	No	No	No	No	Yes
Entertainment value to public	Yes	Yes	No	Yes	Yes	No	Yes
Promotes new products/ services or those not usually available in the area	Music event/ festival only	Yes	Possibly	Yes	No	No	Possibly
Promotes products / services that have a recreational focus	Music event/ festival only	Yes	Yes	Yes	Yes	No	Possibly
Notes			e.g., company bbq,	Coromand el FM at Matarangi	e.g., sports tournament or fishing contest, K2 cycle race		e.g., vintage cars, circus, fair, filming, guy fawkes