

# EXHIBITOR PROSPECTUS

19 – 20 June 2024 Energy Events Centre, Rotorua



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    #MEETINGS24 #MEETinNZ #BEIA #BUSINESSEVENTSNZ



# Host Welcome

Kia Ora,

It is with immense excitement I extend my invitation to you for MEETINGS 2024, the hallmark event of New Zealand's thriving business events industry. This year, we are delighted to host MEETINGS in the picturesque city of Rotorua, at the Energy Events Centre, located in the beautiful botanical gardens.

Rotorua, a place renowned for its geothermal wonders and Māori culture, will serve as the perfect backdrop for this prestigious gathering. MEETINGS 2024 promises to be an extraordinary experience, building upon the success of previous years and amplifying the essence of face-to-face connections.

The response for MEETINGS 2023, held at Tākina – Wellington Convention & Exhibition Centre, was overwhelming, showcasing the unyielding enthusiasm of the business events industry.

As we move forward to MEETINGS 2024, our commitment to fostering meaningful connections and facilitating transformative collaborations remains steadfast. The Energy Events Centre in Rotorua will echo with the vibrant conversations of industry leaders, both local and international, united by a shared vision of progress and innovation.

Once again, I would like to thank our industry partners, Air New Zealand and Tourism New Zealand whose support has been instrumental in shaping MEETINGS into the premier platform it is today. Together, we are dedicated to making MEETINGS the ultimate destination for doing business, making connections, and embracing the future.

Join us in this celebration of collaboration, inspiration, and the boundless possibilities that await us in the world of business events.

Ngā mihi nui

**Lisa Hopkins**

Chief Executive

Business Events Industry Aotearoa



# Host City Welcome

Nau mai haere mai ki Rotorua, welcome to Rotorua!

We are thrilled to be the host city for MEETINGS 2024, right here in our geothermal paradise, known as the spa and wellness capital of Aotearoa, New Zealand.

Rotorua is a unique destination, seamlessly combining a rich multicultural tapestry with breath-taking natural attractions such as rivers, lakes, forests and geothermal springs. Our city has gained global recognition for our warm manaakitanga (hospitality), offering genuine Māori cultural experiences, world-class facilities, and unparalleled adventure tourism that sets us apart from any other location.

Rotorua provides the perfect gathering place for professionals in the business events industry. Not only will you get the chance to connect with potential clients, industry peers, and key decision-makers, you will also have the opportunity to immerse yourself and experience the wairua (spirit) of our destination.

We look forward to welcoming you and sharing with you all that is amazing about our beautiful city, our vibrant community, and our remarkable places.

Ngā mihi nui

**Vanessa Wallace**

Business Events Manager

RotoruaNZ





# Important Dates

2023

## OCTOBER

**Wednesday 18 October**  
Platinum Member Applications open  
Regional Bureaux to invite members on their stand to apply

**Wednesday 25 October**  
Gold Member Applications open

## NOVEMBER

**Wednesday 1 November**  
Silver Member Applications open

## DECEMBER

**Friday 1 December**  
Deadline for Regional Bureaux to confirm space requirements

2024

## MARCH

**Wednesday 6 March**  
Deadline for all stand applications

**Wednesday 27 March**  
Deadline for submission of design and build plans to Exhibition Manager

## APRIL

**Friday 19 April**  
Deadline for all exhibiting company marketing profiles

## MAY

**Monday 13 May**  
Prescheduled Appointment request process begins online

**Wednesday 22 May**  
Deadline for prescheduled appointment requests.

## JUNE

**Monday 3 June**  
Online diary commences

**Wednesday 5 June**  
Deadline for purchase and payment of social tickets

**Monday 10 June**  
Final appointment diary available to view online

**19-20 June**  
MEETINGS 2024



# Programme Overview

## Tuesday 18 June

5.00pm - 7.00pm	MEETINGS Welcome Function
7.00pm onwards	Evening at Leisure / own hosting arrangements

## Wednesday 19 June

7.00am - 8.00am	Host Hotel breakfast for Hosted Buyers
8.30am	MEETINGS exhibition opens
9.00am - 5.00pm	MEETINGS appointment programme (12 meetings of 15 minutes)
Evening	Hosted Buyers Matariki Dinner

## Thursday 20 June

8.30am	MEETINGS exhibition opens
9.00am - 5.00pm	MEETINGS appointment programme (12 meetings of 15 minutes)
Evening	MEETINGS Celebration

Please note: this overview is subject to change. The full MEETINGS 2024 Programme will be available at a later date.



**81%**  
of Australian  
Hosted Buyers at  
MEETINGS 2023 were  
first-timers or last  
hosted prior  
to 2018.



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47% 

of New Zealand Hosted Buyers at MEETINGS 2023 were first-timers.

# MEETINGS Delivers Sales opportunities

MEETINGS offers you the opportunity to meet over 200 qualified Hosted Buyers from across Australia, New Zealand and key international markets as well as over 225 Day Buyers, over two days.

Each year MEETINGS welcomes approximately:

90+

Australian Hosted Buyers

110+

New Zealand Hosted Buyers

225+

New Zealand Day Buyers

25+

Australian & New Zealand Media

20+

International Buyers



MEETINGS 2023 saw

6000+

appointments over two days

“ Introduces new relationships and strengthens existing ones. ”  
Angela Webster, CPG Hotels

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# MEETINGS Delivers Results

MEETINGS 2023 continued in the tradition of delivering unprecedented access to both local and international decision makers.

The value of provisional business generated at MEETINGS 2023 showed a **46% increase from 2022.**

MEETINGS 2023

**\$157 million**

MEETINGS 2022

**\$107.5 million**

MEETINGS 2021

**\$74 million**

“MEETINGS 2023 was everything promised and more!”

**Ash Eslamy,**  
Novotel Auckland Ellerlsie



**98%**

of exhibitors were satisfied that they **achieved their reason for exhibiting**

**96%**

of exhibitors said that the **overall quality of the appointment programme** for MEETINGS 2023 was Excellent or Very Good or Good

**87%**



of exhibitors said MEETINGS 2023 **exceeded or met** their expectations

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# Selecting Your Stand

View our range of stand categories below and over the next few pages and select the option that works best for you.

Stand Category	Stand design and build	10-amp power included	2 x LED spotlights included	Prescheduled Appointments included	Furniture included	Application Steps
Regional Space Only	Regional Bureau arrangements	✓	✗	✓	✗	<ol style="list-style-type: none"> <li>Contact your regional bureau for availability and terms</li> <li>Select your stand option from pages 9-11</li> <li>Submit your <b>application</b></li> </ol>
Regional Stand incl. Walling	Walling included	✓	✓	✓	✗	<ol style="list-style-type: none"> <li>Contact your regional bureau for terms</li> <li>Select your stand option from pages 9-11</li> <li>Submit your <b>application</b></li> </ol> <p>Note: Only specified regions utilise walling*</p>
Independent Stand incl. Walling	Walling included	✓	✓	✓	✗	<ol style="list-style-type: none"> <li>Select your stand option from pages 9-11</li> <li>Submit your <b>application</b></li> </ol>
 Regional First Time Exhibitor Space†	Regional Bureau arrangements	✓	✗	✗	✗	<ol style="list-style-type: none"> <li>Contact your regional bureau for availability and terms</li> <li>Review this option and requirements on page 8</li> <li>Submit your <b>application</b></li> </ol>
 Independent First Time Exhibitor Stand†	Walling included	✓	✗	✗	✓	<ol style="list-style-type: none"> <li>Review the inclusions of this option on page 8</li> <li>Submit your <b>application</b></li> </ol>
Luxury Collection	Luxury stand build included	✓	✗	✓	✗	The Luxury Collection is offered by invitation only. Please contact the <b>Exhibition Manager</b> if you would like to find out more

\*Regional Stand incl. Walling applicable for: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.

† First time exhibitors can also exhibit under any other applicable option.



**NEW**  
for 2024

# First Time Exhibitor Options

These economical options designed to make MEETINGS more accessible for first time exhibitors do not include a pre-scheduled appointment stream but still provide two days of access to over 200 qualified hosted buyers and 225 day buyers on the trade show floor.

## Regional First Time Exhibitor Space

**\$1,500 - \$3,000 + GST** *(dependent on space size)*

Speak to your Regional Bureau if you are interested in joining them on their stand for your first time at MEETINGS. They will be able to discuss the space they have available and the rate that will apply.

Deadline for booking space with your region: 1st December 2024

### Inclusions:

- 1-2 Exhibitor Registrations (dependent on space size), including tea breaks and lunches on Wednesday and Thursday
- Hosted Buyer and Day Buyer contact list - provided electronically post-show
- Company listing on the MEETINGS website and Attendee App, including link to your own website, accessible for three months after the event
- 1-2 Welcome Function tickets (dependent on space size)

Note: **Exhibition Criteria** applies.

## Independent First Time Exhibitor Stand

**\$2,000 + GST**

For those first time exhibitors who wish to exhibit independently at MEETINGS 2024. A smaller stand footprint makes this the perfect entry-level option to give your organisation a physical presence at the show.

### Inclusions:

- 2m x 2m exhibition space (black front runner walling)
- 1 exhibitor registration, including tea breaks and lunches on Wednesday and Thursday
- Hosted Buyer and Day Buyer contact list - provided electronically post-show
- Company listing on the MEETINGS website and Attendee App, including link to your own website, accessible for three months after the event
- Table and 2 chairs
- 10-amp power
- Company name and stand number signage
- 1 Welcome Function ticket

Note: **Exhibition Criteria** applies.

## BEIA Membership

All exhibitors at MEETINGS 2024 are required to be a BEIA Member. For more details on our membership categories, benefits and application process, please visit our **[BEIA Membership page](#)** or contact our Member Relationship Manager, Nicky Tilsley on [nicky.tilsley@beia.co.nz](mailto:nicky.tilsley@beia.co.nz)

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# Platinum Members

## Inclusions

- Priority application period one week before Gold and two weeks before Silver members
- Access to a real-time hosted buyer contact list from mid-March
- MEETINGS 2024 hosted buyer and day buyer contact list, provided electronically post-event
- Preferential assignment of Australian Hosted Buyer appointments
- Priority placement on the MEETINGS floorplan
- Access to your Appointment Schedule and Online Diary
- Use of lead tracking technology within the MEETINGS App
- Company listing on the MEETINGS website and MEETINGS App, including a link to your website. Accessible for three months after the event.

## Regional Space Only

Space Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately when sales open in 2024	\$ 5,865	\$ 6,130
Double	6m wide x 2.4m	1	4		\$ 8,115	\$ 8,445
Double	6m wide x 2.4m	2	4		\$10,815	\$11,230

## Independent / Regional Stand incl. Walling

Stand Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately when sales open in 2024	\$ 6,415	\$ 6,695
Double	6m wide x 2.4m	1	4		\$ 9,215	\$ 9,580
Double	6m wide x 2.4m	2	4		\$ 11,815	\$12,260

**\*Please note:** Earlybird pricing available until 13 December 2023, then the standard price will be applied.

Those exhibiting on any of the following regions should only select a walling stand type: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.

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# Gold Members

## Inclusions

- Application process open one week before Silver members
- Access to the hosted buyer list one week prior to MEETINGS 2024
- MEETINGS 2024 hosted buyer and day buyer contact list, provided electronically post-event
- Access to your Appointment Schedule and Online Diary
- Hosted Buyer and Day Buyer contact list - provided electronically post-show
- Company listing on the MEETINGS website and MEETINGS App, including a link to your website. Accessible for three months after the event.

## Regional Space Only

Space Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately when sales open in 2024	\$ 6,015	\$ 6,285
Double	6m wide x 2.4m	1	4		\$ 8,415	\$ 8,755
Double	6m wide x 2.4m	2	4		\$ 11,015	\$11,435

## Independent / Regional Stand incl. Walling

Stand Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately when sales open in 2024	\$ 6,515	\$ 6,800
Double	6m wide x 2.4m	1	4		\$ 9,515	\$ 9,890
Double	6m wide x 2.4m	2	4		\$ 12,115	\$12,565

**\*Please note:** Earlybird pricing available until 13 December 2023, then the standard price will be applied.  
Those exhibiting on any of the following regions should only select a walling stand type: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.





# Silver Members

## Inclusions

- Access to your Appointment Schedule and Online Diary
- MEETINGS 2024 hosted buyer and day buyer contact list, provided electronically post-event
- Company listing on the MEETINGS website and MEETINGS App, including a link to your website. Accessible for three months after the event.

## Regional Space Only

Space Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately when sales open in 2024	\$ 6,115	\$ 6,385
Double	6m wide x 2.4m	1	4		\$ 8,615	\$ 8,960
Double	6m wide x 2.4m	2	4		\$ 11,215	\$11,640

## Independent / Regional Stand incl. Walling

Stand Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately when sales open in 2024	\$ 6,615	\$ 6,900
Double	6m wide x 2.4m	1	4		\$ 9,715	\$10,095
Double	6m wide x 2.4m	2	4		\$12,215	\$12,670

**\*Please note:** Earlybird pricing available until 13 December 2023, then the standard price will be applied.

Those exhibiting on any of the following regions should only select a walling stand type: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.





# Ready to Apply?

Ensure that you meet the [Exhibition Criteria](#) and complete the online Exhibition Stand Space [Application Form](#)

# Any Questions?

Contact the MEETINGS 2024 Exhibition Manager, Michelle Bird on [exhibitors@meetings.co.nz](mailto:exhibitors@meetings.co.nz) or +64 27 345 5873

**Please note:** Companies who are current BEIA Members may apply online and must adhere to the [Exhibition Criteria](#). If you are not yet a member of BEIA, please email the [Exhibition Manager](#) for further details.

If you choose to exhibit on your regional bureau stand, then they will need to book space on your behalf. We recommend contacting the bureau to register your interest asap.



[www.meetings.co.nz](http://www.meetings.co.nz)

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# Important Resources

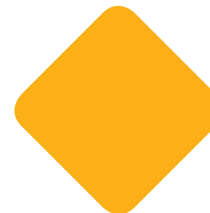
For design, build and furniture requirements we recommend:



A wide range of furniture is also available from:



For other furniture, AV or theming suppliers please visit the [BEIA website](#).





# Introducing our MEETINGS Management Team



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**MEETINGS**

a Business Events Industry Aotearoa event

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