

THE
LUXURY
COLLECTION
20 18



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#meetings18
#cinz



We invite you to MEETINGS 2018



“MEETINGS is an excellent way for luxury operators to connect with buyers who are looking for a luxury or incentive product. During the tradeshow alone, we identified/confirmed some great pieces of business.”

Chrissy Cummings
Museum Art Hotel

New Zealand’s only national tradeshow for the conference and business tourism industry.

Two days to connect with qualified buyers, create business opportunities and share knowledge with other industry professionals.

Make MEETINGS 2018 an integral part of your marketing mix. Utilising our online technology, you’ll select those buyers you most want to meet, giving you an opportunity to connect with professionals who are most likely to bring you business.

TIMELINE / IMPORTANT DATES

FRIDAY 16 MARCH

Deadline for all exhibition bookings

FRIDAY 6 APRIL

Deadline for all exhibiting company marketing profiles

MONDAY 23 APRIL

Pre-Scheduled Appointment request process begins online

FRIDAY 4 MAY

Deadline for pre-scheduled appointment requests
Deadline for design and build plan approval from Exhibition Manager

WEDNESDAY 9 MAY

Deadline for purchase and payment of exhibitor personnel and social event tickets

TUESDAY 15 MAY

Online diary commences

THURSDAY 24 MAY

Online diary closes

FRIDAY 25 MAY

Final appointment diary available to view online

TUESDAY 29 MAY

Exhibitor pack in
MEETINGS Welcome Function

WEDNESDAY 30 MAY

Appointment Programme
MEETINGS Mix and Mingle

THURSDAY 31 MAY

Appointment Programme
MEETINGS Gala Dinner

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www.airnewzealand.co.nz

MAJOR SPONSORS



Venue Partner

www.asbshowgrounds.co.nz



Exhibition Partner

www.peek.co.nz



Technology Partner

www.centiumsoftware.com

HOST CITY SPONSOR



www.aucklandnz.com/meet

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SOFTEL NZ

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GOOD GROUP HOSPITALITY

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MEET QUALIFIED BUYERS

MEETINGS BUYER PROGRAMME

Buyer applications come from a range of market segments and are people who are responsible for organising, planning, recommending, researching, influencing and making budgetary decisions about destinations, conferences, events and incentive travel.

MEETINGS hosts these buyers in order to promote the development of New Zealand's conference and incentive travel business.

MEETINGS provides exhibitors with the opportunity to connect with hundreds of qualified buyers in a number of ways.

Hosted Buyer Programme

Buyers from Australia and New Zealand have the opportunity to apply for the MEETINGS Hosted Buyer programme which offers full hosting in terms of travel, accommodation and registration. The buyer is interviewed and qualified through a detailed selection process and must agree to participate in the appointment programme. Traditionally MEETINGS hosts in the vicinity of 180 qualified buyers from New Zealand and Australia.

Day Buyer Programme

Traditionally MEETINGS welcomes more than 250 day buyers during the two days and they have the option to visit exhibitors within the appointment programme or at leisure within an appointment free setting.

International Buyer Programme

Tourism New Zealand with the support of Air New Zealand will be hosting over 30 qualified buyers from various incentive houses and travel agencies servicing the incentive market from North America, China, South East Asia and India.



APPOINTMENT PROGRAMME

The highlight of MEETINGS is focused, face to face appointments (15 minutes each with qualified Hosted Buyers). You'll enjoy up to 35 appointments over the two days.

Our appointment scheduling system uses the latest online technology for fast and efficient appointment planning from the comfort of your own office.

Appointment schedules are offered according to stand space purchased:



SINGLE STAND SPACE:

One appointment diary per stand



SHARED STAND SPACE:

One shared appointment diary per stand



DOUBLE STAND SPACE:

Exhibitors can opt to purchase one or two appointments diaries on a double stand

MEETINGS is the ideal trade show to establish high quality domestic and international contacts. The show continues to deliver an excellent ROI for our brand and we will certainly be back in 2018.

Tracy Martin
Accor Hotels

MARKETING AND MEDIA PROGRAMME

MEETINGS works hard to attract top quality buyers to the show, thereby increasing the return to you, the exhibitor. The MEETINGS 2018 Marketing and Media Programme runs from January 2018 until the show itself, with follow-up activity immediately post-show.

Tourism New Zealand will host to MEETINGS 2018 media from North America, South Asia, India and China.

To ensure that exhibitor news and stories reach the media, the MEETINGS Media Centre will be distributing media releases to both trade and mainstream media in New Zealand, Australia and Asia, leading up to and throughout the show.

MEETINGS MARKETING ACTIVITY INCLUDES:

ADVERTISING	Industry trade press, selected targeted management publications
DIRECT MAIL	A qualified database of 2,500 for a direct mail campaign
EXHIBITION	Promotion at various trade show within New Zealand and Australia including AIME
EMAIL MARKETING	Several thousand email reminders and newsletters promoting the event
TELEMARKETING	Telemarketing to specific corporate and association organisations
WEBSITE	Website promotion of the event
SOCIAL MEDIA	Promotion through Facebook, Twitter, LinkedIn and Instagram

WHO EXHIBITS AT MEETINGS?



Airline And Helicopter Operators



Audio Visual And Technical Specialists



Boutique/Luxury Lodges



Catering Specialists



Conference And Exhibition Venues



Convention Bureaux



Convention Centres



Cultural Attractions



Destination Management Companies



Entertainment Specialists



Event Photography



Event Styling, Theming And Decor



Event Management/Event Production Specialists



Exhibition Organisers And Contractors



Golf Resorts Or Sporting And Gaming Venues



Hotels/Hotel Groups, Resorts And Spas



Limousine Service/Car Rentals



Luxury Incentive Travel Companies



Meeting And Conference Organisers



Promotional Products And Services



Ski Resorts



Speakers Bureaux



Team Building Companies



Technology Providers



Tour Attraction And Activity Operators



Trade Publications



Transport Operators



Venues With A Difference



Wineries



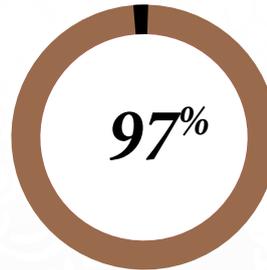
Yacht Charter And Sailing Companies

WHY EXHIBIT AT MEETINGS?

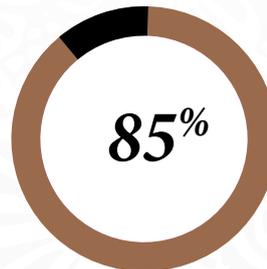
MEETINGS offers your company the opportunity to present itself to qualified buyers giving you face-to-face sales opportunities.

“MEETINGS is well organised; we have attended for five years and will continue to support this exhibition as we get results.”

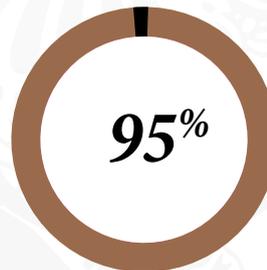
Blair Payne
Pacific Jemm



of Exhibitors were satisfied that they achieved their main objective to promote their brand and company at MEETINGS 2017



of Exhibitors said that MEETINGS 2017 met or exceeded their expectations



of Exhibitors felt that exhibiting at MEETINGS 2017 gave them a competitive advantage

\$58m

worth of business was underwritten at MEETINGS 2017

WHERE TO EXHIBIT AT MEETINGS?

The *Luxury Collection* returns to MEETINGS

The Luxury Collection section of MEETINGS has quickly established itself as the 'must-attend' trade show in New Zealand for luxury operators.

MEETINGS 2018 will be held on 30-31 May 2018 at ASB Showgrounds in Auckland and gives exhibitors an unsurpassed opportunity to interact face-to-face with qualified buyers who are there to book business.



Single Stand
3m wide x 2.4m deep

EXHIBITION STAND LUXURY PACKAGE

Your stand will be created using the custom designed stand specially created to showcase the Luxury Collection. Included in your package are two deluxe spotlights, power and one large format photographic image panel to enable you to showcase your brand (artwork supplied by you). In addition we will supply a "Luxury Collection" branded sign to identify your company name and stand number.

Banners may not be suspended above the stand space or over aisles, as this space is used for event directional signage.

STAND FURNITURE

Tables, chairs and stand furniture are not included in the stand price. Furniture may be hired from Peek Exhibition. Visit www.peek.co.nz for their hire equipment catalogue.

Alternatively, vintage hire company Borrow & Beau can help with boutique furniture packages. Visit www.borrowandbeau.co.nz for more information or email hello@borrowandbeau.co.nz to view MEETINGS 2018 packages.

Once your stand allocation is confirmed, your Peek Exhibition representative will contact you to discuss any further products and services you may require.

EXHIBITOR ENTITLEMENTS

LUXURY EXHIBITORS RECEIVE

(for every single space stand purchased):

- Appointment Schedule and Online Diary access
- Hosted Buyer and Day Buyer contact list provided electronically post-show
- Company listing on the MEETINGS 2018 website including a link to your own company website
- Your company marketing profile on the MEETINGS 2018 website – available for up to a year after the event
- Listing in the official MEETINGS 2018 Exhibition App and Floor Plan distributed to every visitor at the event
- Two exhibitor registrations include:
 - o Registration pack with onsite information and name badges for two people
 - o Daily catering for two people for Wednesday and Thursday – including espresso coffee, morning and afternoon teas and lunches
 - o Bus transport to and from the exhibition and social event venues
 - o Welcome Function tickets for two people
 - o Networking at MEETINGS Mix & Mingle
 - o MEETINGS Gala Dinner ticket for one person



YOUR FINANCIAL INVESTMENT

Member Status	Size	Appointment Schedule	Excl GST (15%)
Platinum	Single Stand	one appointment	\$6,000
Platinum	Shared Stand	two companies, one appointment	\$3,500
Platinum	Double Stand	one appointment	\$8,600
Platinum	Double Stand	two appointments	\$10,900
Gold	Single Stand	one appointment	\$6,100
Gold	Shared Stand	two companies, one appointment	\$3,600
Gold	Double Stand	one appointment	\$8,800
Gold	Double Stand	two appointments	\$11,200
Silver	Single Stand	one appointment	\$6,300
Silver	Shared Stand	two companies, one appointment	\$3,700
Silver	Double Stand	one appointment	\$8,900
Silver	Double Stand	two appointments	\$11,400

Note:

Minimum stand size for the Luxury Package is 7.2m². Single stand measurements – 3m wide x 2.4m deep. Double stand measurements – 6m wide x 2.4m deep.

HOW TO EXHIBIT AT MEETINGS

BOOKING YOUR EXHIBITION SPACE

- 1 Companies who hold current CINZ membership may register online at www.meetings.co.nz
- 2 Companies who are not yet a CINZ member may join CINZ online at www.conventionsnz.co.nz/cinzmembership
- 3 Complete the online Exhibition Stand Space Booking Form and Contract for Space.

Note: On this form 'Company Name' refers to the name you wish to have listed in all documentation and in the Exhibition Guide.

- 4 Space at MEETINGS 2018 will be allocated on a 'first booking received' basis and is subject to availability.
- 5 Upon receipt of your booking form, the Exhibition Manager will forward to you a GST tax invoice for the full stand cost and confirmation of your participation and the nature of your stand space.
- 6 Your payment must be made by the due date indicated on the invoice. Upon receipt of payment, you will be provided with a dedicated access code and reference number. This will enable access to the Exhibitor Zone.

Staffing Your Stand

Two exhibitor registrations will be included in your stand cost (for every single space purchased).

If you would like to have additional staff members attend the show, you can do so for \$90.00 (including GST) per day, per person.

Additional personnel registration will be available in the Exhibitor Zone and includes:

- Exhibitor name badge
- Registration and entry to MEETINGS 2018 on the day of attendance
- Welcome espresso coffee, morning and afternoon tea and lunch on the day of attendance
- Participation in the appointment programme if purchased

Exhibitor Zone

Following confirmation and payment of your exhibition space, the Exhibition Manager will provide you with access to the Exhibitor Zone within the MEETINGS 2018 website.

Access to the zone will be necessary for participation in the Appointment Programme and the Online Diary.

The following information and forms will also be found in the Exhibitor Zone:

- Exhibition Floor Plan
- Information concerning your company marketing profile
- Exhibitor personnel name badge registration form
- Social events ticket order form
- Online Exhibitor Information Manual

Sharing a Stand Space

A shared stand is suitable for two companies with complementary products and services. (Maximum of two companies for every single stand).

The shared stand cost includes one shared appointment schedule. Each of the companies sharing is entitled to submit their own individual company marketing profile, enabling Hosted Buyers to select either company for an appointment, which is then shared.

Please ensure you co-ordinate your appointment booking process together.

Shared stands are entitled to two complimentary exhibitor registrations (one registration for each company).

Criteria for Exhibiting Companies

Companies applying to exhibit at MEETINGS 2018 must be a current financial member of CINZ and they must adhere to the exhibition criteria (published on www.meetings.co.nz) and must agree to the Exhibitor Terms and Conditions on submission of the Exhibition Stand Booking Form and Contract for Space.

Your Financial Commitment

Stand space at MEETINGS 2018 is not fully confirmed until payment has been received in full and acknowledged in writing by the Exhibition Manager.

Cancellation of Space

If cancellation of space is necessary once space has been confirmed, various cancellation penalties will apply. Please refer to the Exhibitor Terms and Conditions on submission of the Exhibition Stand Booking Form and Contract for Space.



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SPONSORSHIP OPTIONS

Add significant value to your participation at MEETINGS 2018 by becoming a profiled and promoted sponsor.

If you would like to take advantage of one of these great Sponsorship Options - or would like to discuss another idea that might better target the needs of your company, please contact:

Kate Drury
Exhibition Manager
Phone: +64 27 654 5655
Email: exhibitors@meetings.co.nz



Phone Charger Station / E-Poster

\$3,500 + GST

Sponsor one of these Phone Charger Stations and make your stand the most popular one with Buyers!

They come complete with an e-Poster facility on either side for maximum branding for your company.
(Artwork at additional cost.)



MEETINGS 2018 Lounge

\$10,000 + GST

Profile your company in a visually prominent way – get up close and personal with MEETINGS Buyers and Exhibitors by sponsoring one of our lounges. Use it as a Coffee Lounge, Beverage Bar, Smoothie Station or Relaxation Centre – it is up to you.



Day Buyer Carry Bag

\$5,000 + GST

An excellent way to increase your visibility at MEETINGS 2018. The Day Buyers will appreciate this quality carry bag featuring your company logo.



Venue Branding and Activation Opportunities

P.O.A

Create strong brand awareness by delivering your company's key messages in a unique manner. Discuss your ideas with us or ask for creative ways to promote your brand on-site at MEETINGS 2018.



Web-link in the Hosted Buyer Zone

\$1,000 + GST

Drive traffic to your website! Profile your company and have your logo and web-link located in the highly interactive Hosted Buyer Zone of the MEETINGS 2018 website.



Lanyards

\$7,000 + GST

Get your logo everywhere on everyone! Every person attending MEETINGS 2018 will be issued with and must wear an official name badge. The lanyard will feature your brand.



Advertisement on screen within Exhibition Hall

\$1,000 + GST

Play your corporate TVC on our massive screen within the Exhibition Hall – no one can fail to see it!



Hosted Buyer and Day Buyer Bag Inserts

\$2,000 + GST

If you want both Hosted Buyers and Day Buyers to see your company brand then the Bag Insert is for you. Inserts are limited to only four for maximum company exposure, so be in quick!



Sponsor Advertisement in Mobile App

\$500 + GST

Drive traffic to your stand with an advertisement in our mobile app.



Overhead signage

P.O.A

Contact us to find out if your stand could benefit from using the overhead space for extra brand presence and to find out more about the installation process.



Branded water bottles/coffee cups

P.O.A

Get your logo noticed and keep everyone refreshed with branded water bottle and coffee cup options. A great take home item to raise brand awareness and better for the environment too. Talk to us about options for 2018.



EXHIBITOR AIR TRAVEL AND ACCOMMODATION

AIR TRAVEL



Our Principal Sponsor, Air New Zealand advises that Air New Zealand online domestic fares are the best value available.

We recommend that you make your bookings as soon as your application to exhibit has been accepted. Fares are subject to availability.

Check Air New Zealand's domestic airfares online:
www.airnewzealand.co.nz

DISCOUNTED ACCOMMODATION

Several Auckland hotels will offer special rates for registered exhibitors. An accommodation booking form will be available within the Exhibitor Zone following acceptance of registration. Accommodation will be subject to availability.

SOCIAL EVENTS

TUESDAY 29 MAY MEETINGS Welcome Function

The industry catch up to end all catch ups!
Two complimentary tickets are included with every single stand purchased.

Additional ticket/s costs:
CINZ Members: \$80.00 per ticket (includes GST)
This event is available to CINZ Members and Hosted Buyers only.

THURSDAY 31 MAY MEETINGS Gala Dinner

Don't miss out on this celebrated affair – most definitely an industry highlight! One complimentary ticket is included with every single stand purchased.

Additional ticket/s costs:
CINZ Members/Guests: \$160.00 per ticket (includes GST)

Ticket Ordering and Purchase
Don't miss out! Additional Social Event tickets may be ordered and purchased within the Exhibitor Zone.

WEDNESDAY 30 MAY MEETINGS Mix & Mingle

This on-site networking event is available to all registered MEETINGS Exhibitors and Hosted Buyers at no additional cost.



FLOOR PLAN GUIDE



MEETINGS 2018 PROGRAMME

TUESDAY 29 MAY

Hosted Buyer Famil Programme - Auckland

12.00pm – 4.00pm	Exhibitor Pack In
6.00pm – 7.30pm	MEETINGS Welcome Function

WEDNESDAY 30 MAY

8.30am	Exhibition opens
9.00am – 10.55am	6 appointments of 15 minutes
10.55am – 11.25am	Morning Tea
11.25am – 1.00pm	5 appointments of 15 minutes
1.00pm – 2.15pm	Lunch
2.15pm – 3.30pm	4 appointments of 15 minutes
3.30pm – 4.00pm	Afternoon Tea
4.00pm – 4.55pm	3 appointments of 15 minutes
5.00pm – 6.30pm	MEETINGS Mix & Mingle Function
6.30pm	Transport departs for Host Hotels

THURSDAY 31 MAY

8:30am	Exhibition opens
9.00am – 10.55am	6 appointments of 15 minutes
10.55am – 11.25am	Morning Tea
11.25am – 1.00pm	5 appointments of 15 minutes
1.00pm – 2.15pm	Lunch
2.15pm – 4.10pm	6 appointments of 15 minutes
4.10pm	Transport departs for Host Hotels
4.10pm – 5.30pm	Exhibitor Pack Out
7.30pm – Late	MEETINGS Gala Dinner

MEETINGS MANAGEMENT TEAM

The experienced CINZ MEETINGS Management team look forward to helping you throughout your planning to ensure the entire experience for you is a seamless and successful one!



Heather Cornish
Events & Marketing Director

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Email info@meetings.co.nz



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Exhibition Manager

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Day Buyer Manager

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