MEETINGS
A BEIA EVENT

MEETINGS2024

SPONSORSHIP PROSPECTUS

OUR AIM IS TO PUT YOUR BRAND FRONT AND CENTRE WITH OUR ATTENDEES

Let's raise your profile

About MEETINGS

MEETINGS has a strong reputation as a not to be missed event for exhibitors and buyers, both international and domestic, alike.

Taking part in MEETINGS immerses you in a dynamic environment that fosters connectivity and commerce, and we are excited to be able to offer you the opportunity to raise your profile at MEETINGS 2024.

Why Support MEETINGS

The event has been proven to provide a significant ROI to the host destination, exhibitors and sponsors who are involved on an annual basis. Monitored Media Value sits at $1.9 million.

MEETINGS provides the perfect showcase opportunity for you to amplify your presence in front of the domestic, Australian, and international buyers.

Brand Awareness

Increase your brand awareness and the position of your organisation in front of Buyers and Suppliers.

ROI

Grow your network and generate more leads by standing out from the crowd with increased exposure

Fast Facts from MEETINGS 2023

Exhibitors

224
Exhibition Stands

91%
of Exhibitors said the overall organisation of MEETINGS 2023 was **Excellent** or **Very Good**

94%
of Exhibitors felt MEETINGS 2023 **Met** or **Exceeded** their expectations

$157 MILLION
provisionally secured

Buyers

210
Qualified Hosted Buyers from New Zealand and Australia

264
Day Buyers Attended

6000+
Appointments over two days

Media

20
Media Attended
from New Zealand

$605,000
in EAV generated

Who Attends

MEETINGS welcomes buyers from New Zealand and Australia. Hosted Buyers are qualified by meeting specific criteria through a detailed application process. Applicants must commit to either a one day or two day pre-scheduled appointment programme.

The Day Buyer programme offers an appointment-free option. Day buyers may visit the show at no cost during opening hours.

Tourism New Zealand (TNZ) as our industry partner support MEETINGS each year in hosting a group of key international buyers from key offshore markets.

Each year MEETINGS welcomes approximately:

90 Australian Hosted Buyers	110 New Zealand Hosted Buyers	250 New Zealand Day Buyers
20+ Australia and New Zealand Media	10+ International Buyers	200+ Exhibition Stands

Hosted Buyer Testimonials

MEETINGS 2022 was an invaluable event that put me in touch with key suppliers in the tourism and events industry and enabled me to design and plan my conference with ease and convenience. The ability to meet all of these valuable people and businesses in the space of just two days saved me weeks of work and expanded my knowledge of what could be done and showed me possibilities that I would never have conceived of on my own. MEETINGS 2022 was a truly golden investment of my time and energy.

Michael Jones
Informing Science Institute

MEETINGS is a must attend for any business event professional. New Zealand offers a breadth of venues, suppliers and experiences that will enhance any conference, meeting or incentive. MEETINGS provides you with the opportunity to meet them all in a succinct and wonderful environment, while connecting with your colleagues and peers.

Paula Rowntree
Australian Psychological Society

MEETINGS is very valuable for anyone who has involvement in organising events. Not only do you get to meet with suppliers and network with other event planners, but you are surrounded by inspiration and ideas for your own events.

Hannah McKee
Financial Services Federation

MEETINGS is a 'must do' trade show for anyone arranging conferences and events. It's extremely well organised, utilises the state of the art technology and attracts some of the best Exhibitors in the business. Attending enabled me to meet with a myriad of people in one place, has saved me heaps of time, given me some wonderful ideas and cemented long-standing relationships.

Suz Baker
Eventionz

Our Sponsorship Opportunities

Hosted Buyer Lounge

ONE AVAILABLE

Take your brand to the next level and host buyers in this private spaceoverlooking the trade show floor.

Benefits

Provide an exclusive space for Hosted Buyers to relax during MEETINGS 2024.

Customise the experience to align with your brand and objectives, including décor, food and beverage offerings, exclusive activations and giveaways.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$17,500 + GST

Food & Beverage Kiosk

ONE AVAILABLE

Take up this prominent spot in the venue foyer and gateway to the MEETINGS tradeshow. Significant branding opportunities are available to maximise your visibility to all attendees and catering facilities are available allowing you to provide bespoke F&B options.

Benefits

Coffee cart, barista and unlimited coffees for MEETINGS attendees.

Over 5.5sqm of customisable signage included.

Opportunity to provide bespoke food and beverage offering (at sponsor's expense).

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$12,000 + GST

Our Sponsorship Opportunities

MEETINGS Celebration

ONE AVAILABLE

Align your brand with the social highlight of MEETINGS 2024 as we provide our Hosted Buyers and exhibitors with a farewell to remember!

Benefits

- Naming rights to the MEETINGS Celebration
- Opportunities for prominent activation or hosting activity prior to and during the event.
- Three complimentary tickets to the MEETINGS Celebration
- Opportunity to display your organisations signage in prominent positions at the MEETINGS Celebration venue.
- Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$POA

Lunch

TWO AVAILABLE

Stand out and increase your brand's exposure during the lunch break.

Benefits

- Branded napkins at all catering stations.
- Opportunity to provide additional branding for catering stations.
- Opportunity to provide a 2 min video to be played on screens in the catering area during the lunch period on the day of sponsorship
- Alert acknowledgement on the MEETINGS Attendee App prior to lunch
- Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$12,500 + GST

Tea Break

THREE AVAILABLE

This is a great opportunity to have a visible presence in front of every attendee during one of the MEETINGS tea breaks.

Benefits

- Opportunity to provide branding for catering stations throughout the venue.
- Opportunity to provide a 2 min video to be played on screens in the catering area during the lunch period on the day of sponsorship
- Alert acknowledgement on the MEETINGS Attendee App prior to tea break.
- Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$3,500 + GST

Our Sponsorship Opportunities

Lanyards

ONE AVAILABLE

SOLD OUT

Guarante... ...g the MEETINGS ...ible visibility throughout the exhibition hall for the duration of the event.

Benefits

Logo printed on all MEETINGS 2024 lanyards.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$4,500 + GST

Charging Station

TWO AVAILABLE

Ensure attendees are always fully charged and ready for business by sponsoring one of our charging stations.

Benefits

Full branding of one charging station on the exhibition floor.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$4,000 + GST

Our Sponsorship Opportunities

Hosted Buyer Application Banner

ONE AVAIL

SOLD OUT

Get ... ants and as part of key ... Hosted Buyer with a bespoke banner and build awareness long before MEETINGS starts.

Benefits

Banner on all pages of the Hosted Buyer application form. MEETINGS typically receives over 200 New Zealand and over 150 Australian Hosted Buyer applications.

Banner on key Hosted Buyer email communications, including application acknowledgement, acceptance and final information emails, sent to approximately 110 NZ Hosted Buyers and approximately 90 Australian Hosted Buyers.

$2,500 + GST

Day Buyer Registration Banner

ONE AVAIL

SOLD OUT

Get ... point of registration with a ... ghout the Day Buyer registration form and on key communications prior to MEETINGS.

Benefits

Banner on all pages of the Day Buyer registration form typically utilised by 250-300 New Zealand Day Buyers.

Banner on key Day Buyer email communications, including registration acknowledgement, and final information emails.

$2,000 + GST

Our Sponsorship Opportunities

Floor Decals

ONE AVAILABLE

Secure yourself 8 square metres of advertising space in an extremely high foot-traffic area, at the entrance to the exhibition hall, with a customised floor decal.

Benefits

4m x 2m floor decal positioned at the entrance to the exhibition hall.

$3,500 + GST

Water Stations

ONE AVAILABLE

SOLD OUT

Make your presence f
there whenever attendees rehydrate.

Benefits

Your organisation's logo on the water cooler cover at 6 water stations throughout the MEETINGS exhibition.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$2,500 + GST

Wi-Fi

ONE AVAILABLE

SOLD OUT

As an integral part of the
your brand visible
them with our Wi-Fi sponsorship.

Benefits

Branding on all Wi-Fi signage throughout MEETINGS.

Acknowledgement in pre-event 'Welcome' communications when Wi-Fi access is referred to.

Input into Wi-Fi password to align with your organisation / brand.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

$3,000 + GST

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