



News release
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EventsAIR renews long partnership with BEIA to deliver MEETINGS 2021

Long-standing technology partner, EventsAIR has renewed its support for [MEETINGS 2021](#) for the seventh year.

MEETINGS is New Zealand's largest business events trade exhibition, taking place at ASB Showgrounds in host city Auckland on 2 and 3 June.

MEETINGS 2021 Event Manager, Jen Henshaw says EventsAIR is the one tool the team uses from start to finish.

“This sophisticated software streamlines the end-to-end attendee journey all in one platform — from registration, to exhibition and the pre-scheduled appointment programme,” she says.

“The value of our MEETINGS partnership is that EventsAIR does everything for us - from the pre-event planning, to onsite delivery of the event, and post-event follow up,” she says.

“Plus, with the need to find solutions in a post-COVID world, the award-winning new OnAIR virtual and hybrid event solution integrated into the EventsAIR technology seamlessly assists event managers to deliver hybrid, virtual and in-person events from a single platform.

Since May 2020, the team at EventsAIR has been helping event planners around the globe deliver great virtual event experiences to over 800,000 attendees. OnAIR raised the bar again with the world's first 2D/3D environment for virtual and hybrid events.

EventsAIR Global Director, Sales and Marketing, Joe Ciliberto says the OnAIR platform was developed to fulfill a need to continue running events and to keep attendees, sponsors, exhibitors, and suppliers connected in a secure and engaging online environment.

“Event planners can now offer a truly immersive online experience to attendees by switching to a 3D visual mode. 3D mode opens a whole new world of possibilities, limited only by the user’s imagination. Features in the new 3D mode include custom scenes that can match brands, events or real-life environments, clickable areas to guide, inform and interact, an AIRTouch device, a virtual personal assistant to access all areas of the event, an inbuilt 3D designer to create customisable scenes, plus all the great features of OnAIR that so many attendees love.

“A virtual event solution has been a necessity over the last 12 months, and this will prove to be an added benefit as we transition into hybrid and in-person events. Event planners will be able to broaden their audience reach, increase ROI and deliver a truly integrated experience for audiences worldwide. We are so excited to be part of MEETINGS 2021, and on this journey with our customers, and look forward to continuing to deliver great event technology that adds value,” he says.

ENDS

About [Business Events Industry Aotearoa \(BEIA\)](#) — formerly CINZ

- BEIA is the official, membership-based association of New Zealand’s conference and business events industry with more than 450 members across a broad range of sectors.
- It takes a leadership role in increasing meetings, incentives, conference and events business for the benefit of its members, principal stakeholders and the New Zealand economy.
- BEIA works to actively promote the sector, providing advocacy with central government and offering assistance, information, professional development and real business opportunities to its members.

About [MEETINGS](#)

- BEIA owns and manages the event, which has been run annually since 1997, except in 2020.
- MEETINGS is celebrating 25 years in 2021.
- MEETINGS 2019 generated over \$62 million in business, signed during the two-day event.
- Air New Zealand is airline partner for MEETINGS 2021, renewing its ongoing commitment to the sector and to the hosted buyer and media programmes.
- MEETINGS 2021 key partners are Host City - Auckland, Venue Partner - ASB Showgrounds, Exhibition Partner - Peek Design and Display, Technology Partner - EventsAIR.

About [EventsAIR](#)

- EventsAIR has been at the forefront of Event Technology and Innovation for over 30 years, continually pushing the boundaries of what an event management platform can do.

- Built by event planners for event planners, EventsAIR is a secure, scalable, cloud-based solution that can manage everything from in-person, virtual to hybrid conferences, meetings, and events in a single online platform – anywhere, anytime and on any device.
- EventsAIR is a leader in event management technology using the latest in event technology. They also offer a range of engagement tools – Attendee App, EventStream engage, Meeting Hub, Discussion Forums, one to one meetings.
- In use in over 50 countries by multi-national corporations, professional conference organisers, government departments and tertiary education institutions, EventsAIR is also used in global congresses such as G20, APEC, CHOGM and ASEAN, as well as sporting events like The Olympic Games, World Rugby, Commonwealth Games and Pan Am Games.
- EventsAIR is trusted by event professionals around the globe.
- For further information, visit www.eventsair.com