



PROSPECTUS

AIME 2027



29 June 2026

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand business events industry to participate in next year's AIME 2027.

AIME 2027 is an annual third-party business events tradeshow that provides a unique opportunity for New Zealand accommodation providers, airlines, Destination Marketing Companies (DMCs), Regional Convention Bureaus (RCBs) and venues to establish new, and reinforce existing, business relationships with industry partners and clients from all over the Asia-Pacific region. The tradeshow includes one-on-one meetings with international meeting, incentive and conference buyers and product managers as well as networking opportunities at official event functions.

AIME 2027 will take place in Melbourne, Australia from 15th to 17th February 2027, kicking off with the Knowledge Program and the AIME Welcome Event on Monday the 15th.

The following prospectus outlines key information on attending AIME 2027 as a partner on the Tourism New Zealand stand. Please read this prospectus carefully and take note of the event dates and deadlines.

Tourism New Zealand welcomes your registration.

Please note that final participation is at Tourism New Zealand's discretion and is subject to the guidelines outlined in the event terms and conditions.

Should you have any questions on this event, please contact Sue Lee – Sue.Lee@tnz.govt.nz.

Yours sincerely

Penelope Ryan
Business Events Global Manager



AIME 2027

KEY DATES

Registration opens	29-June-2026
Registration closes	13-July-2026
New Zealand delegation confirmed	20-July-2026
Participation fee payment due	20-Oct-2026
50% cancellation period begins	15-Nov-2026
100% cancellation period begins	15-Jan-2027

EVENT DETAILS

Event type	Third party business events event
Event format	Trade show
Target markets	• Australia • China • Hong Kong • India • Indonesia • Japan • Korea • Malaysia • Philippines • Singapore • Thailand • USA • Canada
First day of official event programme	15-Feb-2027
Last day of official event programme	17-Feb-2027

Event location	Melbourne, Australia
TNZ event listing	AIME 2027 – Tourism New Zealand
Official event website	AIME 2027 - Homepage
Event objectives	• Engage with existing network of buyers and build on general business relationships • Facilitate new business relationships and expand network of engaged buyers • Increase general destination & product knowledge of buyers • Increase the number of RFPs for business events to New Zealand • Promote TNZ campaign(s) and increase brand awareness • Provide platform for negotiating new and existing contracts with buyers • Showcase new products & new regions to the market • Stimulate product development
Event benefits	This event provides New Zealand organisations with an opportunity to: • Connect with professional conference organisers who play a large role in the development, promotion and purchasing process of New Zealand business events and tourism experiences • Broaden their customer base far beyond the reach of their marketing budget • Build new relationships and foster existing relationships • Set themselves apart from their competition and encourage buyers to promote and sell their regions and/or product(s) • Gain market intelligence, insights and advice on international markets • Meet with a larger base of conference organisers than they would have access to at New Zealand trade shows • Benefit from economies of scale and TNZ investment – TNZ organised or facilitated events require a fraction of the investment and time required for individual sales calls. In addition, these events create more value for

the buyers and therefore enable organisations to meet with more high-quality buyers

NZ TNZ contact

Sue Lee
Business Events Trade Coordinator
Sue.Lee@tnz.govt.nz

Penelope Ryan
Business Events Global Manager
Penelope.Ryan@tnz.govt.nz

In-market TNZ contacts

Helen Bambry
Business Events Manager
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EVENT PARTICIPATION

Types of Business Events Partners suited to this event

- Accommodation providers
- Airlines
- Business event experiences & Auxiliary services
- Destination Marketing Companies (DMCs)
- Regional Convention Bureaus (RCBs)
- Venues

Event participation fees

- ONE delegate participation fee \$8,400 NZD
- TWO delegates participation fee \$10,800.00 NZD

Items included in participation fee

- All prices are NZ GST Zero rated.
- Event participation including knowledge programme
 - Appointment scheduling software
 - Partner table on TNZ stand
 - TNZ stand hospitality

Note

- For those who are sharing a PSA (Joint table between 2 businesses/organisation), there will only be 1 invoice sent out to the advised business/organisation.

- The second delegate will work in conjunction with the first delegate and will not have their own appointment schedule
- No more than two delegates can attend per organisation

NZ Business Events Partners are required to wear Tourism New Zealand branded attire, as specified prior to the event, accompanied with black clothing

Can delegates bring pull up banners with them?

No

EVENT ATTENDEES

Primary types of buyer attendees

- Professional Conference Organisers
- Association Executives
- Incentive Houses
- Corporate meeting, incentive and conference buyers

Tourism New Zealand market infographics

Tourism New Zealand's Insights team develops a range of infographics which present key facts and data in picture form, showing the demographics and behaviour of international travellers to New Zealand.

You can find a list of all market insights at [Insights & Research | TNZ](#).

EVENT FORMAT

Appointment schedule	Pre-scheduled appointments
Appointment format	One-on-one meetings
Appointment duration (mins)	15
Appointment rotation	Buyers rotate
Layout	Partner table on TNZ stand

EVENT PROGRAMME

Item	Date
Pre-departure webinar	TBC
Latest that NZ sellers can arrive in Melbourne	14-Feb-2027
AIME - Knowledge Program	15-Feb-2027
AIME Welcome Event	15-Feb-2027
In-market briefing	16-Feb-2027
AIME trade show - DAY ONE (1)	16-Feb-2027
AIME trade show - DAY TWO (2)	17-Feb-2027
Earliest that NZ sellers can fly home	17-Feb-2027

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
Melbourne Convention and Exhibition Centre (MCEC)	AIME 2027 - The Asia Pacific Incentives and Meetings Event	1 Convention Centre Place, South Wharf, Melbourne, VIC, 3006, Australia	+61 3 9235 8000	MCEC

WHAT NZ PARTNERS NEED TO BOOK

Accommodation/Flights/Ground transfers

Please arrange your accommodation, flights and ground transfers yourself.

Note

Please note that Tourism New Zealand does not provide meals for partners during the tradeshow.

WHAT INFORMATION NZ PARTNERS NEED TO PROVIDE

Item	Details	Required/Optional	Due date
Logos	Attach in the partner information form or Email to Sue.Lee@tnz.govt.nz	Yes	27-Nov-2026
Accommodation details	1. Check-in dates 2. Check-out dates 3. Hotel name 4. Hotel address Complete in the partner information form or Email to Sue.Lee@tnz.govt.nz	Yes	27-Nov-2026
Flight details	1. Inbound flight 2. Outbound flight Complete in the partner information form or Email to Sue.Lee@tnz.govt.nz	Yes	27-Nov-2026
Mobile phone numbers for any emergencies on the ground	Full phone number required including country code. (+64 xx xxx xxxx) The mobile phone number that you intend to use while in-market. Complete in the partner information form or Email to Sue.Lee@tnz.govt.nz	Yes	27-Nov-2026

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	29-June-2026
Last day of registration	13-July-2026
How to register	You will be able to register for this event on the event listing once registration opens: TNZ Registration Form - AIME 2027 On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email within 24 hrs, please contact Sue.Lee@tnz.govt.nz
Registration confirmation date	20-July-2026
Participation fee payment due	20-Oct-2026
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	15-Nov-2026
100% cancellation period begins	15-Jan-2027

Participation and selection criteria

Organisations can only apply for this event if their product/service is Qualmark endorsed or they are a Destination Management Company (DMC), Regional Tourism Organisation (RTO), other marketing group or national association, or an airline with established routes to New Zealand.

Consideration and acceptance of applications is at the sole discretion of TNZ. TNZ is not obliged to provide any reasons for their acceptance or rejection of applications.

Your application to participate at the event will be assessed using one or more of the following criteria:

- The consistency of your application and your product/service with the objectives of the event
- The need to have an appropriately diverse selection of products and services promoted at the event
- The order in which your application is received within the application timeframe, for example: “first come first served”
- The availability of information about your product/service over the internet and by email and the quality of such information
- Where relevant, the ability of your product/service to be booked and commission paid in respect of your product/service at the appropriate industry levels and relevant to the distribution system used
- Your involvement with Tourism New Zealand’s marketing programmes, including but not limited to the international media programme
- Your financial and industry performance; and
- Any other criteria that Tourism New Zealand considers relevant to the selection of products and services for promotion at the event

Code of professional conduct

All delegates must act in accordance with Tourism New Zealand’s code of professional conduct to ensure the safety of all personnel and that high professional standards are met.

A copy of the code of professional conduct can be downloaded here: [TNZ Event Code of Conduct](#)

Cancellation by delegates

Following acceptance of your application you may cancel your participation in the Event by providing written notice of such cancellation to Sue.Lee@tnz.govt.nz

Cancellation by TNZ

Tourism New Zealand may, in its sole discretion, by notice in writing, withdraw its acceptance of your application and cancel your right to participate in the Event without incurring any liability to you or any third party if:

- Tourism New Zealand considers that you cease to satisfy any of the criteria or have otherwise breached these terms and conditions
- Tourism New Zealand reasonably considers that it is no longer appropriate for you to participate in the Event
- You fail to pay the Participation Fee to Tourism New Zealand by the due date for payment specified by Tourism New Zealand

Cancellation of your participation will have immediate effect on receipt of such notice.

PASSPORTS, VISA, VACCINATIONS & INSURANCE

NZ delegate passports, visas and vaccinations

Passports, visas and vaccinations are the responsibility of the delegates attending the event. Delegates should confirm their individual visa and vaccination requirements for each country prior to departure.

Travel and medical insurance

Please ensure that you arrange your own travel and medical insurance to provide appropriate insurance cover in attending the event. We recommend that you purchase a comprehensive medical and travel policy prior to departure. Tourism New Zealand does not provide indemnity for any loss or injury suffered to participants whilst traveling to or attending the event.

Pandemic Travel Terms and Conditions

Be prepared for disruption to your travel

It is important you understand and accept the circumstances in which you travel and the associated risks. Tourism New Zealand does not take responsibility



and is not liable for any pandemic related travel disruptions.

You should also be prepared for safe travel zones status of a state or region to change at short notice.

In the event of a government-imposed restriction which causes disruption to your scheduled travel Tourism New Zealand will work with you to adhere to government guidance and this may mean a change to the planned itinerary.

Tourism New Zealand does not cover any associated costs if you are required to quarantine in your home region, this cost is at the expense of the participant and/or their organisation. Tourism New Zealand does not cover any medical costs for participants, you should have adequate travel insurance in place.

REGISTER YOUR TRAVEL

SafeTravel

All delegates must register their travel online through SafeTravel www.safetravel.govt.nz

SafeTravel allows the government to contact you if there is an unforeseen crisis, or if you have a family emergency, while you are overseas. If an emergency develops in the country you are in, then the government will do its best to contact you and see if they can provide any assistance.

We also recommend that you check if any travel advisories are in place before departure www.safetravel.govt.nz/travel-advisories