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PROSPECTUS

IMEX Frankfurt 2026



16 January 2026

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand business events and tourism industry to participate in IMEX Frankfurt 2026.

IMEX Frankfurt is an annual third-party business events tradeshow that provides a unique opportunity for New Zealand accommodation providers, airlines, Destination Management Companies (DMCs), Regional Convention Bureaus (RCBs), Regional Tourism Organisations (RTOs) and venues to establish new and reinforce existing business relationships with industry partners and clients from all over the world. 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.

IMEX Frankfurt takes place in Frankfurt, Germany 19 – 21 May 2026, with the education and networking sessions starting on Monday, 19 May 2026.

The following prospectus outlines key information on IMEX Frankfurt. 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
Global Manager Business Events

Event checklist

KEY DATES

Registration opens	16-Jan-2026
Registration closes	06-Feb-2026
New Zealand delegation confirmed and invoiced	18-Feb-2026
Participation fee payment due	18-Mar-2026
50% cancellation period begins	01-Apr-2026
100% cancellation period begins	15-Apr-2026

WHAT NZ PARTNERS NEED TO BOOK

You can find more details on what NZ Business Events partners need to book on page 8.

WHAT INFORMATION NZ PARTNERS NEED TO PROVIDE

You can find more details on what information NZ Business Events partners need to provide on page 8.



IMEX Frankfurt 2026

EVENT DETAILS

Event type	Third-party business events tradeshow
Event format	Tradeshow
Target markets	<ul style="list-style-type: none">• Australia• China• Continental Europe• Hong Kong• India• Indonesia• International• Japan• Korea• Malaysia• North America• Philippines• Rest of Europe• Singapore• South America• United Kingdom
First day of official event programme	19-May-2026
Last day of official event programme	21-May-2026
Event location	Messe Frankfurt, Frankfurt am Main, Germany
TNZ event listing	Tourism New Zealand - IMEX Frankfurt 2026
Official event website	https://frankfurt.imexevents.com/newfront
Event objectives	<ul style="list-style-type: none">• 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 tradeshows
- 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

TNZ contacts

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

Michael Stokoe
Business Development Manager
Michael.Stokoe@tnz.govt.nz

Jean Hendry
Business Development Manager
Jean.Hendry@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Accommodation providers
- Airlines
- Destination Management Companies (DMCs)
- Business event experiences
- Regional Convention Bureaus (RCBs)
- Regional Tourism Organisations (RTOs)
- Venues

Maximum number of delegates per application

Two

Event participation fees

Delegate one participation fee \$7,500.00 NZD
Delegate two participation fee \$9,000.00 NZD

All prices are NZ GST Zero rated (0% tax).

Items included in participation fee

- Event participation
- Appointment scheduling software
- Partner table on TNZ stand

Note

- 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)	30
Appointment rotation	Buyer attendees rotate
Layout	Partner table on TNZ stand

EVENT PROGRAMME

Item	Date
Pre-departure webinar	TBC
Latest that NZ partners can arrive in-market	18-May-2026
SITE Nite Europe	18-May-2026
In-market briefing	19-May-2026
IMEX exhibition - DAY 1	19-May-2026
IMEX exhibition - DAY 2	20-May-2026
Gala Dinner and IMEX Industry Awards	20-May-2026
IMEX exhibition - DAY 3	21-May-2026
Earliest that NZ partners can fly home	21-May-2026

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
Messe Frankfurt	IMEX Frankfurt 2026	Ludwig-Erhard-Anlage 1 Frankfurt am Main, Hesse 60327, Germany	+49 69 75 75-0	Messe Frankfurt

WHAT NZ PARTNERS NEED TO BOOK

Accommodation/Flights/Ground transfers

Please arrange your accommodation, flights and ground transfers by yourself.

Note

Please note that Tourism New Zealand does not provide meals for NZ Business Events Partners during the tradeshow.

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Required	Due date
Logos	Attach in Partner registration form. For any issues, please email to Sue.Lee@tnz.govt.nz	Yes	30-Apr-2026
Accommodation details	<ol style="list-style-type: none"> 1. Check-in dates 2. Check-out dates 3. Hotel name 4. Hotel address <p>Fill in the Partner registration form. If any issues, please email to Sue.Lee@tnz.govt.nz</p>	Yes	30-Apr-2026
Flight details	<ol style="list-style-type: none"> 1. Inbound flight 2. Outbound flight <p>Fill in the Partner registration form. If any issues, please email to Sue.Lee@tnz.govt.nz</p>	Yes	30-Apr-2026
Mobile phone numbers for any emergencies on the ground & WhatsApp	<p>Full phone number required including country code. (+64 xx xxx xxxx)</p> <p>The mobile phone number that you intend to use while in-market.</p>	Yes	30-Apr-2026



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	<p>Fill in the Partner registration form. If any issues, please email to Sue.Lee@tnz.govt.nz</p>		
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Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	16-Jan-2026
Last day of registration	06-Feb-2026
How to register	Please email Sue.Lee@tnz.govt.nz for details.
Registration confirmation date	18-Feb-2026
Participation fee payment due	20-Mar-2026 TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	01-Apr-2026
100% cancellation period begins	15-Apr-2026
Participation and selection criteria	<p>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)/Regional Convention Bureau (RCB), other marketing group or national association; or an airline with established routes to New Zealand.</p> <p>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.</p> <p>Your application to participate at the event will be assessed using one or more of the following criteria:</p> <ul style="list-style-type: none">• The consistency of your application and your product/service with the objectives of the event and Tourism New Zealand

- The consistency of your application and product/service with Tourism New Zealand’s event objectives and statutory obligations
- 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
- Evidence of international marketing of your product/service in relevant markets by you or via offshore travel sellers
- The availability of the relevant retail and wholesale rates for your product/service at the start of the event
- 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