



PROSPECTUS

IMEX America 2025



25 June 2025

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand business events and tourism industry to participate in this year's IMEX America 2025 tradeshow.

IMEX America 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, and especially from North and South Americas. 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 America 2025 will take place in Las Vegas, Nevada, USA from Tuesday, 7th to Thursday, 9th of October 2025, with networking sessions starting on Monday, 6th of October 2025.

The following prospectus outlines key information on attending IMEX America 2025 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
Global Manager Business Events

Event checklist

KEY DATES

Registration opens	30-June-2025
Registration closes	14-July-2025
New Zealand delegation confirmed and invoiced	18-July-2025
Participation fee payment due	29-Aug-2025
50% cancellation period begins	29-Aug-2025
100% cancellation period begins	12-Sep-2025

WHAT NZ SELLERS NEED TO BOOK

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

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

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

IMEX America 2025

EVENT DETAILS

Event type	Third party business events event
Event format	Trade show
Target markets	<ul style="list-style-type: none">• International• North America• South America
First day of official event programme	07-Oct-2025
Last day of official event programme	9-Oct-2025
Event location	Las Vegas, United States
TNZ event listing	IMEX America 2025 - Tourism New Zealand
Official event website	IMEX homepage - IMEX America
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 New Zealand as a business event destination 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	<p>This event provides New Zealand organisations with an opportunity to:</p> <ul style="list-style-type: none">• 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 tradeshow
- 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 contacts

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

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

In-market TNZ contact

Natalie Fulton
Trade Manager Business Events International - Americas
Natalie.Fulton@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 (2)

Event participation fees

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

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

Items included in participation fee

- Event participation
- Appointment scheduling software
- Partner table/booth 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
- If you wish to bring a colleague with you to provide translation services, they need to be registered as a second delegate
- As per the International Marketing Alliance (IMA) Memorandum of Understanding Tourism New Zealand (TNZ) has with RTONZ, TNZ will waive the event administration cost that makes up part of the participation fee for one representative per IMA – this representative will be responsible for representing all regions within their IMA whilst at events

Can delegates bring pull up banners with them?

No

EVENT ATTENDEES

Primary types of in-market attendees attending the event

- Corporate meeting, incentive and conference buyers
- International Conference Professionals
- Association Executives
- Incentive Houses

EVENT FORMAT

Appointment schedule	Pre-scheduled appointments
Appointment format	One-on-one meetings
Appointment duration (mins)	30
Appointment rotation	In-market attendees rotate
Layout	Partner table/booth on TNZ stand

EVENT PROGRAMME

Item	Date	Time
Pre-departure webinar	TBC	NZ local time
<div> <div>↓</div> PDT — Pacific Daylight Time / UTC/GMT -7 hours <div>↓</div> </div>		
Latest that NZ co-exhibitors can arrive in market	05-Oct-2025	
Smart Monday, powered by MPI	06-Oct-2025	08:30 AM - 06:00 PM
SITE Nite North America	06-Oct-2025	08:00 PM - 11:00 PM
In-market briefing	07-Oct-2025	-
IMEX tradeshow opens! - Day 1	07-Oct-2025	09:30 AM - 05:30 PM
IMEX tradeshow: Day 2	08-Oct-2025	09:30 AM - 05:30 PM
IMEX tradeshow: Day 3	09-Oct-2025	09:30 AM - 04:00 PM
Earliest NZ co-exhibitors can fly home	09-Oct-2025	

EVENT VENUE

Venue	Event/Function	Address	Phone number	Website
Mandalay Bay	IMEX America 2025	3950 S Las Vegas Blvd Las Vegas, Nevada 89119 United States	+1 702-632-7000	Mandalay Bay

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 co-exhibitors during the tradeshow.

WHAT INFORMATION NZ PARTNERS 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	29-Aug-2025
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	29-Aug-2025
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	29-Aug-2025
Mobile phone numbers for any emergencies on the ground & WhatsApp Group	<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> <p>Fill in the Partner registration form. If any issues, please email to Sue.Lee@tnz.govt.nz</p>	Yes	29-Aug-2025

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	30-June-2025
Last day of registration	14-Jul-2025
How to register	<p>You will be able to register for this event on the event listing once registration opens: TNZ Registration Form – IMEX America 2025</p> <p>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</p>
Registration confirmation date	18-Jul-2025
Participation fee payment due	29-Aug-2025
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	29-Aug-2025
100% cancellation period begins	12-Sep-2025

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)/Regional Convention Bureau (RCB), 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 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 off-shore 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.