



The Redwoods, Rotorua

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PROSPECTUS

AIME 2023



11 Oct 2022

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in Asia-Pacific Incentives and Meetings Event (AIME) 2023.

AIME 2023 is an annual third-party business events event that provides a unique opportunity for representatives of the New Zealand tourism industry to educate and establish business relationship with Accommodation providers, Airlines, Destination marketing companies (DMCs), Regional convention bureaus (RCBs), Regional tourism organisations (RTOs) and Venues from Global markets. AIME 2023 includes one-on-one meetings with Consortia partners, Meeting, Incentive and conference buyers and Product managers as well as providing networking opportunities at official event functions.

AIME 2023 will be held at the Melbourne Convention & Exhibition Centre from 13 – 15 February and will see the industry coming together to celebrate AIME's 30th Anniversary.

The following prospectus outlines key information on AIME 2023. 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 Georgia Zagorac – georgia.zagorac@tnz.govt.nz.

Ngā mihi,

Leonie Ashford
Business Events Manager



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Event checklist

KEY DATES

Registration opens	17-Oct-2022
Registration closes	18-Nov-2022
New Zealand delegation confirmed and invoiced	01-Dec-2022
Participation fee payment due	15-Dec-2022

WHAT NZ SELLERS NEED TO BOOK


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

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

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

AIME 2023

EVENT DETAILS

Event type	Third party business events event
Event format	Trade show
Target markets	<ul style="list-style-type: none">• Australia• China• Hong Kong• India• Indonesia• International• Japan• Korea• Malaysia• Philippines• Singapore
First day of official event programme	13-Feb-2023
Last day of official event programme	15-Feb-2023
Event location	Melbourne Convention & Exhibition Centre, Melbourne, Australia
TNZ event listing	TNZ Business Events - AIME 2023
TNZ event registration form	TNZ registration AIME 2023
TNZ event registration form QR code	
Official event website	AIME 2023

Event objectives

- Build strong selling capability of travel sellers
- Engage with existing network of travel sellers and build on general business relationships
- Facilitate new business relationships and expand network of engaged travel sellers
- Increase general destination & product knowledge of travel sellers, Increase the number of RFPs for business travel to New Zealand
- Promote TNZ campaign(s) and increase brand awareness amongst trade
- Provide platform for negotiating new and existing contracts with travel sellers
- Showcase new products 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 industry and tourism experiences Broaden their customer base far beyond the reach of their marketing budget
- Build new relationships and foster existing relationships with distributors
- Set themselves apart from their competition and encourage distributors to promote and sell their regions and/or product(s)
- Raise distributors' awareness of their regions and/or product(s) and what they have to offer to the distributors' clients so that they are in a better position to sell the region
- 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 travel distributors and therefore enable organisations to meet with more high-quality distributors.

NZ TNZ contacts

Georgia Zagorac
Business Events Sales Coordinator
georgia.zagorac@tnz.govt.nz

In-market TNZ contact

Leonie Ashford
Business Events Manager
Leonie.Ashford@tnz.govt.nz

Helen Bambry
Business Events Manager
Helen.Bambry@tnz.govt.nz

EVENT PARTICIPATION

Types of NZ sellers suited to this event

- Accommodation providers
- Airlines
- Destination marketing companies (DMCs)
- Regional convention bureaus (RCBs)
- Regional tourism organisations (RTOs)
- Venues

Maximum number of delegates per application

Two (2)

Event participation fees

- Delegate one participation fee \$5,500.00 NZD
- Delegate two participation fee \$1,500.00 NZD

NOTE: Zero GST rating

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

EVENT ATTENDEES

Primary types of in-market attendees attending the event

- Consortia partners
- Consumers
- Meeting, incentive and conference buyers
- Product managers

Tourism New Zealand insights & research

Tourism New Zealand's Insights team develops a range of research reports which present key information on behaviour of international travellers to New Zealand. For more information, please visit: [Insights & Research](#)

EVENT FORMAT

Appointment schedule

Pre-scheduled appointments

Appointment format

One-on-one meetings

Appointment rotation

In-market attendees rotate

Layout

Partner table/booth on TNZ stand

EVENT PROGRAMME

AIME 2023	Date
Pre-departure webinar	tbc
Latest that NZ sellers can arrive in-market	12-Feb-2023
In-market briefing	12-Feb-2023
DAY ONE: Knowledge Program	13-Feb-2023
DAY ONE: AIME Welcome Event	13-Feb-2023
DAY TWO	14-Feb-2023
DAY THREE	15-Feb-2023
Earliest that NZ sellers can fly home	15-Feb-2023

EVENT VENUE

Venue	Event	Address	Phone number	Website
Melbourne Convention & Exhibition Centre	AIME 2023	1 Convention Centre Place South Wharf Melbourne Victoria, 3006, Australia	+61 3 9235 8000	https://mcec.com.au/

WHAT NZ SELLERS NEED TO BOOK


Accommodation / Flights / Ground transfers

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

WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

Item	Details	Due date
Images	Email to: sam.allen@tnz.govt.nz	15-Dec-2022
Logos	Email to: sam.allen@tnz.govt.nz	15-Dec-2022
Accommodation details	Hotel name Email to: georgia.zagorac@tnz.govt.nz	15-Jan-2023
Flight details	Arrival date & time Departure date & time Email to: georgia.zagorac@tnz.govt.nz	15-Jan-2023
Mobile phone numbers for WhatsApp group	The mobile phone number that you intend to use while in-market so that you can be added to the event WhatsApp group You will need to have the app installed on your phone to be added to the group Email to: georgia.zagorac@tnz.govt.nz	15-Jan-2023

EVENT REGISTRATION AND CANCELLATION

First day of registration	17-Oct-2022
Last day of registration	18-Nov-2022
How to register	<p>You will be able to register for this event on the event listing once registration opens:</p> <p>On submission, delegates should receive an email confirming that the application has been received. If you do not receive an email within an hour, please contact georgia.zagorac@tnz.govt.nz.</p>
TNZ event registration form	TNZ registration AIME 2023
TNZ event registration form QR code	
Registration confirmation date	01-Dec-2022
Participation fee payment due	<p>15-Dec-2022</p> <p>TNZ reserves the right to withdraw registrations if payment has not been received by this date</p>
Important notice	In the event of event postponement or cancellation due to unforeseeable circumstances, TNZ can transfer the funds as a credit to either the new date of the event or to another TNZ business events opportunity by mutual agreement
Participation and selection criteria	<p>Organisations can only apply for this event if their product / service is Qualmark endorsed or they are an International Marketing Alliance (IMA), 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>

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 georgia.zagorac@tnz.govt.nz. Please take note of the cancellation terms noted above.

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.

Travel Terms and Conditions

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 [Safe Travel](#).

Safe Travel 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. This is essential for travel during covid-19.

We also recommend that you check if any travel advisories are in place before departure:
[Safe Travel Advisories](#)