



PROSPECTUS

AIME 2024



10 July 2023

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand business events and tourism industry to participate in next year's AIME 2024.

AIME 2024 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), 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.

AIME 2024 will take place in Melbourne, Australia from 19 to 21 February 2024.

The following prospectus outlines key information on AIME 2024. 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.

Yours sincerely

Leonie Ashford
Business Events Manager

Event checklist

KEY DATES

Registration opens	10-Jul-2023
Registration closes	28-Jul-2023
New Zealand delegation confirmed and invoiced	01-Aug-2023
Participation fee payment due	31-Aug-2023
50% cancellation period begins	20-Sep-2023
100% cancellation period begins	02-Oct-2023

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 2024

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• New Zealand• Philippines• Singapore
First day of official event programme	19-Feb-2024
Last day of official event programme	21-Feb-2024
Event location	Melbourne, Australia
TNZ event listing	TNZ Listing - AIME 2024
Official event website	Official Website - AIME 2024
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



Event objectives (cont'd)

- 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

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

In-market TNZ contacts

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

Leonie Ashford
Business Events Manager
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EVENT PARTICIPATION

Types of NZ sellers suited to this event

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

Maximum number of applications available

One

Maximum number of delegates per application

Two

Event participation fees

- ONE delegate participation fee \$7,500.00 NZD
- TWO delegates participation fee \$9,000.00 NZD

All prices are GST Zero rated.

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 buyer attendees

- International Conference Professionals
- 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 min

Appointment rotation

Buyer attendees rotate

Layout

Partner table/booth on TNZ stand

EVENT PROGRAMME

Item	Date
Pre-departure webinar	TBC
Latest that NZ sellers can arrive to Melbourne	18-Feb-2024
In-market briefing	TBC
AIME tradeshow opens - Day ONE	19-Feb-2024
AIME - Welcome Event	19-Feb-2024
AIME tradeshow - Day TWO	20-Feb-2024
AIME tradeshow - Day THREE	21-Feb-2024
Earliest that NZ sellers can fly back home	21-Feb-2024

EVENT VENUE(S)

Venue	Event/Function	Address	Phone number	Website
Melbourne Convention & Exhibition Centre	AIME 2024 - The Asia Pacific Incentives and Meetings Event	1 Convention Centre Pl South Wharf Melbourne VIC, 3006 Australia	+61 3 9235 8000	MCEC

WHAT NZ SELLERS 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 SELLERS NEED TO PROVIDE

Item	Details	Required	Due date
Logos	Email to Georgia.Zagorac@tnz.govt.nz	Yes	01-Nov-2023
Accommodation details	1. Check-in dates 2. Check-out dates 3. Hotel name 4. Hotel address Email to Georgia.Zagorac@tnz.govt.nz	Yes	30-Jan-2024
Flight details	1. Inbound flight 2. Outbound flight Email to Georgia.Zagorac@tnz.govt.nz	Yes	30-Jan-2024
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. Email to Georgia.Zagorac@tnz.govt.nz	Yes	30-Jan-2024

Registration information

EVENT REGISTRATION AND CANCELLATION

First day of registration	10-Jul-2023
Last day of registration	28-Jul-2023
How to register	<p>You will be able to register for this event on the event listing once registration opens:</p> <p>TNZ Registration - AIME 2024</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 hours, please contact Georgia.Zagorac@tnz.govt.nz</p>
Registration confirmation date	01-Aug-2023
Participation fee payment due	31-Aug-2023
	TNZ reserves the right to withdraw registrations if payment has not been received by this date
50% cancellation period begins	20-Sep-2023
100% cancellation period begins	02-Oct-2023
Participation and selection criteria	<p>Organisations can only apply for this event if their product/service is Qualmark endorsed or they are a Destination Marketing 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>

Participation and selection criteria (cont'd)

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 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 delegate(s)

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 periods 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.

Covid-19 vaccinations

Tourism New Zealand is committed to keeping our staff safe and stopping the spread of Covid-19. We have a vaccine policy that requires all in-person attendees at Tourism New Zealand events to be vaccinated. On arrival at this event, you will be required to show proof of vaccine so please have this with you. Please note that Tourism New Zealand will not keep a record of you proof of vaccine.

Covid-19 Travel Terms and Conditions

Be prepared for Covid-19 to disrupt your travel

It is important you understand and accept the circumstances in which you travel and the associated risks.



Covid-19 Travel Terms and Conditions (cont'd)

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. This is essential for travel during covid-19.

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