



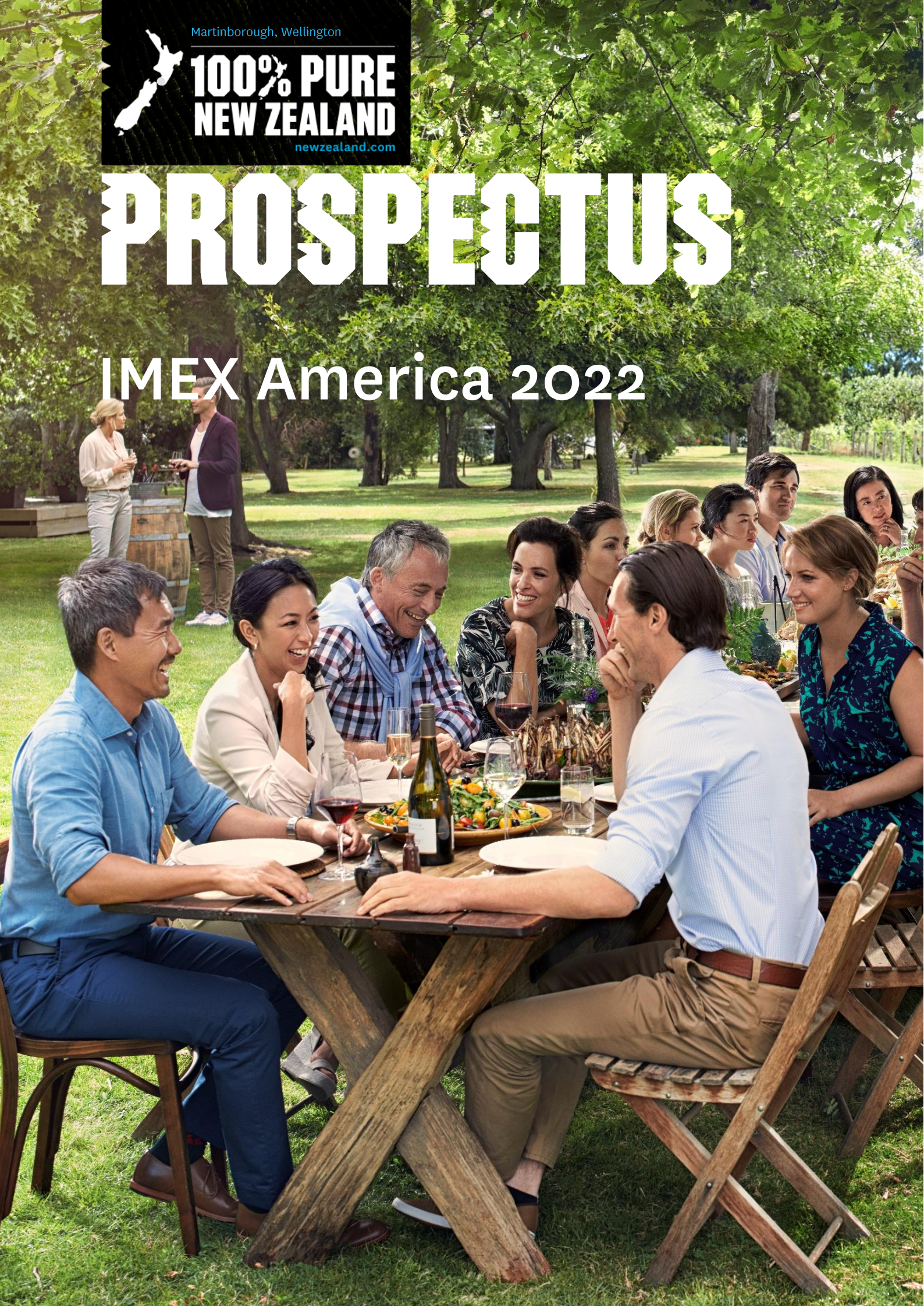
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# PROSPECTUS

## IMEX America 2022





July 5<sup>th</sup>, 2022

Kia ora,

Tourism New Zealand (TNZ) is pleased to invite representatives of the New Zealand tourism industry to participate in IMEX America 2022.

IMEX America 2022 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. IMEX America 2022 includes one-on-one meetings with Consortia partners, Meeting, Incentive and conference buyers and Product managers and networking opportunities at official event functions.

IMEX America 2022 will take place in Las Vegas, United States from the 10<sup>th</sup> of October to 13<sup>th</sup> October 2022.

The following prospectus outlines key information on IMEX America 2022. 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](mailto:georgia.zagorac@tnz.govt.nz).

Ngā mihi,

Leonie Ashford  
Business Events Manager

# Event checklist

## KEY DATES

Registration opens	5-Jul-2022
Registration closes	22-Jul-2022
New Zealand delegation confirmed and invoiced	15-Aug-2022
Participation fee payment due	30-Sep-2022

**Important notice:** In the event of event postponement or cancellation due to Covid, 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.

## WHAT NZ SELLERS NEED TO BOOK

You can find more details on what NZ sellers need to book on page 9.

## WHAT INFORMATION NZ SELLERS NEED TO PROVIDE

You can find more details on what information NZ sellers need to provide on page 9.

# IMEX America 2022

## EVENT DETAILS

Event type	Third party business events event
Event format	Trade show
Target markets	<ul style="list-style-type: none"> <li>• International</li> <li>• North America</li> </ul>
First day of official event programme	10-Oct-2022
Last day of official event programme	13-Oct-2022
Event location	Las Vegas, United States
TNZ event listing	<a href="#">TNZ Business Events - IMEX America 2022</a>
TNZ event registration form	<a href="#">TNZ Registration Form - IMEX America 2022</a>
TNZ event registration form QR Code	
Official event website	<a href="https://www.imexamerica.com/">https://www.imexamerica.com/</a>
Event objectives	<ul style="list-style-type: none"> <li>• Build strong selling capability of travel sellers</li> <li>• Engage with existing network of travel sellers and build on general business relationships</li> <li>• Facilitate new business relationships and expand network of engaged travel sellers</li> <li>• Increase general destination &amp; product knowledge of travel sellers, Increase the number of RFPs for business travel to New Zealand</li> <li>• Promote TNZ campaign(s) and increase brand awareness amongst trade</li> <li>• Provide platform for negotiating new and existing contracts with travel sellers</li> <li>• Showcase new products to the market</li> <li>• Stimulate product development</li> </ul>

## 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 contact

Georgia Zagorac  
Business Events Sales Coordinator  
[georgia.zagorac@tnz.govt.nz](mailto:georgia.zagorac@tnz.govt.nz)

## In-market TNZ contacts

Leonie Ashford  
Business Events Manager  
[leonie.ashford@tnz.govt.nz](mailto:leonie.ashford@tnz.govt.nz)

Natalie Fulton  
Trade Manager Business Events Int'l - Americas  
[natalie.fulton@tnz.govt.nz](mailto:natalie.fulton@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

### Event participation fees

- Delegate one participation fee \$5500.00 NZD
- Delegate two participation fee \$1500.00 NZD

### Items included in participation fee

- Appointment scheduling software
- Event participation

### 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
- Meeting, incentive and conference buyers
- Product managers

## EVENT FORMAT

Appointment schedule

Pre-scheduled appointments

Layout

Partner table/booth on TNZ stand

## EVENT PROGRAMME

Item	Date
Pre-departure webinar	TBC
<b>Latest that NZ sellers can arrive in-market</b>	<b>09-Oct-2022</b>
SITE Young Leaders' Conference	09-Oct-2022
<b>In-Market Briefing</b>	<b>10-Oct-2022</b>
Executive Meeting Forum <i>Exclusively for high-level corporate executives, the Forum combines informal closed networking with an outstanding education program. <b>Registration required.</b></i>	10-Oct-2022
Smart Monday, powered by MPI <i>Smart Monday, powered by MPI (Meeting Professionals International) is a unique opportunity to invest in your professional development and network with your peers before the show opens. The day starts with the first of the week's inspirational <a href="#">MPI keynotes</a>.</i>	10-Oct-2022
She Means Business <i>Celebrating the role of women in business and events.</i>	10-Oct-2022
Association Leadership Forum <i>Aimed as empowering association leaders to address the multiple challenges of association management and development. Share your successes, connect with your peers and learn from others at our unique program created by ASAE: The Center for Association Leadership. <b>Registration required.</b></i>	10-Oct-2022
Corporate Focus <i>Join fellow corporate planners for inside tips and tricks, shared experiences and combined knowledge</i>	10-Oct-2022
EIC Global Awards Celebration	10-Oct-2022

Item	Date
<b>SITE Nite North America</b> Join SITE members and industry professionals for an evening of networking with the best and brightest. <b>Registration and payment required.</b>	10-Oct-2022
<b>MPI Keynote</b>	11-Oct-2022
<b>IMEX America show - Day 1</b>	11-Oct-2022
<b>LGBT MPA Opening Night Networking Reception</b>	11-Oct-2022
<b>IMEXrun</b> A 5km fun run through Las Vegas. Part of Be Well at IMEX it's our way of helping you balance an intense week of business with healthy physical activity. <b>Registration required.</b>	12-Oct-2022
<b>MPI Keynote</b>	12-Oct-2022
<b>IMEX-MPI-MCI Future Leaders Forum</b> If you're entering your final year of a hospitality, event or tourism management course, the Future Leaders Forum is a unique and free opportunity for you to gain expert insight into the meetings industry (continues Thursday October 13). <b>Registration required.</b>	12-Oct-2022
<b>IMEX America show - Day 2</b>	12-Oct-2022
<b>Faculty Engagement Program</b> If you're an influential academic teaching hospitality, event or tourism management courses, the two-day Faculty Engagement Program is your opportunity to engage with meetings industry leaders, discuss trends and innovations and see the industry in action (continues Thursday October 13). <b>Registration required.</b>	12-Oct-2022
<b>IMEX America show - Day 3</b>	13-Oct-2022
<b>Faculty Engagement Program</b> Continues from Wednesday October 12. <b>Registration required.</b>	13-Oct-2022
<b>MPI Foundation Rendezvous: The IMEX America Night</b> Thousands of IMEX America buyers and suppliers attend Rendezvous, the IMEX America Night. A prime opportunity to expand your network and mix with the industry's best and brightest. <b>Registration required.</b>	13-Oct-2022
<b>Earliest that NZ sellers can fly home</b>	13-Oct-2022

## EVENT VENUE

Venue	Event	Address	Phone number	Website
Mandalay Bay	IMEX America 2022	3950 S Las Vegas Blvd Las Vegas Nevada, 89119 United States	+1 877 632 7700	<u>Mandalay Bay, Las Vegas</u>



## 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
Accommodation details	Check in date Check out date Hotel name Hotel addresses  Email to Georgia Zagorac <a href="mailto:georgia.zagorac@tnz.govt.nz">georgia.zagorac@tnz.govt.nz</a>	30-Sep-2022
Flight details	Inbound flight Outbound flight  Email to Georgia Zagorac <a href="mailto:georgia.zagorac@tnz.govt.nz">georgia.zagorac@tnz.govt.nz</a>	30-Sep-2022
Logos	Email to Sam Allen <a href="mailto:sam.allen@tnz.govt.nz">sam.allen@tnz.govt.nz</a>	15-Aug-2022
Mobile phone numbers for WhatsApp group	Full phone number required including country code. e.g., +64 21 220 8025  The mobile phone number that you intend to use while in-market so that you can be added to the event WhatsApp  You will need to have the app installed on your phone to be added to the group  Email to Georgia Zagorac <a href="mailto:georgia.zagorac@tnz.govt.nz">georgia.zagorac@tnz.govt.nz</a>	30-Sep-2022

# Registration information

## EVENT REGISTRATION AND CANCELLATION

First day of registration	5-Jul-2022
Last day of registration	22-Jul-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, please contact <a href="mailto:georgia.zagorac@tnz.govt.nz">georgia.zagorac@tnz.govt.nz</a></p>
TNZ event registration form	<a href="#">TNZ Registration Form - IMEX America 2022</a>
TNZ event registration form QR Code	
Registration confirmation date	15-Aug-2022
Participation fee payment due	30-Sep-2022
Important notice	<p>TNZ reserves the right to withdraw registrations if payment has not been received by this date</p> <p>In the event of event postponement or cancellation due to Covid, 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.</p>

## Participation and selection criteria

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.

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 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 [georgia.zagorac@tnz.govt.nz](mailto:georgia.zagorac@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.

## **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 your 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. 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](http://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](http://www.safetravel.govt.nz/travel-advisories)