



CINZ

CONVENTIONS & INCENTIVES
NEW ZEALAND



CINZ Membership 2017 – 2018

Conventions and Incentives New Zealand

We invite you to join

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CINZ

Conventions and Incentives New Zealand (CINZ) is a membership-based organisation that exists to create and support increased business tourism, including conventions, meetings and incentives in New Zealand.

CINZ actively markets New Zealand as a business events destination and provides assistance, valuable information and real business opportunities to our Members.

CINZ is your association and it exists to help you succeed. Established in 1984 as a fully-incorporated not-for-profit society, CINZ today represents and partners with hundreds of New Zealand convention and incentive (C&I) industry professionals and companies. It also has strategic relationships with Tourism New Zealand and Air New Zealand.

Our Members – who are the heart of our organisation – include hotels and other accommodation providers, convention bureaux, conference venues, attractions and activities, Professional Conference Organisers (PCOs) and specialist industry product and service providers.

CINZ can also offer you valuable networking opportunities: targeted marketing channels through which you can promote your business, access to industry research and education, governmental advocacy for the betterment of the entire industry, and more.

ABOUT THE INDUSTRY

Every year, tens of thousands of delegates attend conferences, conventions, incentive events and meetings around New Zealand, contributing an estimated \$1 billion to our nation's GDP.

Conference business can be split into two source markets—international and domestic. International conference delegates

typically spend more than domestic delegates; spend longer in the event destination; and often tour the country, incorporating pre and post travel with their family members. Australian delegates account for around 60% of our international arrivals and for this reason CINZ has a dedicated Australian Team located in Sydney.

The majority of New Zealand's C&I business comes from domestic sources. These conferences and meetings are a mix of corporate companies, associations and government agencies. The business is generally booked to take place in the shoulder or low tourism season and outside school holidays, providing a real opportunity for operators to tap into this lucrative market.



The CINZ Vision

CINZ will take a lead role to increase New Zealand convention and meeting activity from international and domestic sources, for the benefit of its membership, principal stakeholders and the New Zealand economy.

CINZ is the industry voice for the conventions and incentive sectors of the New Zealand industry and provides opportunities for professional development, accreditation and education for those engaged in the sector.

WHY SHOULD YOU JOIN CINZ?

If you are interested in generating business opportunities within the New Zealand conference, meetings and travel incentive industry, becoming a CINZ Member will benefit you.

Only CINZ Members have access to CINZ activities including exhibiting at New Zealand's premier tradeshow MEETINGS and advertising in the CINZ Annual Event Planners' Guide.

CINZ provides an in-depth understanding of the convention and incentive industry and is an unparalleled source of information regarding the sector. As a CINZ Member, you will have access to this wealth of information.

MARKETING

Our Australian-based team are renowned for their knowledge and ability to connect CINZ Members with Clients and are there to support our Platinum and Gold Members in the market.

See our CINZ Membership Benefits Table for more information.

A significant amount of New Zealand's C&I business comes from domestic sources. These conferences and meetings are a mix of corporate, association and government - the majority of which are corporate. The main centres of Auckland, Wellington, Christchurch, Hamilton, Dunedin, Rotorua and Queenstown host most of New Zealand's conferences.



However, CINZ takes an active part in promoting all of the diverse regions of our country to ensure regional growth. Connect with CINZ and you will connect with the organisers of these conferences and meetings to get your slice of the business. With meetings generally taking place in the shoulder or low season, there exists a real opportunity for tourism operators to tap into this market.

BUSINESS NETWORKING

Build relationships and strategic alliances with other industry partners through attending CINZ events. The network of contacts made through CINZ will be a valuable business tool throughout your professional life.

PROFESSIONAL DEVELOPMENT, EDUCATION, ADVICE AND INSPIRATION

CINZ keeps you up-to date with your industry - regularly delivering you relevant insights, trends and industry research findings through e-newsletters, the CINZ website and CINZ regional events.

The CINZ Annual Conference offers professional development opportunities and an ever inspiring programme of keynote speakers.

The CINZ Mentorship Programme is designed for all Members who are interested in professional growth.

The Emerging Talent Programme, held quarterly, aids in the upskilling of up-and-coming young professionals combined with network building opportunities.

THE INDUSTRY VOICE

CINZ is the chief advocate for your industry, giving a real voice to our membership at government level. We are dedicated to the growth of the industry for New Zealand and for the benefit of our Members.



CINZ Membership Structure

CINZ offers three different tiers of membership to suit varying business needs and budgets.



PLATINUM MEMBERSHIP

The Platinum membership tier is designed for key stakeholders within the New Zealand industry, and those who have a strong focus on Australian, Domestic and International business. Platinum Members enjoy the highest priority in all marketing activities.

Platinum Members elect four Board representatives from within their category.

MEMBERSHIP INVESTMENT

\$10,000 +GST per annum



GOLD MEMBERSHIP

The Gold membership tier is designed for those members interested in Australian, Domestic and International business. Gold Members are given second priority in all marketing activities.

Gold Members elect three Board representatives from within their category.

MEMBERSHIP INVESTMENT

Single: \$3,500+GST per annum

Group: \$3,500+GST per annum + \$500+GST per additional venue/service – capped at \$8,000+GST



SILVER MEMBERSHIP

Silver membership is aimed at Domestic focused operators who are new to the sector and developing their business or have limited interest in the international marketplace. Silver Members will receive support from CINZ in relation to all domestic marketing activities.

Silver Members elect two Board representatives from within their category.

MEMBERSHIP INVESTMENT

\$650+GST per annum

To Join: Complete our online CINZ Membership Application Form: www.conventionsnz.co.nz/cinz-membership



CINZ MEMBERSHIP BENEFITS

ACTIVITY	BENEFITS	PLATINUM	GOLD	SILVER
Australian Market Plan Review	<p>CINZ Australia are available to review your Australian Sales & Marketing plan including:</p> <ul style="list-style-type: none"> • Provide relevant market information specific to your business • Review the Media and Public Relations Plan • Assess the tone of communications • Review of the top 20 clients • Assist with a SWOT analysis 	x		
CINZ MEETINGS Exhibition	<p>Opportunities for Platinum Members exhibiting at MEETINGS:</p> <ul style="list-style-type: none"> • Discuss Stand Preference - if exhibiting independently • Preferential pricing • Priority with PSA - top 3 preferences • Invite to Sydney and Melbourne MEETINGS Thank You events hosted by CINZ and Air NZ for AU Hosted Buyers (two complimentary tickets per Platinum Member) 	x		
CINZ Membership Website Presence	Platinum Members may list all of their venues and services individually with no restriction on numbers	x		
CINZ Strategy & Policy Input	Platinum Members are able to contribute to CINZ Strategy and Policy work	x		
CINZ Website Searches	Platinum Members rank first - in alphabetical order, on all website searches	x		
International and Australian Business Opportunities	<p>Source potential business opportunities through:</p> <ul style="list-style-type: none"> • CINZ Website • Trade shows • Conference Attendance • Sales Calls • Networking Functions 	x Platinum Members receive priority	x	
Australian Insights	<p>CINZ Australia will share specific insights including</p> <ul style="list-style-type: none"> • Industry Intelligence - provide information on new clients & opportunities • Latest research and insights from Australia • Industry Reports • Changing Industry trends • Pertinent issues affecting business events across conferences, corporate meetings and incentives in AU market 	x	x	
CINZ Australian Database	<p>Access the CINZ database of key Australian Clients for:</p> <ul style="list-style-type: none"> • New business opportunities • EDMs 	x	x	
CINZ Australia Sales Calls	<p>CINZ will assist you with your sales missions into Australia:</p> <ul style="list-style-type: none"> • Opportunity for joint sales calls in Sydney, Melbourne, Brisbane, Perth & Adelaide • Assist in planning sales calls with Clients including Client hosting 	x	x	
CINZ Members' Preferential Pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members	x	x	



CINZ MEMBERSHIP BENEFITS

ACTIVITY	BENEFITS	PLATINUM	GOLD	SILVER
Australian Tradeshows and Exhibitions: AIME Associations Forum PCO Conference	Exhibit on the 100% Pure NZ Stand / Lounge <ul style="list-style-type: none"> Client hosting PR and media opportunities Post-Event Report <p>The CINZ Team will represent Platinum and Gold Members at a number of additional relevant tradeshows and events in Australia i.e. Get Global, MEA Conference, MEA Leaders Forum, Corporate EA Summit</p>			
CINZ MEETINGS Famils	Famils – Opportunity for pre or post famils in which qualified Hosted Buyers are invited to participate. CINZ work in partnership with Air NZ and Host Destinations			
CINZ Board Representation	All levels of membership have Board representation: <ul style="list-style-type: none"> Platinum elect four Board Seats Gold elect three Board Seats Silver elect two Board Seats 	x	x	x
CINZ Client Newsletters: Australia CINZ Korero New Zealand CINZ Essentials	Distributed quarterly to the Australian & NZ Client Databases. <ul style="list-style-type: none"> Features a Hero Region in the AU edition Hero and Smaller Region in the NZ edition Members can provide relevant information for inclusion Platinum Members receive One FREE Banner Advertisement per annum Gold and Silver may purchase a Banner Advertisement 	x Platinum Members receive priority with content plus one FREE Banner Ad per annum	x	x
CINZ Regional Insight updates	Be more informed with updates, trends and opportunities and have first-hand knowledge of the market: <ul style="list-style-type: none"> Data update including CDS, CAS Update on latest relevant research Overview of the Australian Market Update on CINZ Projects, tradeshows and activities, PR and media 	x	x	x
CINZ Annual Conference	The CINZ Annual Conference provides Members the opportunity to network and learn through keynote speakers and educational workshops.	x	x	x
CINZ Annual Event Planners' Guide (CINZ Planner)	The CINZ Planner is distributed to the CINZ Client Database targeting corporate meeting planners, professional conference organisers, association decision-makers and incentive buyers. Members have the opportunity to advertise in the CINZ Planner. In addition, they receive a complimentary listing in the Venue Capacity Index and the Support Services Index. The CINZ Planner is replicated online at www.conventionsnz.co.nz/cinz-event-planner	x	x	x
CINZ MEETINGS - Exhibiting	Only CINZ Members are eligible to exhibit at MEETINGS - NZ's premier national Business Event for the conference, meeting, exhibition and incentive travel industry, hosting NZ, Australian and International Buyers.	x	x	x



CINZ MEMBERSHIP BENEFITS

ACTIVITY	BENEFITS	PLATINUM	GOLD	SILVER
CINZ Membership Logo	All Members receive a CINZ Membership Logo for use in marketing collateral including website.	x	x	x
CINZ Website Listing	All Members receive a complimentary Standard Website Listing on the CINZ Website www.conventionsnz.co.nz with the opportunity to upgrade to either a Dynamic or Interactive Listing. Venues receive an automatic listing on the Venue Capacity Index page.	x	x	x
Domestic Business Opportunities	Domestic business opportunity enquiries are disseminated according to criteria stipulated by the Conference or Event Organiser.	x	x	x
Domestic Tradeshows	CINZ exhibit at select domestic tradeshows representing CINZ Members.	x	x	x
Industry Voice	CINZ work with government at local and national levels in order to represent the interests of the C&I Industry and CINZ Members	x	x	x
Media / PR	CINZ supports the industry through national and international media, commenting and leading discussion on industry issues. Provides support to Members when dealing with Media in particular in Crisis Management	x	x	x
NZ Conference Calendar	A list of conferences being run throughout NZ is available on the CINZ Website.	x	x	x
Education	Professional development and educational opportunities are available at the CINZ Annual Conference and through seminar programmes during the MEETINGS tradeshow.			
CINZ Emerging Talent Programme	Held quarterly in Auckland and Wellington, aids in the upskilling of up-and-coming young professionals combined with network building opportunities. www.conventionsnz.co.nz/training-development	x	x	x
CINZ Mentorship Programme	CINZ Mentorship Programme - an Annual programme designed for all Members who are interested in professional growth. Platinum Member Mentees are exempt from the Registration Fee. www.conventionsnz.co.nz/cinz-mentorship	x	x	x

- For more information on CINZ Membership please visit: www.conventionsnz.co.nz/cinz-membership
- Connect with the CINZ Team at: www.conventionsnz.co.nz/cinz-team

NEW MEMBER STARTER PACK

During the first year of membership, all first time CINZ Members receive additional benefits to help them maximise their marketing opportunities through the CINZ channels. These benefits include:

- A "New Member Profile" in the CINZ Essentials Client Newsletter – putting you in front of thousands of buyers
- One complimentary advertisement in CINZ Korero (Platinum & Gold Members only) or CINZ Essentials – our e-newsletters to buyers in Australia and New Zealand
- 10% total discount on advertising costs in the CINZ Annual Event Planners' Guide (CINZ Planner)
- Promotion of one Special Offer on the CINZ Website

To Join: Complete our online CINZ Membership Application Form: www.conventionsnz.co.nz/cinz-membership



Maximising CINZ Opportunities

CINZ has a range of channels to market which are designed to help you promote your business.

CINZ WEBSITE

The CINZ Website has been developed to allow you to showcase your product or service to a wide audience. Enhance your complimentary Standard Website Listing so that all the information the buyer requires on your product is at their fingertips. Give them the information that is going to encourage them to email or pick up the phone. Choose enticing imagery, make sure that the content is relevant, ensure your contact detail information is correct, include any pdfs or videos you may have. Ensure that any Special Offers you promote through the year are loaded on to the CINZ website.

CINZ ANNUAL EVENT PLANNERS' GUIDE (CINZ PLANNER)

Our CINZ Planner is distributed in the New Zealand and Australian market to POCs, Event Organisers and Incentive houses. It offers a comprehensive guide to NZ, showcasing regions with a detailed guide to Venues throughout New Zealand.

Invest in an advertisement in the CINZ Planner... we are always speaking to our buyer database so we know that hardcopy is still being used as a resource for sourcing venues and services. Include attractive imagery and well written text. Make the user want to know more. Consider

additional advertising on editorial pages or a flyer to go out with the distribution.

CINZ ESSENTIALS AND CINZ KORERO—CLIENT NEWSLETTERS

CINZ Essentials is our email newsletter that goes out to our NZ Client database quarterly.

CINZ Korero is our email newsletter that goes out to our Australian Client database quarterly.

We showcase regions and our Members regularly to buyers.

If you have newsworthy information we can include this to help increase your profile, linking back to your listing on the CINZ website.

Newsletter Banner adverts are also available for insertion in the newsletters at a cost of \$250+GST.

Please note that CINZ Korero is only available to Platinum and Gold Members.

CINZ MEETINGS TRADESHOW

Often referred to as “the jewel in the CINZ crown”—MEETINGS is New Zealand’s only national tradeshow that attracts top-level decision-makers from New Zealand, Australia and the wider International market. MEETINGS has been voted independently as “the best C&I tradeshow in Australasia” and

continually proves to be an integral part of marketing mixes for companies all over New Zealand.

Through a focused, two day appointment programme, MEETINGS offers you the opportunity to expand your reach and connect with professionals who are most likely to bring you business.

Media opportunities are significant, we run a comprehensive programme to ensure that the New Zealand, Australian and International media get to hear and see what is new to the market. Members are given opportunities to share their stories, gaining exposure in key C&I Publications.

For further information visit: www.meetings.co.nz

CINZ AUSTRALIAN OFFICE

Australia currently accounts for over half of all international delegate arrivals into New Zealand. CINZ is committed to continually increasing New Zealand's share of this market and works proactively in marketing New Zealand in Australia. CINZ works closely with Tourism New Zealand, Air New Zealand and other industry stakeholders to achieve this.

CINZ has an experienced and dedicated sales and marketing team to coordinate our Australian marketing activities, including managing New Zealand's presence at Melbourne's annual AIME Exhibition (the largest convention and incentive tradeshow in Australasia).

AUSTRALIAN OFFICE ACTIVITIES		
ACTIVITY	DESCRIPTION	OPPORTUNITY FOR PLATINUM AND GOLD MEMBERS
AIME – Melbourne Annual event	The Asia-Pacific Incentives & Meeting Expo (AIME) is the largest international Business Event exhibition in Australasia with: <ul style="list-style-type: none"> NZ Themed Stand Over 400 Exhibitors from 22 countries 300 Hosted Buyers / 2000+ trade visitors / Media attend 	Exhibit on the 100% Pure NZ Stand: <ul style="list-style-type: none"> Client hosting PR & media opportunities Post-Event Report
Associations Forum Annual event	The Associations Forum National Conference (AFNC) & trade exhibition: <ul style="list-style-type: none"> NZ Hosted Lounge 250+ Key Decision-Makers 	Exhibit on the 100% Pure NZ Lounge: <ul style="list-style-type: none"> Client hosting PR & media opportunities Post-Event Report
PCO Conference Annual event	The PCO Association Annual Conference and trade exhibition: <ul style="list-style-type: none"> NZ Hosted Lounge 150+ PCOs 	Exhibit on the 100% Pure NZ Lounge: <ul style="list-style-type: none"> Client hosting PR & media opportunities Post-Event Report
Tradeshows / Industry Events	The CINZ Team will represent Platinum and Gold Members at a number of additional relevant tradeshows and events i.e. Get Global, MEA Conference, MEA Leaders Forum, Corporate EA Summit	
Insights	CINZ Australia will share specific insights including: <ul style="list-style-type: none"> Industry Intelligence - provide information on new clients & opportunities Latest research and insights from Australia Industry Reports Changing Industry trends Pertinent issues affecting business events across conferences, corporate meetings and incentives in AU market 	The experienced and dedicated CINZ Team will use their expertise to assist you to target the Australian market
Australian Market Plan Review	CINZ Australia are available to review your Australian Sales & Marketing Plan including: <ul style="list-style-type: none"> Provide relevant market information specific to your business Review the Media and Public Relations Plan Review of the top 20 clients Assist with a SWOT analysis 	Use CINZ expertise to increase your visibility and target key decision-makers
Business Opportunities	Source potential business opportunities through: <ul style="list-style-type: none"> CINZ Website Trade shows Conference Attendance Sales Calls Networking Functions 	Opportunities distributed to Platinum and Gold Members that fit the Client's criteria brief or query
CINZ Australian Database	Access the CINZ database of key Australian Clients for: <ul style="list-style-type: none"> New business opportunities EDMs 	Opportunity to communicate directly in EDMs to over 1,500 Australian-based Clients
Australian Sales Calls	CINZ will assist you with your sales missions into Australia: <ul style="list-style-type: none"> Opportunity for joint sales calls in Sydney, Melbourne, Brisbane, Perth and Adelaide Assist in planning sales calls with Clients including Client hosting 	Opportunity for Platinum and Gold Members to conduct joint sales calls with CINZ
CINZ Korero Client Newsletter	Distributed quarterly to the Australian Client database. Features include: <ul style="list-style-type: none"> Hero Region Regional Reviews Cultural Column Member News 	Opportunity to provide newsworthy information for inclusion. Platinum Members receive priority with content inclusion plus one FREE Banner Ad per annum
CINZ MEETINGS FAMILS	Famils – Opportunity for pre or post famils in which qualified Hosted Buyers are invited to participate. CINZ work in partnership with Air NZ & Host Destinations.	CINZ Platinum and Gold Bureaux Members

- For more information on CINZ Australia please visit: www.conventionsnz.co.nz/cinz-australia
- Connect with the CINZ Team at: www.conventionsnz.co.nz/cinz-team



Connect with us today

CINZ

15-17 Hurstmere Road, Takapuna
PO Box 331202, Takapuna
Auckland 0740
New Zealand

t: +64 9 486 4128

E: admin@nzconventions.co.nz

www.conventionsnz.co.nz/cinz-membership



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NEW ZEALAND

www.conventionsnz.co.nz