



MEETINGS2025

EXHIBITOR PROSPECTUS

11 – 12 June 2025 Auckland Showgrounds

Applications are now open >

[X](#) [f](#) [in](#) [@](#) #MEETINGS25 #MEETinNZ #BEIA #BUSINESSEVENTSNZ

Host Welcome

Kia ora,

I am delighted to welcome you to Auckland for MEETINGS 2025, which will take place from 11 to 12 June. This exciting event is where clients and buyers will experience the best of New Zealand's business events industry, directly, personally, and collectively.

MEETINGS 2025 is much more than a trade show. It's a celebration of our thriving sector, bringing together a dynamic mix of exhibitors, speakers, and buyers from across Aotearoa New Zealand, Australia, and beyond. It's where business happens, connections are made, and meaningful contributions are forged.

Auckland, the economic heart of New Zealand, with its rich diversity and stunning coastlines, provides the perfect backdrop. The Auckland Showgrounds, where the Trade Show will be held, will be transformed into a vibrant hub of creativity and collaboration designed to inspire new connections and productive conversations.

What truly sets MEETINGS apart is our Pre-Scheduled Appointment Programme. This feature ensures you can connect directly with potential partners and clients, offering a personalised and efficient way to build both new and existing relationships before turning them into business success.

Following the great success of MEETINGS 2024 in Rotorua, we've seen the enduring value of face-to-face interactions and the power of coming together in person. MEETINGS 2025 will once again provide a rich platform for both domestic and international buyers to exchange ideas and create new opportunities.

We are proud to partner with Auckland's Convention Bureau and business events community to make MEETINGS 2025 an unforgettable experience of meaningful connections and impactful collaborations.

In short, MEETINGS, in Auckland City, will be the place to BE in June 2025!

Ngā mihi nui

Lisa Hopkins

Chief Executive

Business Events Industry Aotearoa



Host City Welcome

Tēnā koutou katoa,

On behalf of Tāmaki Makaurau Auckland, it is my pleasure to extend the warmest welcome to all delegates, exhibitors, and guests attending BEIA MEETINGS 2025.

We are thrilled to host this prestigious event in our beautiful and dynamic city, where innovation, connection, and collaboration come to life.

Auckland is a city of boundless opportunity. As New Zealand's largest economic engine and commercial gateway, Auckland drives the country's business growth and international trade, making it the ideal destination for fostering impactful connections and opportunities.

Auckland is a vibrant hub where business meets creativity, and where the natural beauty of our harbours, beaches, and islands coexist with a thriving urban landscape.

Whether you are here to network, explore new opportunities, or simply enjoy all that our region has to offer, you will find Auckland to be a city full of possibilities.

The business events sector plays a critical role in shaping Auckland's future on the global stage. As we look to strengthen our position as a world-class destination for business events, we are proud to host MEETINGS 2025, a gathering that epitomises the energy and ambition of our city. This event provides an invaluable platform for exchanging ideas, fostering relationships, and exploring the exciting future of the business events industry across Aotearoa and beyond.

Once again, welcome to Auckland, and I wish you a productive, inspiring, and enjoyable MEETINGS 2025.

Ngā mihi

Ken Pereira

Head of Business Events

Tātaki Auckland Unlimited



Important Dates

2024

October

Tuesday 22 October

Exhibitors stand applications open

December

Tuesday 10 December

Deadline for Regional Bureaux to confirm space requirements

Friday 13 December

Earlybird offer ends

2025

March

Tuesday 4 March

Deadline for all Exhibitor stand applications

Tuesday 18 March

Deadline for submission of design and build plans to Exhibition Manager for final BEIA approval

April

Tuesday 15 April

Deadline for all exhibiting company profiles

Tuesday 29 April

Prescheduled Appointment selection opens (excluding Entry Level)

May

Tuesday 13 May

Prescheduled Appointment selection closes (excluding Entry Level)

Wednesday 21 May

Online Diary opens for Exhibitors (excluding Entry Level)

June

Tuesday 3 June

Deadline for purchase and payment of social tickets

11 – 12 June

MEETINGS 2025



Programme Overview

Tuesday 10 June

5.00pm - 7.00pm MEETINGS Welcome Function

7.00pm onwards TBC more details to follow

Wednesday 11 June

7.00am - 8.00am Host Hotel breakfast for Hosted Buyers

8.00am MEETINGS exhibition opens for Exhibitors

9.15am - 4.30pm MEETINGS appointment programme (15 meetings of 15 minutes)

Evening TBC more details to follow

Thursday 12 June

8.00am MEETINGS exhibition opens for Exhibitors

9.15am - 4.30pm MEETINGS appointment programme (15 meetings of 15 minutes)

Evening MEETINGS Celebration

100%

Hosted Buyers
agreed that
MEETINGS is a must
attend event in their
calendar



*Please note: this overview is subject to change.
The full MEETINGS 2025 Programme will be available at a later date.*

MEETINGS DELIVERS Sales Opportunities

MEETINGS offers you the opportunity to meet over 200 qualified Hosted Buyers from across Australia, New Zealand and key international markets as well as over 300 Day Buyers, over two days.

Each year MEETINGS welcomes approximately:

90+	110+	300+
Australian Hosted Buyers	New Zealand Hosted Buyers	New Zealand Day Buyers
25+	20+	
Australian & New Zealand Media	International Buyers	

235+

Pieces of media coverage across 26 outlets

MEETINGS 2024 saw
6,000+ appointments over two days

“MEETINGS introduces new relationships and strengthens existing ones.”
Angela Webster, CPG Hotels

MEETINGS DELIVERS

Results

MEETINGS 2024 continued in the tradition of delivering unprecedented access to both local and international decision makers.

MEETINGS 2024

**\$110
million**

MEETINGS 2023

**\$157
million**

MEETINGS 2022

**\$107.5
million**



MEETINGS is a valuable opportunity to meaningfully connect with so many industry partners in one place.

Craig Whitnall,
Shipleys



95%

of exhibitors were satisfied that they **achieved their reason for exhibiting**

90%

of exhibitors said that the **overall quality of the appointment programme** for **MEETINGS2024** was **Excellent or Very Good or Good**

98%

of Hosted Buyers rated the quality of Exhibitors at **MEETINGS2024** as **Excellent or Very Good**



Selecting Your Stand

View our range of stand categories below and over the next few pages and select the option that works best for you.

Stand Category	Stand design and build	10-amp power included	2 x LED spotlights included	Prescheduled Appointments included	Furniture included	Application Steps
ENTRY LEVEL Regional Exhibitor Space	Regional Bureau arrangements	✗	✗	Delayed Access	✗	Please contact the Exhibition Manager if you would like to find out more
ENTRY LEVEL Independent Exhibitor Stand	Walling included	✓	✓	Delayed Access	✗	Please contact the Exhibition Manager if you would like to find out more
Regional Space Only (Custom build)	Regional Bureau arrangements	✗	✗	✓	✗	1. Contact your Regional Bureau for availability and terms 2. Select your stand option from pages 9-11
Regional Stand incl. Walling	Walling included	✓	✓	✓	✗	1. Contact your Regional Bureau for terms 2. Select your stand option from pages 9-11 Note: Only specified regions utilise walling*
Independent Stand incl. Walling	Walling included	✓	✓	✓	✗	1. Select your stand option from pages 9-11
Luxury Collection (Custom build)	Luxury stand build included	✓	✓	✓	✗	The Luxury Collection is offered by invitation only. Please contact the Exhibition Manager if you would like to find out more

*Regional Stand incl. Walling applicable for: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.

ENTRY LEVEL Exhibitor Options

These cost-effective options are designed to make MEETINGS more accessible for first time or returning* exhibitors. This is available for two consecutive years only. It will include delayed access to a reduced Presscheduled Appointment stream that provides two days of access to over 200 qualified Hosted Buyers and 300+ day buyers on the trade show floor. *Please note:* spaces are limited.

Regional Entry Level Exhibitor Space

\$1,500 - \$3,000 + GST (dependent on space size)

Speak to your Regional Bureau if you are interested in joining them as an Entry Level Exhibitor at MEETINGS. They will be able to discuss the space they have available and the rate that will apply.

Deadline for booking space with your region: 1st December 2024

Inclusions:

- 1-2 Exhibitor Registrations (dependent on space size), including tea breaks and lunches on Wednesday and Thursday
- Delayed access to the appointment diary by ten days
- Hosted Buyer and Day Buyer contact list - provided electronically post-show
- Company listing on the MEETINGS website and MEETINGS App, including link to your own website, accessible for three months after the event
- 1-2 Welcome Function tickets (dependent on space size)

Note: **Exhibition Criteria** applies.

Independent Entry Level Exhibitor Stand

\$3,000 + GST

For those new and returning exhibitors* who wish to exhibit independently at MEETINGS 2024. This is the perfect entry-level option to give your organisation a physical presence at the show.

Inclusions:

- 3m x 2.4m exhibition space (black front runner walling)
- 2 Exhibitor Registrations, including tea breaks and lunches on Wednesday and Thursday
- Delayed access to a reduced appointment diary (by ten days)
- Hosted Buyer and Day Buyer contact list - provided electronically post-show
- Company listing on the MEETINGS website and MEETINGS App, including link to your own website, accessible for three months after the event
- 10-amp power
- 2 Spotlights
- Company name and stand number signage
- 2 Welcome Function tickets

Note: **Exhibition Criteria** applies.



* Returning after a 5-year hiatus. Please check the [criteria](#) to see if you are eligible for this option.

All exhibitors at MEETINGS 2025 are required to be a BEIA Member. For more details on our membership categories, benefits and application process, please visit our [BEIA Membership page](#) or contact our Member Relationship Manager, Nicky Tilsley on nicky.tilsley@beia.co.nz

Platinum Members

Inclusions

- Access to a real-time Hosted Buyer contact list from mid-April
- MEETINGS 2025 Hosted Buyer and Day Buyer contact list, provided electronically post-event
- Priority placement on the MEETINGS floorplan
- Use of lead tracking technology within the MEETINGS App
- Company listing on the MEETINGS website and MEETINGS App, including a link to your website. Accessible for three months after the event.

Regional Space Only

Space Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately	\$ 5,980	\$ 6,255
Double	6m wide x 2.4m	1	4		\$ 8,275	\$ 8,615
Double	6m wide x 2.4m	2	4		\$11,030	\$11,455

Independent / Regional Stand incl. Walling**

Stand Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately	\$ 6,545	\$ 6,830
Double	6m wide x 2.4m	1	4		\$ 9,400	\$ 9,770
Double	6m wide x 2.4m	2	4		\$12,050	\$12,505

*Please note: Earlybird pricing available until 13 December 2024, then the standard price will be applied.

**Those exhibiting on any of the following regions should only select a walling stand type: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.

**APPLY
NOW**

Gold Members

Inclusions

- Access to the Hosted Buyer contact list from mid-May
- MEETINGS 2025 Hosted Buyer and Day Buyer contact list, provided electronically post-event
- Company listing on the MEETINGS website and MEETINGS App, including a link to your website. Accessible for three months after the event.

Regional Space Only

Space Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately	\$ 6,135	\$ 6,410
Double	6m wide x 2.4m	1	4		\$ 8,585	\$ 8,930
Double	6m wide x 2.4m	2	4		\$11,235	\$11,665

Independent / Regional Stand incl. Walling

Stand Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately	\$ 6,645	\$ 6,935
Double	6m wide x 2.4m	1	4		\$ 9,705	\$10,090
Double	6m wide x 2.4m	2	4		\$12,335	\$12,815

***Please note:** Earlybird pricing available until 13 December 2024, then the standard price will be applied.

Those exhibiting on any of the following regions should only select a walling stand type: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.

Silver Members

Inclusions

- Access to the Hosted Buyer contact list one week prior to MEETINGS 2025
- MEETINGS 2025 Hosted Buyer and Day Buyer contact list, provided electronically post-event
- Company listing on the MEETINGS website and MEETINGS App, including a link to your website. Accessible for three months after the event.

Regional Space Only

Space Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately	\$ 6,240	\$ 6,515
Double	6m wide x 2.4m	1	4		\$ 8,790	\$ 9,140
Double	6m wide x 2.4m	2	4		\$11,440	\$ 11,875

Independent / Regional Stand incl. Walling

Stand Type	Space Size	Prescheduled Appointment Streams	Welcome Function Tickets	Celebration Tickets	Earlybird Price Ex GST (15%)*	Standard Price Ex GST (15%)*
Single	3m wide x 2.4m	1	2	To be purchased separately	\$ 6,745	\$ 7,040
Double	6m wide x 2.4m	1	4		\$ 9,910	\$10,300
Double	6m wide x 2.4m	2	4		\$12,460	\$12,925

***Please note:** Earlybird pricing available until 13 December 2024, then the standard price will be applied.

Those exhibiting on any of the following regions should only select a walling stand type: Bay of Plenty, Central Otago, Dunedin, Hawke's Bay, Kaikoura, Lake Taupo, Northland, Manawatu, Marlborough, Nelson/Tasman, Southland, Taranaki and Timaru.

Ready to apply?

Ensure that you meet the [Exhibition Criteria](#) and have read the [Terms and Conditions](#) for MEETINGS 2025

Any Questions?

Contact the MEETINGS 2025 Exhibition Manager, Michelle Bird on exhibitors@meetings.co.nz or +64 27 345 5873

Apply now!

Please complete the [Exhibitor Application Form](#)

Please note: Companies who are current BEIA Members may apply online and must adhere to the [Exhibition Criteria](#). If you are not yet a member of BEIA, please email the [Exhibition Manager](#) for further details.

If you choose to exhibit on your Regional Bureau stand, then they will need to book space on your behalf. We recommend contacting the bureau to register your interest asap.



Important Resources

For design, build and furniture requirements we recommend:

EXHIBITION
HIRE SERVICES

Peek Exhibition
design & display since 1927

A wide range of furniture is also available from:

DARBY & GREY
CONTEMPORARY HIRE

For other furniture, AV or theming suppliers please visit the [BEIA website](#).



Introducing our MEETINGS Management Team



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MEETINGS

a Business Events Industry Aotearoa event

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