
CINZ MEMBERSHIP PROSPECTUS



ARE YOU READY TO OPEN YOUR DOORS TO NEW BUSINESS?

WE INVITE YOU TO JOIN CONVENTIONS AND INCENTIVES NEW ZEALAND (CINZ)



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ABOUT CINZ

The New Zealand Convention Association Incorporated (marketed as Conventions and Incentives New Zealand, or better known as 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 non-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 Air New Zealand, Tourism New Zealand and the Ministry of Economic Development.

Our members - who are the heart of our organisation - include hotels and other accommodation providers, conference venues, attractions and activities, professional conference organisers (PCOs) and specialist industry product and service providers.

Along with real sales leads, CINZ can also offer you valuable networking opportunities, targeted marketing channels through which you can promote your business, access to exclusive 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. Your business can share in this valuable and rewarding industry.

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 nearly 60% of our international arrivals and for this reason CINZ has a dedicated Australian office 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.



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 will also act in an advocacy role for the conventions and incentive sectors of New Zealand tourism and provide 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 marketing activities such as exhibiting at New Zealand's premier tradeshow MEETINGS and advertising in the CINZ 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 have access to this wealth of information.

MARKETING & NEW BUSINESS LEADS

CINZ operates a number of successful lead-generation channels which bring real commercial opportunities to you. CINZ offers its members a comprehensive marketing toolkit across a range of channels, underpinned by a strong, pre-qualified database of conference and meeting organisers. Use these tools to increase your profile and make them a part of your marketing strategy.

INDUSTRY INFORMATION

Access industry research and information provided through the Convention Activity Survey (CAS) - a research programme that monitors and benchmarks the performance of professional conferencing and meeting venues in New Zealand. CAS is jointly funded by the Ministry of Tourism, Convention Bureaux New Zealand and CINZ. Valuable statistics around such areas as length of stay, number of delegates and daily spend are available through the members area of www.conventionsnz.co.nz

BUSINESS NETWORKING

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

EDUCATION, ADVICE AND INSPIRATION

CINZ keeps you up-to date with your industry – regularly delivering you relevant news, trends and industry research findings through e-newsletters, the CINZ website and CINZ events. The annual CINZ Conference offers professional development opportunities and an ever-inspiring programme of keynote speakers.

GOVERNMENTAL ADVOCACY

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.



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 international business. Platinum members enjoy the highest priority in all marketing activities. Platinum members are also entitled to a 10% discount across the majority of activities - including CINZ Conference registration - and appoint four members to the board.

MEMBERSHIP INVESTMENT

\$10,000 per annum

GOLD MEMBERSHIP



The Gold membership tier is designed for those members interested in both international and domestic marketing. Gold members are given second priority with all marketing activities. Gold members are also entitled to a 7.5% discount across the majority of activities - including CINZ conference registration - and elect three board members.

MEMBERSHIP INVESTMENT

\$3500 per annum + \$500 per additional venue/service - capped at \$8000

SILVER MEMBERSHIP



Silver membership is aimed at domestic focused operators who have little interest in the international marketplace. Silver members will receive support from CINZ in relation to all domestic marketing activities and a 5% discount across the majority of those activities including the CINZ Annual Conference. Silver members elect one board member.

MEMBERSHIP INVESTMENT

\$650 per annum

Note: all figures are GST exclusive

APPROVED CINZ PCO & EVENT MANAGER MEMBERSHIP

A Professional Conference Organiser (PCO) specialises in the management of larger and more complex conferences organised by associations and organisations, where a registration fee is payable by the individual delegate, where there is normally a trade exhibition as an integral part of the conference and where sponsorship is required to support the overall costs of running the conference. PCOs wishing to become members of CINZ (and be designated a CINZ Approved PCO) must follow an accreditation process involving agreement to Minimum Service Levels and a Code of Ethics. CINZ Approved PCOs are qualified to handle the most complicated of domestic and international association conferences.

Event Managers (EM) are also experienced, professional organisers but have elected not to specialise in the more complex aspects of 'association' conferences as described above. Event Managers generally focus more on corporate and destination management-type events within New Zealand. Most CINZ Approved PCOs are in a position to handle EM type business, but not vice versa.

NEW MEMBER STARTER PACK

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

- New member profile in CINZ Korero Newsletter - putting you in front of thousands of buyers
- 15% total discount for advertising in the CINZ Event Planners Guide
- Complimentary upgrade of contact details listing to a basic listing on www.conventionsnz.co.nz
- One complimentary advertisement in the CINZ Korero - our email newsletter to buyers
- Two complimentary special offers on the website



CINZ MEMBER BENEFITS

BENEFIT	BENEFIT DETAIL	PLATINUM	GOLD	SILVER
International Strategy and Policy Input	Platinum and Gold members have a direct line into CINZ to work on an international approach to marketing New Zealand.	✓	✓	
International Leads	Platinum and Gold members have access to international leads generated by ICCA membership, the Conference Assistance Programme and the Australian office.	✓	✓	
International Tradeshows	CINZ manages the New Zealand attendance at selected international tradeshows. CINZ has attended EIBTM (Frankfurt), IMEX (Barcelona) and IMEX USA (Las Vegas). The return on investment is monitored and participation decisions are made on an annual basis. Places at these tradeshows are available to Platinum and Gold members only, with Platinum members receiving priority.	✓	✓	
Australian Resource	Platinum and Gold members are able to access the marketing opportunities managed through our Australian office. Please see the table on page 8 for details.	✓	✓	
Bid Participation	Where appropriate and where the criteria fits, members will be included, and input will be sought, on compiling bid documents. Priority is given to Platinum and Gold members.	✓	✓	✓
Domestic Strategy and Policy Input	All members can have input into the strategy and level of domestic marketing to be undertaken by CINZ – either through representation on the board or direct representation to CINZ.	✓	✓	✓
Lobbying and Advocacy	Working with government at a local and national level is ongoing in order to represent the interests of the industry. Increasingly government is recognising the importance and value of the C&I industry to national and regional economies. All members benefit from the work CINZ does in this area.	✓	✓	✓
Media/PR	On a regular basis, national and international media contact CINZ for editorial input and comment. CINZ also works closely with a PR company to make sure the voice of the industry is heard when and as issues arise. All members benefit from this.	✓	✓	✓
Board Representation	All levels of membership have board representation. Platinum elect four members, Gold elect three members and Silver elect one member.	✓	✓	✓
Professional Development	Professional development opportunities are available through the annual conference and seminar programmes during the MEETINGS Exhibition.	✓	✓	✓
Networking Opportunities	CINZ hosts several networking functions a year. This is an opportunity to meet other CINZ members and develop working relationships.	✓	✓	✓
Domestic Leads	CINZ proactively sources leads for the membership base through the CINZ Call Centre. Leads also come through to CINZ via the CINZ website, the CINZ Korero email newsletter, the CINZ stand at tradeshows and directly to the CINZ office. These leads are disseminated according to criteria stipulated by the conference organiser.	✓	✓	✓
CINZ Annual Conference and AGM	Each year CINZ hosts its annual conference and AGM. This is an opportunity for members to network and learn. Member discounts apply to registration fees. The speaker programme includes both international and national key industry leaders and is a blend of professional development platforms and industry networking.	✓	✓	✓

BENEFIT	BENEFIT DETAIL	PLATINUM	GOLD	SILVER
MEETINGS Tradeshow	All CINZ members have the opportunity to exhibit at MEETINGS, New Zealand's premier tradeshow. Non-exhibitors can apply to receive 1 x invitation to the MEETINGS Welcome Function and 1 xVIP Trade Pass to the industry hour.	✓	✓	✓
Domestic Tradeshows	CINZ often has a presence at domestic tradeshows - working to make sure buyers are aware of and using the CINZ channels. This benefits all CINZ members.	✓	✓	✓
New Zealand Event Planners Guide	All members receive a complimentary listing in the Venue Capacity Index, the services index and the front of the regional section as appropriate. There is the opportunity to increase their presence through advertising. This guide is also replicated online at www.cinzplanner.co.nz	✓	✓	✓
CINZ Website	All members receive a complimentary contact details listing on the CINZ website with the opportunity to increase their page listing for additional investment. All venues receive a listing on the venue capacity page. There is also the opportunity to purchase special offers or advertising space.	✓	✓	✓
Email Newsletter	All members have the opportunity to provide newsworthy information for inclusion in the regular newsletter – CINZ Korero. This is distributed to our buyer database. There is the opportunity to purchase advertising space in the newsletter and any special offers purchased on the website will also be included.	✓	✓	✓
Database Access	CINZ manages a strong, pre-qualified domestic database of clients. There is the opportunity to access the CINZ database for direct mail campaigns. This incurs an administration and per contact charge.	✓	✓	✓
Access to Industry Statistics	The Convention Activity Survey (CAS) is a research programme that monitors and benchmarks the performance of professional conferencing and meeting venues in New Zealand. This research is available through the members area of the website.	✓	✓	✓
Access to a Calendar of Events	A list of conferences being run throughout New Zealand, available through the members area of the CINZ website.	✓	✓	✓
Ability to submit to the Image Library	All members have the ability to provide images to include on the website image library. These images are available for public download.	✓	✓	✓
Case Studies	An area of the CINZ website where members can post a case study of their particular venue or service.	✓	✓	✓
Industry Job Opportunities	Opportunity to post job opportunities on the CINZ website.	✓	✓	✓
Membership Logo	All members receive the CINZ membership logo for use in their marketing collateral.	✓	✓	✓
Member Discounts	Discounts apply to marketing opportunities and also the CINZ Conference depending on membership level.	10%	7.5%	5%

MAXIMISING CINZ MARKETING OPPORTUNITIES

CINZ operates a range of marketing channels which are designed to help you promote your business. Invest some time into creating a proactive relationship with CINZ to help ensure a good return on your membership investment.

CINZ WEBSITE

Enhance your complimentary contact details 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, ensure your contact detail information is correct and include any pdfs or videos you may have.

Ensure that any special offers you promote through the year are loaded onto the CINZ website (These are automatically published in the CINZ Korero email newsletter that is distributed each month, so you are assured of twice the coverage for the price).

Make sure you have some images loaded onto the CINZ image library and have a date for your case study to be published. These are both included in your membership free of charge.

www.conventionsnz.co.nz

CINZ EVENT PLANNERS GUIDE

Invest in an ad in the CINZ Event Planners Guide... we are always speaking to our buyer database and 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.



“What a wonderful booklet your team has put together for this year’s ‘Event Planners Guide’, congratulations. I am in awe of your graphic designer; the design, layout and information are so vibrant and informative, just makes you want to read every page. Well done.”

Lesley - Foodstuffs, Wellington

Speak to our sales team about how to incorporate these channels into an annual plan for your specific situation. Here is a rundown of the marketing tools with some suggestions on utilising each one to help get your message into the marketplace.

CINZ KORERO

CINZ Korero is our email newsletter that goes out to the buyer database regularly throughout the year. If you have some newsworthy information we can include this. This helps to increase your profile and it also links back to your page on our website. Also – all special offers placed on the website are published in the Korero for that month. Consider some brand advertising the months you don't have a special offer or editorial piece... ensure you are visible so buyers keep you top of mind.

CINZ CALL CENTRE

Our Call Centre is proactive in calling organisers to source business leads for our membership. Members who react quickly and professionally to these leads tend to make the most of this channel.

CINZ DATABASE

Do you want to promote a particular campaign or get a branding message out there? Consider using our database. Do you want to target Wellington corporates or Auckland associations? We can segment buyers for you into region and type.



CINZ MEETINGS TRADESHOW

Sometimes referred to as the jewel in the CINZ crown - if you are serious about conferencing or travel incentives you need to exhibit at MEETINGS. It is New Zealand's only national tradeshow bringing together buyers and suppliers and is a must to include in your marketing strategy.

MEETINGS has been voted independently as the best C&I tradeshow in Australasia.

Over two dynamic days MEETINGS offers you the opportunity to present your company to qualified buyers from New Zealand and Australia, giving you face to face sales opportunities. A highlight of MEETINGS is the focused, two day appointment programme giving you the ability to meet with professionals who are most likely to bring you business.

CINZ gratefully acknowledges the contribution provided by our Principal Sponsor Air New Zealand and other major and supporting sponsors of the event.

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

“ For superb organisation and the opportunity to meet with Buyers bringing real business opportunities, MEETINGS is a 'must do' in our annual marketing calendar: ”

Jenny Barr - Scenic Hotel Group

CONFERENCE ASSISTANCE PROGRAMME

In association with the Ministry of Economic Development CINZ is active in assisting associations to bid for international conferences through CAP - the Conference Assistance Programme.

The Conference Assistance Programme (CAP) is available to any association or organisation that is in a position to formally bid for an international conference (of over 200 delegates) to be held here in New Zealand.

The CAP Programme can help by:

- Providing a financial feasibility study of the conference, if required
- Producing attractive, customised bid documents
- Assisting with strategic marketing designed to enhance the chances of winning the conference
- Assisting with air travel to present the bid
- Providing collateral to promote New Zealand

CINZ AUSTRALIAN OFFICE

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

CINZ employs an experienced and dedicated marketing team based in Sydney to co-ordinate 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	AIME is the largest C&I exhibition in Australia, the Pacific and Asia region. Over 850 exhibitors and 3,500+ trade visitors, hosted buyers and media attend. CINZ organises the 100% Pure New Zealand stand and invites industry to participate either through a pre-scheduled appointment or non pre-scheduled appointment space.	Exhibiting on the 100% Pure New Zealand Stand which includes Buyer briefings and PR opportunities.
Platinum Corporate Lunches	Invite Corporate, PCO and Association decision-makers to an intimate round-table lunch. CINZ members have the opportunity to invite 1-2 clients.	CINZ Platinum Members.
Database Marketing	Telemarket and source potential business opportunities for the New Zealand C&I sector.	Leads distributed to Platinum and Gold members that fit the criteria brief from the client.
Client relationship building one-on-one sales appointments	Building relationships, generating interest in New Zealand and building a leads database for future follow up.	Opportunity for Platinum and Gold members to do joint calls.
Annual PCO Conference	Exhibit under the 100% Pure New Zealand banner at this sectors largest individual event.	Exhibiting on the 100% Pure New Zealand stand.
Quarterly updates	Ongoing member updates which will include statistics, trends and current projects.	Enquiries regarding content to Sharon Auld.
Korero Newsletter	This newsletter goes out bi-monthly to the Australian database.	Opportunity to include newsworthy information or advertising.
Database Access	CINZ manages a strong, pre-qualified database of clients.	Opportunity to purchase use of the CINZ database for direct mail campaigns.
Member Support - Assist in sales objectives and familiarisation programmes	Provide key contacts and relevant market information.	Use CINZ expertise to assist with targeting the Australian market.
Member Support - Australian activity calendar	Provide a detailed overview of events, familiarisations, roadshows and sales efforts of the industry.	Identify opportunities to target the Australian market.

FREQUENTLY ASKED QUESTIONS

WHAT IS CINZ IN TERMS OF A LEGAL ENTITY?

CINZ is the marketing name for The New Zealand Convention Association, an incorporated society set up to promote and market the New Zealand conference, convention and incentive sectors of inbound tourism.

WHAT IS THE GOVERNANCE STRUCTURE OF CINZ?

The board of CINZ consists of eight members who appoint an independent chairperson. Board members are elected at the AGM and their tenure is for two to three years, to allow for rotation. Board members from each membership category are elected by other category members on a 'one vote per member' basis. The CEO is accountable to the Board.

CAN ANY MEMBER STAND FOR THE CINZ BOARD?

Yes, provided you are a financially paid up member of good standing. You will need to be seconded by a member in your particular category.

WHEN DOES MY MEMBERSHIP START?

Your membership starts from the first of the month nearest to the date that you join and lasts for a calendar year.

IF I AM A SILVER MEMBER CAN I ACCESS INTERNATIONAL BENEFITS, PARTICULARLY FROM AUSTRALIA?

No, only Gold or Platinum members can access Australian and International activity. Silver membership relates to domestic marketing activities only.

CAN I EXHIBIT AT THE INTERNATIONAL TRADESHOWS IF I AM A SILVER MEMBER?

You must be a Gold or Platinum member to access international marketing activity.

WHY WOULD WE UPGRADE OUR MEMBERSHIP FROM DOMESTIC (SILVER) TO INTERNATIONAL (GOLD AND PLATINUM)?

This will depend on your overall business plan and can be discussed with your CINZ contact. Broadly speaking Silver membership is designed for those members that are interested in domestic business, while Gold and Platinum memberships are designed for those interested in international business. Please also refer to the membership grid which outlines the differences between Platinum, Gold and Silver memberships.

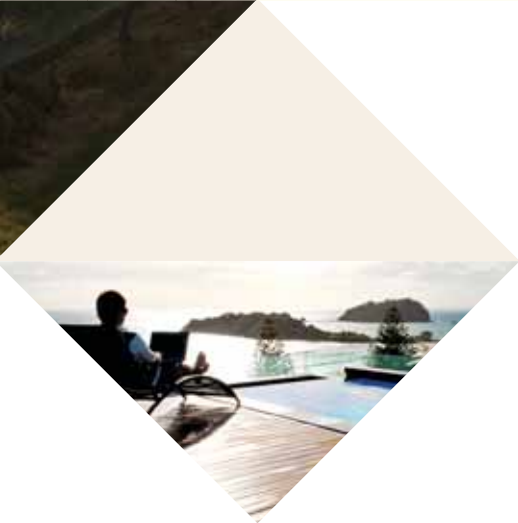
CAN I EXHIBIT AT THE MEETINGS TRADESHOW IF I AM NOT A CINZ MEMBER?

No. You must be a CINZ member to exhibit at the MEETINGS tradeshow.





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