



## **TOURISM SERVICES OPPORTUNITIES AT TRENZ**

TRENZ is New Zealand's largest international tourism business event and most important event of the year on the tourism events calendar. TRENZ brings high quality international travel Buyers to meet with New Zealand's leading tourism operators to build or renew relationships and negotiate business for upcoming season/s.

TRENZ 2024 is being held from 8-10 May in Te Whanganui-a-Tara Wellington. This will be the first time that our capital city has hosted TRENZ, and it will be an event not to be missed!

Tourism Services are offered the opportunity to exhibit at TRENZ in the Tourism Tech Hub. Your company will receive exciting benefits including the opportunity to profile your business to around 1000 delegates including targeted and engaged members of the New Zealand tourism community, develop and consolidate relationships, and show your support of the industry.

### **WHO ATTENDS TRENZ?**

TRENZ focuses on delivering the very best New Zealand has to offer. New Zealand tourism industry leaders and local and international representatives will be hosted over two full days. These delegates include:

- High quality international travel Buyers
- Approved tourism Sellers from over 300 of New Zealand's leading tourism businesses
- International and New Zealand Media including consumer and trade media, journalists, radio, TV and online
- National and local government representatives and distinguished guests including Ministers and MPs

### **TOURISM TECH HUB**

The Tourism Tech Hub is your chance to showcase key technology opportunities for tourism operators and connect face to face over the two full days of TRENZ.

This is the perfect opportunity to connect and network with the tourism industry.

- Do you have a new or emerging technology with opportunities for the industry such as VR or robotics?
- Do you offer innovative technology solutions for the tourism industry?
- Are you a marketing or digital agency with innovative new tools to enhance capability?

Located in a key area of the exhibition floor, the Tourism Tech Hub will provide an area for delegates to discover new technologies and interact with the exhibitors.



**TRENZ**  
WELLINGTON  
8-10 MAY  
2024

## TOURISM TECH HUB EXHIBITOR PACKAGE

Exhibiting at TRENZ 2024 in the Tourism Tech Hub offers a unique opportunity to display services, products and information to key members of the New Zealand tourism industry.\*

### Key benefits:

- Access qualified, engaged potential customers by promoting your products and services at your own exhibitor stand for the duration of the event
- Network with industry peers and make new contacts at the official networking events including the Welcome function and Farewell function
- Expand your knowledge and connect with others by attending the Speaker Series presentations

### Each exhibitor package includes:

- Footprint – standard 1.8m x 1.8m space in the Tourism Tech Hub with furniture, light, power
- Delegate pass – one full delegate pass including entry to the tradeshow both days, a ticket to the Welcome function and Farewell function
- Profile - Profile on TRENZ website Tourism Tech Hub page with logo and 150 word blurb, and profile on TRENZ online platform
- Access to attend the Speaker Series presentations

*Note: There is no scheduled appointment stream for Tourism Services.*

## COST

The TRENZ Tourism Tech Hub Exhibitor Package is available at a cost of:

**TIA Member:** \$3,750 + GST

**Non-Member:** \$7,500 + GST

Additional event and function passes can also be purchased.

## ACTIVATIONS AND SPEAKER OPPORTUNITIES

(only available as an add on)

**Upgrade your package with a Brand Activation** - Branded kiosks or tag stations are available to elevate your sponsorship into an activation with more visual cut through and the ability to be self service and capture valuable information from delegates. More information available on request. From \$2,500 + GST.

**Speaker opportunity** - Opportunity to present a 40 minute presentation each day as part of the TRENZ Speaker Series programme. Topic to be discussed with and approved by Tourism Industry Aotearoa. From \$2,500 + GST.

Contact us for information on other sponsorship and activation opportunities.

## NEXT STEPS

We hope you will join us and be a part of TRENZ 2024. You can register or apply to attend TRENZ 2024 using the link in the invitation email or register your interest in attending by completing this [form](#).

If you have any questions please email [info@trenz.co.nz](mailto:info@trenz.co.nz)



\* Exhibiting at TRENZ is subject to availability and approval. Only businesses that meet the [Tourism Services criteria](#) are eligible to take part.