







# BEIA Membership Benefits

Activity	Benefits	Platinum	Gold	Silver
BEIA Membership Website Presence	Platinum Members may list all of their venues and services individually with no restriction on numbers	✓		
BEIA Website Ranking & Searches	Platinum Members rank first - in alphabetical order, on all website searches	✓		
BEIA MEETINGS Exhibition	Opportunities for Platinum Members exhibiting at MEETINGS: - Discuss Stand Preference - if exhibiting independently - Preferential pricing - Priority with PSA	Priority	✓	
Australian Business Opportunities	BEIA Members are afforded the exclusive opportunity to secure a share of the lucrative AU business events market. We provide your business with direct marketing and access to key decision-makers of conferences, corporate meetings, and incentive reward programmes via opportunities.	Priority	✓	
Australian Insights	BEIA Australia will share specific insights including - 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	✓	✓	
BEIA Korero Client Newsletter	Distributed bi-monthly to the Australian Client database consisting of Agency, Corporate, Association decision-makers  Platinum and Gold Members can be profiled. Platinum Members receive priority and one FREE banner ad per annum. Banner Advertisements may also be purchased	✓	✓	
BEIA Australia Sales Calls	BEIA will offer guidance with your sales call planning, making sure you utilise your time in the Australian market effectively	✓	✓	
BEIA Members' Preferential Pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members	✓	✓	

Activity	Benefits	Platinum	Gold	Silver
Australian Tradeshows and Exhibitions:		✓	✓	
AIME	Participate on the 100% Pure NZ Stand / Lounge - Client hosting - PR and media opportunities - Post-Event Report			
Associations Forum				
PCOA Conference	Platinum and Gold BEIA Members have access to register to participate on the 100% Pure New Zealand Hub. Prospectus sent to Platinum and Gold Members only. Limited positions are available.			
BEIA MEETINGS Familiarisation Programme	Opportunity to host pre or post famils with qualified Hosted Buyers. BEIA work in partnership with Air NZ and Host Destinations. Itineraries to include BEIA Members only.	✓	✓	
BEIA Board Representation	All levels of membership have Board representation: - Platinum elect two Board Seats - Gold elect one Board Seat - Silver elect one Board Seat	✓	✓	✓
BEIA Client Newsletters:	Distributed bi-monthly to the Australian Client Database & quarterly to the NZ Client Database consisting of Agency, Corporate, Association decision-makers	Priority plus one FREE Banner Ad per annum	✓	✓
Australia BEIA Korero	Platinum and Gold Members can be profiled. Platinum Members receive priority and one FREE banner ad per annum.			
New Zealand BEIA Essentials	Gold & Silver may purchase Banner advertisements.			
BE Connected	BEIA Member Updates via e-news, virtual, social and face to face updates - Business Events Data updates - Update on latest relevant research - Update on BEIA Projects, tradeshows and activities, PR and media - Virtual Coffee - BEIA Matters - our regular e-newsletter for all Members	✓	✓	✓
BEIA Annual Conference	The BEIA Annual Conference provides Members with the opportunity to network and learn through keynote speakers and educational workshops	✓	✓	✓
BEIA Annual Event Planners' Guide (The Planner)	The BEIA Planner is distributed to the BEIA Client Database targeting corporate meeting planners, professional conference organisers, association decision-makers and incentive buyers The BEIA Planner is replicated online at <a href="http://www.beia.co.nz/BEIA-event-planner">www.beia.co.nz/BEIA-event-planner</a>	✓	✓	✓
BEIA MEETINGS - Exhibiting	Only BEIA 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	✓	✓	✓
BEIA Membership Logo	All Members receive a BEIA Membership Logo for use in marketing collateral including website	✓	✓	✓
BEIA Website Listing	All Members receive a complimentary Standard Website Listing on the BEIA Website <a href="http://www.beia.co.nz">www.beia.co.nz</a> We highly recommend an upgrade to an Interactive Listing to optimise your presence on the website. To learn more <a href="#">click here</a>	✓	✓	✓
VCI	Venues receive an automatic listing on the Venue Capacity Index page, an essential resource for all event planners			
Seasonal Promotions	BEIA will promote your Christmas, New Year and seasonal promotions on their website engaging clients to contact you directly.			

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Domestic Business Opportunities	Incoming business event enquiries are disseminated according to criteria stipulated by the Conference or Event Organiser	✓	✓	✓
Domestic Tradeshows	BEIA exhibit at select domestic tradeshows representing BEIA Members	✓	✓	✓
Industry Voice	BEIA work with government at local and national levels in order to represent the interests of the Business Events Industry and BEIA Members	✓	✓	✓
Media / PR	BEIA supports the industry through national and international media, commenting and leading discussion on industry issues. BEIA provide support to Members when dealing with Media in particular for Crisis Management	✓	✓	✓
Social Media	BEIA offers Members the opportunity to feature in our social media posts #MemberMonday and #FeatureFriday  <b>Follow us on Twitter</b>  <b>Become a friend on facebook</b>  <b>Keep up with us on LinkedIn</b>  <b>Follow us on Instagram</b>	✓	✓	✓
Education	Professional development and educational opportunities are available at the BEIA Annual Conference and through selected programmes during the year	✓	✓	✓
BEIA Emerging Leaders Programme	A programme designed to aid in the upskilling of up-and-coming young business event professionals combined with network building opportunities	✓	✓	✓
BE Mentored Programme	An annual programme designed for Members who are interested in professional growth. Bringing experienced and skilled mentors together with mentees keen to navigate their development and career path within the BE sector	✓ Platinum Mentees exempt from Fee	✓	✓

# New Member Welcome

During the first year of membership, all first time BEIA Members receive additional benefits to help you maximise your marketing opportunities through the BEIA channels.

## These benefits include:

- A "New Member Profile" in the BEIA Essentials Client Newsletter – putting you in front of thousands of buyers
- One complimentary profile in the BEIA Korero (Platinum & Gold Members only)
- 20% discount on upgrade to Interactive website listing for your first year of membership
- 10% total discount on advertising costs in the BEIA Annual Event Planners' Guide (BEIA Planner)
- #MemberMonday post on social media (Facebook & Instagram)
- New Members receive the gift of a native tree planted in their name with Trees that Count

To Join: Complete our online BEIA Membership Application Form:  
[www.beia.co.nz/BEIA-membership-application](http://www.beia.co.nz/BEIA-membership-application)

For more information on BEIA Membership please visit: [www.beia.co.nz/BEIA-membership](http://www.beia.co.nz/BEIA-membership)

Connect with the BEIA Team at: [www.beia.co.nz/contact-beia](http://www.beia.co.nz/contact-beia)