



Elevate
your brand
at MEETINGS

MEETINGS2026

SPONSORSHIP PROSPECTUS

Boost your brand in front of Attendees



About MEETINGS

MEETINGS is renowned as a must-attend event for both international and domestic exhibitors and buyers.

Participating in MEETINGS places you at the heart of a dynamic environment that promotes networking and business opportunities. We're excited to offer you the chance to elevate your presence at **MEETINGS2026**.



Partner with us

The event has consistently demonstrated a strong return on investment (ROI) for the host destination, exhibitors, and sponsors who participate each year. The monitored media value has reached \$2.0 million.

MEETINGS offers an ideal platform to enhance your visibility among domestic, Australian, and international buyers.

Brand Awareness

Boost your brand visibility and strengthen your organisation's presence in front of both Buyers and Suppliers.

ROI

Expand your network and generate more leads by gaining heightened exposure and standing out in a competitive environment.

Fast Facts from MEETINGS2025

Exhibitors



265
Exhibition Stands



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

Buyers

\$110 MILLION
provisionally secured



of Hosted Buyers rated the quality of Exhibitors at MEETINGS 2025 **Excellent** or **very good**

Media



200+
Qualified Hosted Buyers from New Zealand and Australia



300+
Day Buyers

6000+
appointments over two days

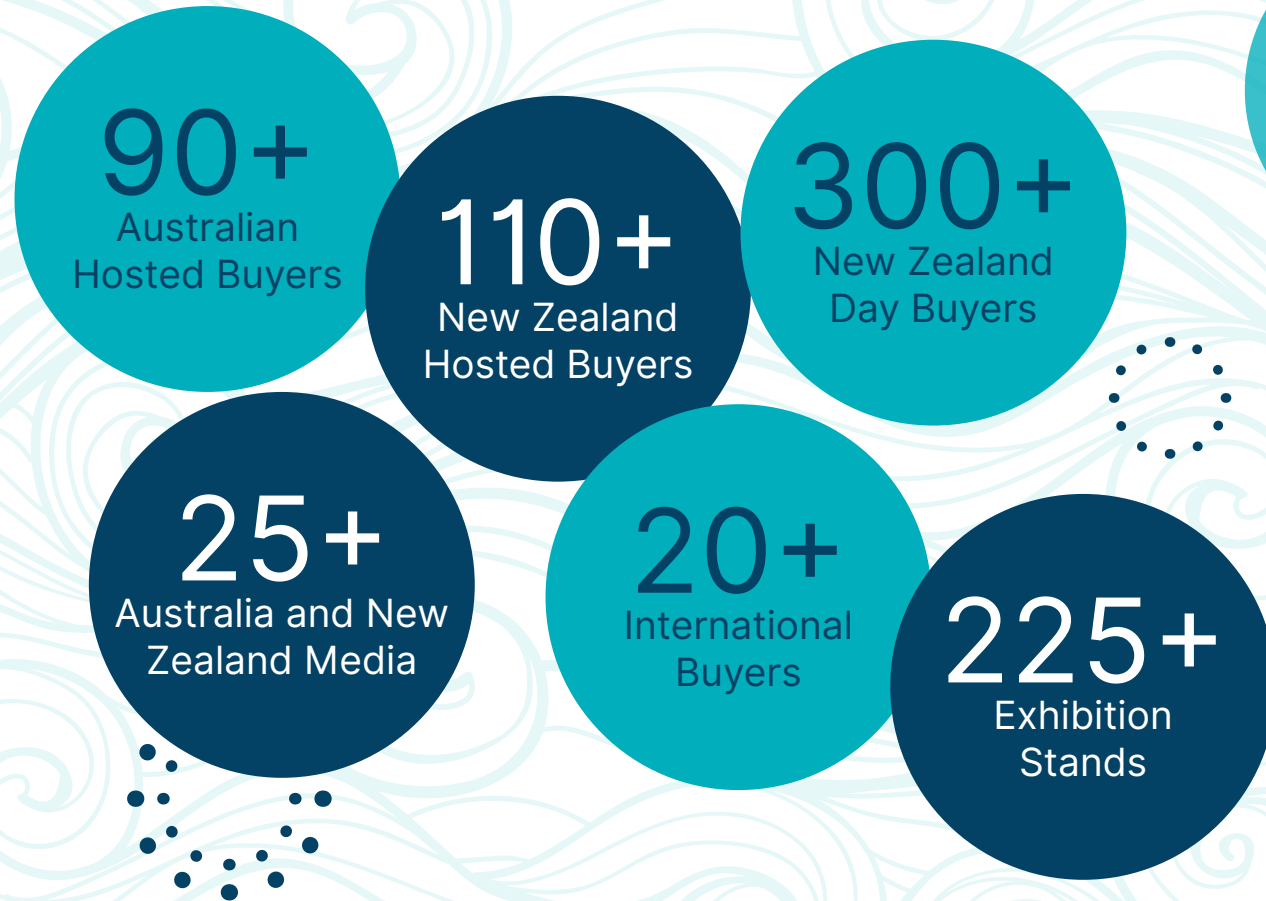


20 Media Attended from New Zealand and Australia

\$515,000
in EAV generated



Each Year Meetings Welcomes Approximately:



Hosted Buyer Testimonials

“ Very well organised and informative. It provided an excellent overview for a first-timer of the wonderful products that NZ has to offer for meetings and events. Staff and participants were very generous with their time and it overall, reflects very well on NZ. ”

Allison Robinson, Turnaround Management Association Australia
Hosted Buyer 2025

96%
Hosted Buyers agreed that **MEETINGS** is a **must attend event** in their calendar

“ I was in awe of the extent of the programme and grateful for the opportunity to network with so many like-minded professional event operators. ”

Moira Jones, AdmiNZ
Hosted Buyer 2025



Our Sponsorship Opportunities



Hosted Buyer Lounge

Enhance your brand's presence by hosting buyers in these exclusive, private spaces located on the trade show floor.

Benefits

Provide an exclusive space for Hosted Buyers to relax during MEETINGS 2026.

Customise the experience to align with your brand and objectives, including décor, food and beverage offerings, exclusive activations and giveaways.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

TWO AVAILABLE

\$16,500 + GST



Coffee Cart

Be one of the most popular places at MEETINGS and sponsor a coffee cart, giving your brand prominence in a prime location on the show floor and the ability to serve unlimited coffees throughout the event.

Benefits

Coffee cart, barista and unlimited coffees for MEETINGS attendees.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

Space to display additional signage or run an activation.

ONE AVAILABLE

\$7,750 + GST

Our Sponsorship Opportunities



MEETINGS Celebration

Sponsor the social highlight of Meetings 2026 and leave a lasting impression on our hosted buyers and exhibitors with an unforgettable farewell event!

Benefits

Naming rights to the MEETINGS Celebration

Opportunities for prominent activation or hosting activity prior to and during the event.

Three complimentary tickets to the MEETINGS Celebration

Opportunity to display your organisation's signage in prominent positions at the MEETINGS Celebration venue.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

ONE AVAILABLE

\$POA



MEETINGS After Party

Sponsor the ever-popular official MEETINGS After-Party and position your venue as the place for MEETINGS Hosted Buyers, exhibitors and industry professionals to continue the final nights' celebrations.

Benefits

Exclusive recognition as the 'Official MEETINGS After-Party' across all communications.

Deliver a boost to mid-week bar sales.

Opportunity to deliver a standout venue experience through themed activations, entertainment, or tailored hospitality.

Shuttle buses from the Celebration to your venue (if required) for MEETINGS attendees to maximise attendance.

ONE AVAILABLE

\$POA

Our Sponsorship Opportunities



Daily Catering

Stand out and increase your brand's exposure during the catering breaks.

Benefits

Opportunity to provide additional branding for catering stations.

Opportunity to provide multi-media to be displayed on screens located on catering tables.

Alert acknowledgement on the MEETINGS Attendee App prior to lunch

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

TWO AVAILABLE

\$15,000 + GST



Lanyards

Ensure your brand is seen by every attendee by sponsoring the event lanyards, providing exceptional visibility throughout the exhibition hall for the duration of the event.

Benefits

Logo printed on all MEETINGS 2026 lanyards.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

ONE AVAILABLE

\$5,000 + GST

Our Sponsorship Opportunities



Charging Station

Keep attendees powered up and ready for business by sponsoring one of our charging stations.

Benefits

Full branding of one charging station in a high traffic area of the exhibition floor.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

THREE AVAILABLE

\$4,000 + GST



Day Buyer Registration Banner

Place your brand in front of all day buyers from the moment of registration with a custom banner featured on the day buyer registration page and in key pre-event communications.

Benefits

Banner on all pages of the Day Buyer registration form typically utilised by 300-350 New Zealand Day Buyers.

Banner on key Day Buyer email communications, including registration acknowledgement, and final information emails.

ONE AVAILABLE

\$2,500 + GST

Our Sponsorship Opportunities



Exhibition Entrance Signage

Be the brand everyone sees. With signage dominating the only entrance to the MEETINGS 2026 Exhibition Hall, you'll capture attention at every arrival, exit, and return—making your presence impossible to miss.

Benefits

Discuss signage options for the only entrance to the exhibition, guaranteeing brand visibility to all attendees throughout the entire event.

ONE AVAILABLE

\$POA



Refreshment Station

Provide the ideal pit-stop for MEETINGS buyers looking to refresh with a dedicated refreshment station in a prominent location in the exhibition hall.

Benefits

Fully branded refreshment counter.

Opportunity to select the cold beverages and snacks to be available from the station.

Refreshment counter included on relevant directional signage and floorplan map.

Opportunity to incorporate an activation at the station to increase engagement and brand awareness

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app,

ONE AVAILABLE

\$4,500



Wi-Fi

As a key element of the Meetings experience, the Wi-Fi login details are guaranteed to capture the attention of all attendees. Increase your brand's visibility by sponsoring the Wi-Fi access.

Benefits

Branding on all Wi-Fi signage throughout MEETINGS.

Acknowledgement in pre-event 'Welcome' communications when Wi-Fi access is referred to.

Input into Wi-Fi password to align with your organisation / brand.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app,

ONE AVAILABLE

\$3,000

Our Sponsorship Opportunities



Business Centre

Align your organisation with the go-to spot for attendees needing to stay connected, recharge, and get work done on the exhibition floor, gaining consistent visibility and meaningful engagement throughout the event.

Benefits

Exclusive naming rights and prominent branding across the Business Centre.

High traffic from Hosted Buyers throughout the entire event.

Opportunity for branded stationery and subtle in-centre activations

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app.

ONE AVAILABLE

\$POA



Networking Function

Be the brand behind the perfect end to day one of MEETINGS by sponsoring a networking function on Wednesday afternoon.

Benefits

Opportunities for prominent activation during the event.

Input into food and beverage offered during the function.

Opportunity to display your organisation's signage in prominent positions during the MEETINGS Networking Function.

Acknowledgement and company profile on all relevant MEETINGS collateral, including the app, website and preview magazine.

ONE AVAILABLE

\$POA



**For further information
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