

BEIA Membership

BUSINESS EVENTS INDUSTRY AOTEAROA



Who are BEIA?

Our purpose is clear: to support, uplift, and accelerate the business events industry. We are committed to ensuring BEIA's members prosper and thrive while providing a strong, unified national voice for the sector. Our role is delivered through three key areas: **Voice**, **Knowledge**, and **Connection**.



Voice

BEIA is the primary advocate for the business events industry, providing a clear, credible voice for our members at government level.

Through proactive advocacy, BEIA engages in policy conversations, contributes to national strategies, and works alongside industry partners to address key challenges and unlock opportunities for growth. This ensures members have a seat at the table when decisions are made that affect the sector's future.

By representing collective perspectives and advocating for a strong, sustainable future, the Voice pillar empowers BEIA members to operate with confidence, knowing their interests are heard, supported, and actively championed.



Knowledge

We strengthen industry capability through education and professional development, including **BE Mentored**, **Te Haeata (NZ Certificate in Business Events – Level 4)**, and **BEIA's Annual Conference**, helping ensure the future workforce is well equipped to support the continued growth of New Zealand's business events sector.

We also deliver the **Business Events Data Programme**, providing quarterly business events activity data by capturing, collating, and reporting venue-supplied information to produce regional and national statistics the wider industry can benefit from. Funded by BEIA and regional tourism partners and delivered by **Fresh Info**, this programme helps our sector confidently demonstrate value and track performance over time.



Connection

BEIA connects members with clients through **MEETINGS**, the country's largest business events tradeshow, bringing together buyers and industry across New Zealand, Australia, and international markets.

We also create year-round visibility through marketing opportunities such as client newsletters and social posts, helping members build relationships, generate leads, and grow business.



our Planning Tool could save you hours!



BEIA CONFERENCE & AGM



Te Panapana

BEIA Membership Structure

BEIA offers three different categories of membership in a tiered structure - Platinum, Gold and Silver, plus an Affiliated Membership is available for organisations wishing to work collaboratively with BEIA.



Platinum Membership

The Platinum membership tier is designed for key stakeholders within the New Zealand industry, and those who have a strong focus on Australian, Domestic and International business. Platinum Members enjoy the highest priority in all marketing activities.

Platinum Members elect two Board representatives from within their category.

MEMBERSHIP INVESTMENT

\$11,275 +GST per annum



Gold Membership

The Gold membership tier is designed for those members interested in Australian, Domestic and International business. Gold Members are given second priority in all marketing activities.

Gold Members elect one Board representative from within their category.

MEMBERSHIP INVESTMENT

SINGLE \$3,950+GST per annum

GROUP \$3,950+GST per annum
+ \$615+GST per additional venue/
service — capped at \$9,485+GST



Silver Membership

Silver membership is aimed at Domestic focused operators who already offer or wish to develop your offering within the business events space. Silver membership opens up business and networking opportunities, connecting you to industry peers and BEIA's NZ client database.

Silver Members elect one Board representative from within their category.

MEMBERSHIP INVESTMENT

\$770 +GST per annum



Affiliated Membership

Affiliated membership is for organisations (or businesses) who wish to form a collaborative relationship with BEIA and Members, and whose resources and services benefit the BEIA Community.

In addition to Silver membership benefits, Affiliated Members receive exclusive promotion on the Member Services page of the BEIA website and in BEIA Member and Client newsletters.

Please contact [Nicky Tilsley](#) for more information.

MEMBERSHIP INVESTMENT

\$1,540 +GST per annum



BEIA Membership Benefits

Activity	Benefits	Platinum	Gold	Silver & Affiliated
BEIA Membership Website Presence	Platinum Members may list all of their venues and services individually with no restriction on numbers	✓		
BEIA MEETINGS Exhibition	Opportunities for Platinum and Gold Members exhibiting at MEETINGS: - Priority Placement (Platinum) - Priority Hosted Buyer Appointments (Platinum) - Preferential Pricing	Priority	✓	
Australian Business Opportunities	BEIA Platinum and Gold 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 Client Newsletter - BEIA Korero	Distributed quarterly to the Australian Client database consisting of Agency, Corporate, Association decision-makers Platinum and Gold Members only profiled. Platinum Members receive priority and one FREE banner ad per annum. Banner Advertisements may also be purchased	Priority plus one FREE Banner Ad pa	✓	
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 Australia Sales Calls	BEIA will offer guidance with your sales call planning, enabling you to utilise your time in the Australian market effectively	✓	✓	
BEIA Members' Preferential Pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members	✓	✓	
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.	✓	✓	

Activity	Benefits	Platinum	Gold	Silver & Affiliated
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 Board Representation	All levels of membership have Board representation: - Platinum elect two Board Seats - Gold elect one Board Seat - Silver elect one Board Seat	✓	✓	✓
Advocacy / 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	✓	✓	✓
BEIA Annual Conference	The BEIA Annual Conference provides Members with the opportunity to network and learn through keynote speakers and educational sessions and workshops	✓	✓	✓
BEIA Website Listing	All Members receive a complimentary “BE Listed” promotion on the BEIA website www.beia.co.nz Elevate your presence by upgrading to “BE Featured” or maximise it by upgrading to “BE Premium”. BE Premium ranks first, followed by BE Featured and then BE Listed. All listings will be sorted by Membership level - Platinum first, followed by Gold, then Silver. To learn more click here	✓	✓	✓
NZ Client Newsletter - BEIA Essentials	Distributed quarterly to the NZ Client Database consisting of Agency, Corporate and Association decision-makers. Banner Ads may be purchased.	✓	✓	✓
VCI (Venue Capacity Index)	Venues receive an automatic listing on the Venue Capacity Index page, an essential resource for all event planners. To view click here	✓	✓	✓
Seasonal Promotions	Members who upgrade to BE Premium listings will have the opportunity to promote their current offers on the Seasonal Promotions page.	✓	✓	✓
Domestic Business Opportunities	Incoming business event enquiries are disseminated according to criteria stipulated by the Conference or Event Organiser	✓	✓	✓
Education	Professional development and educational opportunities are available at the BEIA Annual Conference and through selected programmes during the year	✓	✓	✓
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	✓	✓	✓
Te Haeata, Certificate in Business Events (Level 4)	Online and on-the-job training towards a a qualification building people who can contribute to planning, project management and delivery of events in New Zealand.	✓	✓	✓

Activity	Benefits	Platinum	Gold	Silver & Affiliated
BE Connected	BEIA Member Updates via e-news, virtual, social and face to face: - BEIA Matters - our regular e-newsletter for all Members - Business Events Data updates - Latest relevant research updates - BEIA Projects, tradeshows and activities, PR and Media updates - BE On Air podcasts - Networking Events	✓	✓	✓
Social Media	BEIA offers Members the opportunity to feature in our social media posts #MemberMonday and #FeatureFriday f Become a friend on facebook in Keep up with us on LinkedIn @ Follow us on Instagram	✓	✓	✓
Domestic Tradeshows	BEIA exhibit at select domestic tradeshows representing BEIA Members	✓	✓	✓
BEIA Membership Logo	All Members receive a BEIA Membership Logo for use in marketing collateral including your website	✓	✓	✓

MEETINGS Benefits

Benefits	Platinum	Gold	Silver & Affiliated
Priority stand placement	✓		
Preferential stand pricing (tiered by Membership)	✓	✓	
Opportunity to host pre/post-famils with qualified Hosted Buyers	✓	✓	
Access to Hosted Buyer contact list	2 months prior	1 month prior	1 week prior
Priority Hosted Buyer appointment selections	10	5	2

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)
15% discount on website listing upgrade for first year of Membership	#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

[CLICK HERE →](#)

For more information on BEIA Membership

[CLICK HERE →](#)

Connect with the BEIA Team

[CLICK HERE →](#)



BEIA Australian Office

BEIA Platinum and Gold Members receive outstanding leverage in the Australian market. We are your feet on the ground to help promote your brand directly with Australian event decision-makers.

You are represented by Sharon Auld – GM, Australia, a 25-year industry professional of BEIA who knows how to positively promote New Zealand in Australia better than anyone in the industry.

Sharon’s overarching goal is to provide business opportunities and connections to BEIA Platinum and Gold Members. Through a variety of initiatives, Sharon partners with you to provide direct representation to showcase the best of New Zealand in the Australian market. Details of all the activities are on the [BEIA website / Australia](#).

To get your feet on the ground through Platinum or Gold Membership contact sharon.auld@beianz.com.au

Activity	Benefits	Platinum	Gold
Australian Business Opportunities	Our sales and marketing activities position NZ in the AU market. BEIA prioritise Platinum and Gold member destinations, services, and products that fit the client brief. In addition, we support the development and conversion of market opportunities for our members.	Priority	✓
Opportunity to co-exhibit at PCOA Conference & Associations Forum National Conference	BEIA manages NZ’s participation at PCOA and AFNC. Space, stand, and activation are supported by TNZ. Platinum and Gold members can register to participate in the 100% Pure NZ Stand. Limited positions are available for each trade show.	Priority	✓
Enhance brand profile - AU Korero newsletter. Distributed quarterly.	Targeted communications to decision-makers and event planners using Korero to share relevant and critical information on NZ. Platinum and Gold members have the opportunity to submit content. Limited positions available.	Priority	✓
BEIA MEETINGS familiarisation programme	Platinum and Gold Bureaux extended the opportunity to host MEETINGS familiarisations with qualified Hosted Buyers. Conditions apply. Itineraries to include BEIA members only.	Priority	✓
BEIA Members’ preferential pricing	Preferential Pricing applies to specific marketing opportunities for Platinum and Gold Members.	Priority	✓
Membership Engagement	BEIA will offer guidance, advice and support to Platinum and Gold members planning to travel to AU to engage with the customer base. Activity will also include regular 1-1 TEAMS meetings to be updated on your destination, product or service.	Priority	✓
AIME (Asia Pacific Incentives & Meeting Event)	BEIA actively engages with AIME Hosted Buyers and Day Buyers over the three-day programme. A post-event report will be finalised and shared with Platinum and Gold members detailing PSA insights and results.	✓	✓
Communications and Engagement - Quarterly BEIA AU Insights and Activity report	Access economic updated, industry insights and in-market activity. An overview of BE arrivals and trends will also be featured, providing a better understanding of the AU market.	✓	✓
BEIA AU annual activity calendar	BEIA AU activity, tradeshows, communication plans, including Platinum and Gold member roadshows, familiarisations etc.	✓	✓
AU Korero Banner Advertising	Platinum members receive priority and one FREE banner ad per annum. Banner advertisements may also be purchased.	✓	

For more information on BEIA Australia

[CLICK HERE →](#)

Connect with the BEIA Team

[CLICK HERE →](#)



Connect with us today

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