



EXHIBITOR PROSPECTUS

You have been invited by your RTO to this one-day tourism trade show to be held at Eden Park in Auckland in May 2026, the 14th annual event for the eXplore Central North Island (ECNI) collective. We are planning again for over 200 buyers, media and trade partners to attend with 100+ trade ready tourism operators (exhibitors) from throughout the Central North Island.

For Exhibitors, eXplore Show 2026 is a **two day commitment** and will include a tourism Exhibitor Business Session, show set up and Exhibitor Function on Wednesday May 6th, then show day on Thursday 7th May with include a Breakfast session of scheduled Buyer-Exhibitor Appointments and a free-flow event to follow.

Please read the content below in FULL before you register!

The Audience

The event is targeted at the main travel partners, ranging from the Product Buyer/Decision Makers at Inbound and Wholesale Companies through to frontline staff from i-SITES, retail travel agencies and inbound/wholesale companies, as well as Tourism NZ staff from the trade and media teams. We have previously had buyers fly into the event from around the country and Australia, and for 2025 we will also be inviting buyers travelling to NZ for TRENZ from our key markets Australia, USA and UK/Germany.

There is no better opportunity to engage with so many quality buyers and influencers in one place, in one day. A targeted and receptive audience!

Exhibitor Criteria

- 1) You are invited at the discretion of your local RTO.
- 2) You must be *Trade Ready* – that is, you must be prepared to discuss and offer commissions and rates, and be willing to book with inbound and wholesale travel companies. If you need some more information on what it means to be Trade Ready or help with understanding this fully, please contact your local Regional Tourism Organisation who will be happy to help. See the RTO Contact List at the end of this document. **Tip:** Check out www.tourismexportcouncil.org.nz – *Planning for Export Success*

Show Programme for Exhibitors

Wednesday May 6th, 1pm – 5pm

Exhibitor (only) Business Session

We are underway in securing presenters to bring a lively afternoon of engaging and interesting sessions for professional and business development for tourism businesses. We want to keep you up to speed with the latest tourism and marketing developments and opportunities.

Wednesday May 6th, 5pm - 6.45pm

Exhibitor Set up, Exhibitor Briefing, and Exhibitor Function

Exhibitor housekeeping briefing will be held at **5pm** and request **all operators attend please**. Following this short but important briefing, exhibitors can access thier space to set up, and then enjoy a networking function for all the Exhibitors in the **foyer of our Eden Park venue**. A drink token (cash bar there after), and some light food will be supplied. Finish 6.45pm. This is an excellent opportunity to engage with other Tourism operators after the busy summer season and make new sector connections.

Thursday May 7th – The eXplore Show

BREAKFAST Session 7.30-9.30am – A scheduled appointment session from 7.30-9.30am.

Buyers pre-select from the Exhibitor list up to 20 Exhibitors they would like to meet with, and will ultimately be scheduled 11 x 10 minute appointments from that list. Following appointments, Buyers can stay to connect with other operators. Buyers and Exhibitors will be issued their appointments prior to the event.

Free Flow Session 9am – 3pm - An unstructured, free flow event for attending Buyers until 3pm. Buyers are greeted and check in. They will be given an event programme which contains the exhibitor list, a small profile on your business, and a layout of the venue showing where the regions and the Exhibitors are located.

Before the Event – exhibitors will be invited to join an online exhibitor briefing (April)

After the Event - Exhibitors receive a full database of Buyer attendees.

(Download a copy of the [eXplore Show 2025 Programme](#) **HERE**)

Getting Buyers to the Event

The marketing for this show will include:

- Updates in 8 member RTO newsletters to Trade and MICE databases
- Advertising in industry publications/communications
- Inclusion in industry calendars of the event where possible
- Emailed invitations to buyers throughout NZ
- Phone follow ups to ITO/IBO where necessary
- RTOs will meet many IBO teams at a training event just prior to the event, and invite participants.
- Email reminder the day before the event to all RSVPs to attend!

Exhibitors are encouraged to invite travel trade partners to register and attend.

Exhibitor Stands

We have in recent years had Exhibitors use a 'pull up banner' made to template for the event. We will again use the visual template from 2024 and 2025. All exhibitors are required to have a templated banner.

To reskin an existing banner (you want to change the artwork) - \$155 +gst

To commission a new banner - hardware and skin \$ 275+gst

The organiser will be in contact to coordinate the artwork with you.

On your stand you will also have plants and a small bar leaner and 2 chairs – note that space is **very** limited.

Your registration entitles you to **1 delegate**. Two people on your stand enables you to have a break or engage more than one buyer. However, please no more than 2 at any one time!

Additional Delegate: \$150+gst each

Registration Inclusions

- Your site space - includes a bar leaner, two chairs, plants, 1 x shared power connection.
- Design, printing and distribution of the event invitation, event promotion and programmes.
- Registration for **one** delegate – (Additional delegate is at \$150+gst). Max 2 on your stand at any one time.
- Marketing of the event to relevant trade partners (Buyers).
- Marketing of you attending the event via floor plan and a Seller Directory supplied to the buyers (both digital and hard copy) before the event.
- A list of registered suppliers and buyers emailed prior to the event. Final Buyer database post event.
- Hospitality – operator function, light breakfast, morning tea, barista coffee, lunch for you and the buyer delegates.
- Attendance at the Operator Function (A beverage (and cash bar) and light food).
- 30 Second video or slide show giant HD Video walls at the venue, played on rotation every 30-40 minutes – around 10 exposures across the day. Note: There is no audio – **pictures only**. (Content requested in April)
- Pre event briefing (online).
- Regional Tourism Organisation coordination and administration

What's Not Included in the Exhibitor Fee?

- Your transportation to Auckland.
- Your accommodation in Auckland for the night before (and possibly after) the show.
- Any meals outside of the show itself.
- Your booth collateral (including banner), or video preparation/editing.
- Any regional activation costs as outlined by your RTO.
- A second delegate.

What to Bring to the Show

- If you are a repeat exhibitor, your eXplore Show banner
- Your laptop if you want to show pictures, slides, presentation or refer to rates/website.
- Printed Trade marketing material for your product(s) – brochures, rate sheets if you wish. (However we encourage you to think green, think limited space!)
- A **small** map is often useful as a reference for your location.
- Business cards or an e-card (even better!).
- A small extension cord if needed.
- Note: any additional plugged in items other than laptop, and cell phone chargers must be tested and tagged at your cost prior to the event.

NOTE: Serving of Food and Beverages from your exhibition space. This can be a little tricky. Please contact and discuss this with Vanessa **prior** to the event. We need permission from the venue for you to distribute any hospitality (food or beverage).

Explore Show Cost, Invoicing and T's and C's

The cost of attending/exhibiting at eXplore Show 2026 is \$1320+gst.

2026 Full Banner Supplied \$275+gst

Banner Reskin \$155+gst

Additional Delegate \$150 +gst p/p

You will be invoiced **BY YOUR RTO** in late February for **20th March Payment**. Banner and additional delegates costs will be invoiced following the event.

Cancellation by email to your RTO or ECNI (info@exploreshow.co.nz) prior to 20th March 2026 will not incur any fee.

Cancellation March 20th – April 20th 2026 will incur a 50% cancellation fee of \$660+ gst plus any banner costs incurred.

Cancellation April 20st to May 6th 2026 will incur the full cost of exhibiting plus any banner costs incurred.

Additional delegates must be confirmed and advised before April 20th 2026, and all extra delegates registered by this time will be invoiced for regardless of attendance.

RTO's reserve the right to cancel your registration for non-payment.

Should eXplore Central North Island cancel the event for unforeseen circumstances after invoicing, you will be notified by email and a refund given for event registration. Any banner costs incurred will still be invoiced.

By registering for the eXplore Show 2026, you acknowledge:

- I have read the Exhibitor Prospectus and understand the inclusions and cancellation policies
- I understand my attendance is with approval of my local RTO only.
- I am willing and able to work with Tourism Trade
- My RTO will invoice me \$1320+gst exhibitor fee (**plus** any additional RTO costs as indicated by them) for payment prior to 21st March 2026.
- My RTO will invoice me for additional delegate fees if applicable, and banner costs (reskin or supply) after the event.
- As an Exhibitor, my contact details will be shared with the buyers and other exhibitors attending the event
- I have the appropriate registrations required under Worksafe NZ to operate my Tourism business.

Check out the Exhibitor FAQ's on line at

www.exploreshow.co.nz/exhibitors

Registration

It's easy to register - and no upfront cost (You will be invoiced for March 20th 2026 Payment)!

Prepare your short blurb for the programme to cut and paste into your registration (Max 120 characters) and **Register online at www.exploreshow.co.nz following the link on the Exhibitors Page.**

New exhibitors needing inspiration for the programme, or 2025 returning exhibitors - want to reuse or edit last-years blurb. View [eXplore Show 2025 Programme](#) **HERE**

Exhibitor Registrations close 20 February 2026.

Any Questions – please contact your RTO Trade Manager, or Vanessa on 021 1653 547

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