2027 eXplore Kiwi North NZ

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 April 2027. This will be the 16th annual eXplore event expanding in 2027 for the first time to include all the regions of the North Island under the new name eXplore Kiwi North NZ.

We anticipate this expansion will draw more buyers. We are planning for over 250 buyers, media and trade partners to attend with **a limit of 115** trade ready tourism operators (exhibitors) .

For Exhibitors, eXplore Kiwi North NZ is a two day commitment and will include a tourism Exhibitor Business Session, show set up and Exhibitor Function on Monday April 5th, then show day on Tuesday April 6th. this day will include a Breakfast session of scheduled Buyer-Exhibitor Appointments and our highly anticipated 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 anticipate that again for 2027.

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 and approval 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* THIS VIDEO *from the Tourism Export Council that talks about working with trade.*

Show Programme for Exhibitors

For Exhibitors this two day event looks like:

Monday April 5th, 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.

Monday April 5th, 5pm - 6.45pm
Exhibitor Set up, Exhibitor Briefing, and Exhibitor Function
Exhibitor housekeeping briefing will be held at around 5pm and request all operators attend please. Following this short but important briefing, exhibitors can access their 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.

Tuesday April 6th – Show day - eXplore Kiwi North NZ

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

Getting Buyers to the Event

The marketing for this show will include:

- Updates in all 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 and invite many IBO teams at a training event just prior to eXplore.
- 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

Exhibitors show a 'pull up banner' made to template specifically for the event, and will do the same in 2027. All exhibitors are required to have a templated banner.

To reskin an existing banner - $165 +gst
To commission a new banner - hardware and skin $ 295+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.

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).
- Screening of a supplied 30 Second video or slide show on the 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 early March)
- Pre event briefing (online - mid March).
- 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 (or more) delegate.

What to Bring to the Show

- If you are a repeat exhibitor, your eXplore Show banner. New banners for 2027 will be at the venue on arrival.
- 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.
2027 Full Banner Supplied $295+gst
Banner Reskin $165+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 after the event.

Cancellation by email to your RTO or ECNI (info@exploreshow.co.nz) prior to 20th February 2027 will not incur any fee.
Cancellation Feb 20th – March 20th 2027 will incur a cancellation fee of $660+ gst, plus any banner costs incurred.
Cancellation March 20th to show day will incur the full cost of exhibiting plus any banner costs incurred.
Additional delegates must be confirmed and advised before March 20th 2027, 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 the organiser 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 and banner dispatched to you.

By registering for eXplore Kiwi North NZ for 2027, 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 2027.
- 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 Payment)!

Prepare your short blurb for the programme to cut and paste into your registration (Max 120 characters) and **Register** below.

New exhibitors needing inspiration for the programme, or 2026 returning exhibitors - want to reuse or edit last-years blurb. View the last event programme here (2026).

Exhibitor Registrations close 10 February 2027 or sooner should we reach capacity.

REGISTER HERE

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

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