



## TRADE BOOTH CRITERIA

VERSION 1.

Event of:



Premier sponsor:



Supported by:



Managed by:



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[www.trenz.co.nz](http://www.trenz.co.nz)



## TRADE BOOTH CRITERIA

TRENZ provides a cost-effective business marketplace that offers "one-stop shopping" for qualified international and domestic Buyers to learn about and purchase New Zealand tourism products and services from eligible New Zealand providers.

The continued success of TRENZ is driven by the quality and engagement of all delegates. To ensure this is maintained, TRENZ has clear criteria for attendees.

A Trade Booth is an exclusive opportunity for organisations to promote products and services to TRENZ delegates. Examples of Trade Booths are:

- Print, broadcast, and interactive media;
- Advertising and public relations;
- Souvenirs and merchandise;
- Research consultants;
- Marketing systems (SEO/SEM, email campaigns, social media, web design);
- Distribution channel management; and
- Revenue and reservation systems.

## TRADE BOOTH SELECTION PROCESS

The TRENZ selection panel assesses all applications against the criteria outlined below. Meeting the criteria does not guarantee acceptance.

## SELECTION CRITERIA

To be accepted as a Trade Booth at TRENZ, your company must demonstrate to Tourism Industry New Zealand Trust (Organiser) that you meet the selection criteria.

Seller companies must:

- Be a New Zealand registered company paying applicable taxes in New Zealand. The company must also have internet, website and email capabilities;
- Have international travel trade on a B2B basis as a primary or significant purpose of the business (i.e. not aimed at the consumer);
- Have a good safety record and not be under investigation by any New Zealand or international statutory body (e.g. Accident Compensation Corporation, New Zealand Police, Health and Disability Commission, Inland Revenue Department, Immigration, WorkSafe NZ or other);



- Have no outstanding debts with Tourism Industry Aotearoa (TIA) or the Tourism Industry New Zealand Trust; and
- Be in a stable financial position.

The Organiser retains the right to determine, in its sole absolute discretion, whether any particular applicant, or any employee, agent or representative of any applicant should attend and determine their specific entitlements, to reject any application for any reason whatsoever or for no reason at all.

There is no obligation whatsoever on the Organiser to approve applications and the Organiser may reject any applicant, or any employee, agent or representative of any applicant, with or without reason.