

MARKETING CLUSTER RATES

In order to exhibit at the TIA member rate the exhibiting organisation at TRENZ must be a TIA member in their own right, and all products being represented must also be TIA members.

If one or more of the represented product is not a TIA member then the marketing cluster will be invoiced at the non-member rate, however the additional discounts may apply if you meet the following criteria:

- If the registered company for TRENZ holds a TIA membership, a 5% discount will be applied to the non-member rate.
- A further discount on the non-member rate may be applied based on the number of products being represented at TRENZ that are TIA Members. The following pricing structure will apply:

Percentage of represented products/brands that are members	1-20%	21-40%	41-60%	61-80%	81-99%	100%
Discount applied to non-member invoice (Footprint and appointment book only)	5% discount	10% discount	15% discount	20% discount	25% discount	Member rate

For example: Company A is an accommodation marketing group and is a TIA member in its own right. Company A is going to represent 10 different products at TRENZ, and seven of these are TIA members, three are not.

= Non-member invoice issued

= An initial 5% discount on the non-member invoice for Company A being a TIA member

= A further 20% discount on the non-member invoice for the seven out of 10 (70%) represented products that are TIA Members (applied to footprint and appointment book only)

Please note – member/non-member rates will be applied to **pass purchases** based on the company the delegate represents, and whether that company holds a TIA membership or not. The above discounts do not apply.

The New Seller discount is not available to Marketing Clusters who qualify for the above discounts.

Event of:



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