

BEIA ONLINE AND PRINTED PLANNER PROSPECTUS



Aotearoa New Zealand Event Planners' Guide (The Planner)

The Planner, published annually, has long been regarded as the “Bible” for all event planners. It continues to be hugely popular as a great easy to use guide. The Planner showcases the beautiful destinations of New Zealand with stunning images and information and highlights the top reasons to visit, work, meet, stay and play. BEIA are delighted to bring the 30th edition of The Planner to the business events sector.

Planner Distribution

Business Events Industry Aotearoa (BEIA) conduct direct marketing to corporate meeting planners, professional conference organisers and association decision-makers through various channels including the BEIA website, e-news, social media platforms and the Planner.



PRINTED BEIA PLANNER

3,500. Mailed to client databases in Australia and New Zealand. Promoted and distributed at key shows in both countries.



BEIA ONLINE PLANNER

The Planner, including website and email links, is loaded on our website in Flipbook format. [Click here](#)



CHINA WECHAT CONTENT

The Tourism New Zealand China team takes the Planner content and uses it in its WeChat marketing.

BEIA Promotional Website Listings

All BEIA Members receive a complimentary Standard Website Listing on the BEIA website included as an additional benefit of their membership.

Take the opportunity now to upgrade to an Interactive Listing to enhance your online presence and promote your brand and product.

Standard Website Listing (Complimentary)

- Logo and Business Name
- Capacities Table
- Contact details, link to online email form and link to own website
- Main page features up to four rotating landscape images and up to 300 words of text
- Interactive Google Map
- Ability to include social media symbols and links (Facebook, Twitter, Google Plus, LinkedIn, Flickr, YouTube and Instagram)

Interactive Website Listing (Optimal Presence)*

- As per Standard Listing, plus:
- Ability to brand every “page” within the listing, by displaying one branded banner at the top of each page
- One “News and More” page: features up to four rotating images and up to 300 words of text
- One “More Information” page: features up to four rotating images and up to 300 words of text
- One “Services & Facilities” page: features up to four rotating images and up to 300 words of text
- Image Gallery – display and caption up to 20 of your images
- Video Page (one YouTube embedded video)
- One PDF brochure/ document placed online for consumer download

*An example of an Interactive Listing follows this page.

Please refer to the Rate Card or Booking Contract for pricing.

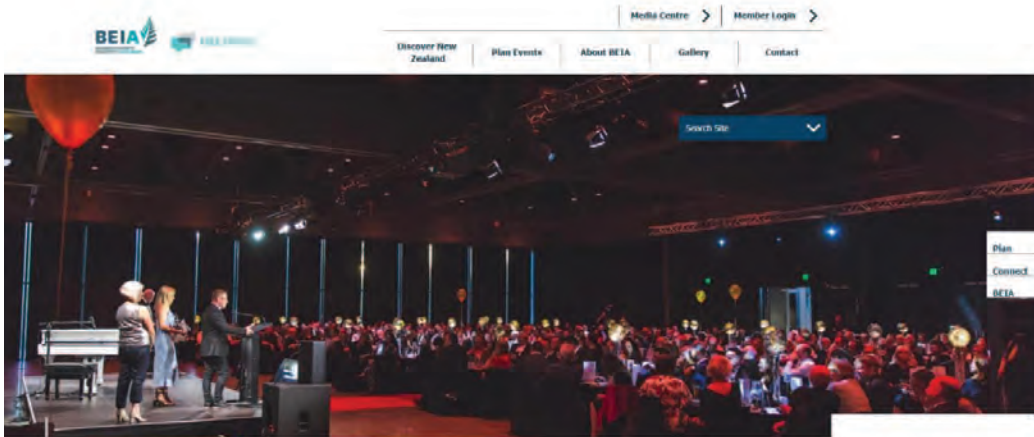
Website Performance

Website activity 2018 - 2021		
Calendar Year	Number of Page views	Number of Referrals
2018	185,009	12,396
2019	176,020	10,258
2020*	126,291*	7,316*
2021*	148,518*	5,876*

Note: We consider it a referral when the user clicks through to a member website, enquires through their contact form or uses click-to-call.

*2020 & 2021 impacted by COVID-19.

Interactive Website Listing Features & Benefits



Lower Hutt Events Centre

Contact: Details | Telephone: Phone: [Click to view number](#)

Address: 500 Larnage Road, Lower Hutt, Wellington

View Our Website: www.lowerhutteventcentre.co.nz

View Our Video: [View Our Video](#)

Download: [LHCC Brochure.pdf](#)

Learn More About This Region | Map It

Banquet	Boardroom	Cabaret	Classroom	Cocktail	Exhibition	Maximum Capacity	No. of Meeting	Theatre
170	30	450	80	3000	10	1000	6	300

Home | More Information | Services & Facilities | Image Gallery | News & more... | Email us

Lower Hutt Events Centre is a new, purpose built venue in the heart of Lower Hutt. Flexible multi-purpose spaces, in house catering and A/V services.

We can host your meeting or 10 guests or 1000 for a cocktail party for 1000.

Our Event Space venue is our largest venue and offers flexibility to divide into two sections, ideal for conferences that require separate areas for catering, individual trade booths, conference and break out rooms.

Lower Hutt Town Hall is a traditional space, just ideal for conferences, performances and seminars. Seating for 1000 in the main hall and 200 in the smaller room. The adaptable outdoor floor space and use it for a reception or exhibition.

Our meeting rooms offer a space for smaller to medium sized meetings, conferences, workshops and training seminars.

We are committed to working with you to deliver the best event possible. **Enquire now** to discuss hosting your next event with us.

Logo and Business Name

Contact details, link to online email form and link to own website

Ability to include social media symbols and links (Facebook, Twitter, Google Plus, LinkedIn, Flickr, YouTube and Instagram)

Interactive Google Map

Capacities Table

Main page features up to four rotating landscape images and up to 300 words of text

One "More Information" page: features up to four rotating images and up to 300 words of text

One "Services & Facilities" page: features up to four rotating images and an extra 300 words of text

One "Email us" page: features an interactive contact form

Interactive Website Listing Inclusions:

Ability to brand every "page" within the listing, by displaying one branded banner at the top of each page

One "News and More" page: features up to four rotating images and up to 300 words of text

Image Gallery - display and caption up to 20 of your images

Video Page (one YouTube embedded video)

One PDF brochure/ document placed online for consumer download

BEIA ADVERTISING RATE CARD



OPTIONS	INCLUSIONS	Rate (+ GST) (includes production)
Option 1	Banner Ad (Directory - limited numbers)	\$699 + GST
Option 2	Half Page Ad	\$1,999 + GST
Option 3	Full Page Ad	\$2,999 + GST
Option 4	Bookmarks - 2 only available	\$3,999 + GST
Option 5	Inside Front Cover	\$3,999 + GST
Option 6	Inside Back Cover	\$3,999 + GST
Option 7	Double Page Spread	\$4,999 + GST

ADD ON - WEBSITE LISTING UPGRADE

Option 8	Interactive purchased WITH Planner Ad	\$700 + GST
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WEBSITE UPGRADE ONLY

Option 9	Interactive Website Listing	\$1000 + GST
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E-NEWS BANNER AD

Option 10		\$250 + GST
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Planner Artwork Specifications

BEIA Members may supply their own designed advertisement for the Planner, or can choose to work with BEIA to produce an advert, in the BEIA Planner Advert style. Please refer to the specifications below for further information.

Membership Profile Material Requirements



Double Page Spread Listing

- 6 x Photos, 2 x floor plans, logo
- Up to 400 words copy including capacities table*
- Contact details



Full Page Listing

- 4 x Photos (including floor plan), logo
- Up to 150 words copy including capacities table*
- Contact details



Half Page Listing Horizontal

- 2 x Photos (including floor plan), logo
- Up to 150 words copy including capacities table*
- Contact details



Banner

- logo, 270 characters, contact details

*Capacities table if applicable

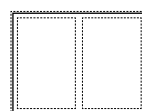
File Handling Specifications

- Please supply artwork as print ready PDF
- 3mm bleed on all edges - no cropmarks
- Ensure images are 300dpi and converted to CMYK
- Embed fonts (Illustrator only)
- Convert PMS colours to CMYK

Additional Production Charges

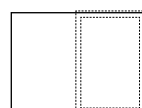
All set format advertisements include up to three sets of revisions and three proofs. Additional revisions/proofs will be charged at \$65 per set.

Supplied Advertising Artwork Specifications



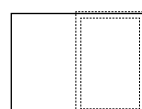
Double Page Spread - Bleed

Trim size: 297mm W x 210mm H
Live area: 10mm clearspace on outside edges (20mm clearspace central gutter for binding)
Bleed: Add 3mm of bleed on all sides



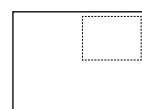
Full Page - Bleed

Trim size: 148.5mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges



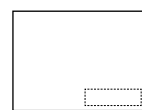
Inside Front / Back Cover (Full Page - Bleed)

Trim size: 148.5mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges



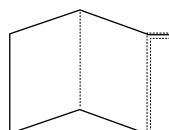
Half Page Horizontal - No Bleed

Image area: 129mm W x 95mm H



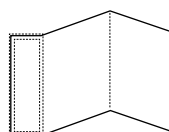
Banner - No Bleed

Image area: 129mm W x 40mm H



Back Cover Perforated Bookmark - Bleed

Trim size: 63mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges



Front Cover Perforated Bookmark - Bleed

Trim size: 63mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges

E-News Banner Ad Artwork Specifications

- JPG File - no larger than 100KB
- 580 pixels wide by 150 pixels high
- Supply or embed a URL link in the Banner

BEIA ADVERTISING BOOKING CONTRACT



PLEASE COMPLETE AND RETURN TO: nicky.tilsley@beia.co.nz OR COMPLETE THE ONLINE FORM: [Click here](#)

BEIA MEMBER INFORMATION

Business Trading Name: (BEIA Membership Name)

Business Full Legal Name: (if different to above)

Postal Address

Telephone (Including Area Code) Email

BOOKING DETAILS (please tick an option)

Excl. GST

- | | | |
|---------------------------------------|---|-----------------|
| <input type="radio"/> Option 1 | Banner Ad (Directory - limited numbers) | \$ 699 |
| <input type="radio"/> Option 2 | Half Page Ad | \$ 1,999 |
| <input type="radio"/> Option 3 | Full Page Ad | \$ 2,999 |
| <input type="radio"/> Option 4 | Bookmarks - 2 only available | \$ 3,999 |
| <input type="radio"/> Option 5 | Inside Front Cover | \$ 3,999 |
| <input type="radio"/> Option 6 | Inside Back Cover | \$ 3,999 |
| <input type="radio"/> Option 7 | Double Page Spread | \$ 4,999 |

ADD ON - WEBSITE LISTING UPGRADE

- | | | |
|---------------------------------------|--|---------------|
| <input type="radio"/> Option 8 | Interactive purchased WITH Planner Ad | \$ 700 |
|---------------------------------------|--|---------------|

WEBSITE UPGRADE ONLY

- | | | |
|---------------------------------------|-----------------------------|----------------|
| <input type="radio"/> Option 9 | Interactive Website Listing | \$ 1000 |
|---------------------------------------|-----------------------------|----------------|

E-NEWS BANNER AD

(Specify which E-News. Note: limited numbers)

- | | | |
|--|-------|---------------|
| <input type="radio"/> Option 10 | | \$ 250 |
|--|-------|---------------|

TOTAL COST \$

Please note: All advertising costs are exclusive of GST.

BOOKING SCHEDULE

Purchase Order # (if required)

Authorised Name

Job Title

Date

Signature

(I have read and accept the Terms & Conditions).

PAYMENT TERMS

Payment due 20th month following invoice.

ALL PAYMENTS TO NZCA – BEIA PLANNER

Direct Credit to Westpac Bank, Takapuna Branch, Auckland
A/C # 031510 0021690 04

Please use Member Name and Invoice # in the Reference fields.

Please email Remittances to admin@beia.co.nz

Please Refer to Terms & Conditions for Proofing Charges.

Please Refer to Artwork Specifications for Requirements.

ADVERTISING DEADLINES

Booking Deadline: 31st March 2022

Material Deadline: 6th April 2022

PLEASE READ CAREFULLY

PROOFING: Proofing will be done using Adobe Acrobat PDFs and emailed direct to clients. Acrobat Reader is freeware, available over the internet at www.adobe.com.

Note 1: Full colour accuracy is not possible using digital proofing. Every effort will be made by BEIA to reproduce advertisements accurately, but given variations caused by different paper stocks and computer settings, BEIA cannot be held responsible for slight variations in colour reproduction.

Note 2: Liability for reproduction of advertisements where material is incorrectly supplied remains with the advertiser. The publisher will make every endeavour to source correct material and retains the right to refuse material that is not as specified. All costs incurred during production through changes to material supplied will be charged. DIGITAL FILES ONLY - Photography scans and floor plan graphics files to be supplied as high-resolution jpeg, tiff or eps - 300dpi. Text copy to be supplied as Microsoft Word .doc or .txt files.

TERMS & CONDITIONS

- 1.** Except for specific positions as listed in the ratecard, positions may be requested but cannot be guaranteed.
- 2.** Advertising rates for the BEIA Printed and Online Planner represent the space fee only and are based on receiving correct material.
- 3.** Every advertisement must comply with the specifications as outlined in the ratecard. No responsibility for mistakes in content or design or quality of reproduction will be accepted by the publisher for any disk/material supplied that does not meet the required specifications.
- 4.** BEIA takes every effort for accuracy but accepts no responsibility for colour variations to advertisements printed where colour proofs have not been requested nor for errors or omissions in text where information is provided free of charge, nor for advertisements where signed proofs of advertisements have been received.
- 5.** All images, logos and floor plans must be supplied as high resolution (300dpi) electronic jpeg, tif or eps files for the planner and low resolution (72dpi) for the website. Text to be supplied as text only Microsoft word files. Incorrect content in material supplied remains the responsibility of the advertiser.
- 6.** Any costs incurred in making alterations and additions to material supplied in incorrect formats or material by BEIA will be on-charged to the advertiser or their agent in addition to the space rate.
- 7.** All rates quoted in the rate card are exclusive of GST.
- 8.** The publisher reserves the right to charge 1.5% interest per month on overdue balances. Any costs incurred in debt collection fees etc will be payable by the purchasers.
- 9.** Advertising orders cancelled after booking deadline will be subject to charge at full space rates.
- 10.** The publisher reserves the right to decline any advertisement or website listing.
- 11.** Whilst every care is taken to ensure the insertion of an advertisement in accordance with request and instructions, no liability will be accepted from any loss occasioned by omission, alteration or misplacement.
- 12.** The publisher expressly disclaims all and any liability to any person(s) for any actions that may arise against the advertiser. The Publisher is not responsible for results that do not meet or exceed advertisers' expectations.
- 13.** All advertising contracts are deemed to be placed in Auckland.
- 14.** The completion of this booking confirmation and related correspondence is deemed to be a contract. All alterations to bookings including cancellations are to be made in writing. No liability is acknowledged by the publisher for failure to confirm cancellations/ alterations or omissions or errors caused by misinterpretation or oversight in verbal communications or instructions.
- 15.** The BEIA website is an interactive on-line service on the World Wide Web of the Internet, consisting of information, software and other content owned or licensed by the New Zealand Convention Association Inc. and the services host.
- 16.** Except where expressly permitted by the service's operator, no portion of the service (including information, content or software) and publications may be reproduced, redistributed, transmitted, published, resold or otherwise commercially exploited by any other advertiser or end user.
- 17.** The term of the contract for insertion of an advertiser's placement in the BEIA planner and on the BEIA website is for 12 months.
- 18.** The service provider reserves the right at any time to change the service on the website, including adding, eliminating, introducing or discontinuing any content or feature of the service. Should payment not be received within our terms of trade, the provider reserves the right to delist the advertiser.
- 19.** Whilst every care is taken to ensure information contained on the advertising listing is in accordance with requests and instruction, no liability will be accepted for any loss occasioned by omission or alterations.
- 20.** BEIA is prepared to make three sets of changes to template ads. Any further alterations or additions will be on-charged to the advertiser or their agent.