

New Zealand Stand @ ITB Berlin 2011 Co-exhibitor Registration Form

Trade Visitors: 9 - 11 March 2011, 10 a.m. - 6 p.m

Trade Visitors and General Public: 12 - 13 March 2011, 10 a.m. - 6 p.m.

Please return page 2 as soon as possible but no later than **30th August 2010.**

Fax to: +64 9 309 0209 or Email: msurges@germantrade.co.nz

Event objectives

ITB is known throughout the world as the leading trade fair for the global tourism industry. 70% of trade visitors visiting ITB are from Germany, with the balance made up from visitors from a variety of European markets.

Our objectives are:

- To create an environment for New Zealand product suppliers that is informative and conducive to business.
- To create awareness of New Zealand as a travel destination with quality product options via direct contact
- Strengthen trade relations.

This will be achieved through:

- Pre-show marketing campaign
- Meetings with industry partners.
- Welcome function.
- By showcasing New Zealand and meeting with consumers directly.

Networking functions

There will be a welcome cocktail event. Further details will be advised closer to the event.

Who will attend?

The following types of visitors will be represented at ITB 2011:

- International and Domestic Tour Operators
- Retail Travel Agents
- Business Travel Agents
- Conference Organisers
- Incentive Travel Organisers
- Group Travel Organisers
- Corporate Travel Arrangers
- Consumers
- Media

Statistical Details (2010)*

Exhibition area

- Overall area (m²):160.000

Exhibitors

- Total No. of Exhibitors**11.127
- No. of Foreign Exhibitors 8.490
- No. of German Exhibitors 2.637

Visitors

- Total No. of Visitors 179.351
- No. of Trade Visitors 111.133

* Figures as of 12 March 2010

Event format

ITB 2011 will take place from Wednesday 9 March - Sunday 13 March 2010. The exhibition opens every day from 1000 – 1800. Wednesday to Friday are trade and press only days, Saturday and Sunday are open to the general public.

New Zealand Stand

The New Zealand stand will be approximately 40-52m² with dimensions of 4m deep by 10-13m long. As in previous years the New Zealand stand will be located in hall 5.2a.

The stand design in 2011 will incorporate highly visible New Zealand imagery and a functional stand that enables partners to interact with trade partners and with consumers to conduct business.

The stand will incorporate/provide:

- Individual counters identified with company logos and storage space.
- Designated tables and chairs for each trade exhibitor close to the designated information counter.
- Potentially we may look at a day pass access coffee bar.

ITB does not have a structured appointment format. It is advisable that you organise any appointments with the trade prior to arriving at the event. Further appointments can be arranged for you during the fair when we are approached by interested trade visitors. For this we will provide you with calendar print out prior to the start on the first day for you to fill in, which gives us an overview on the appointments you have arranged prior to the fair.

Cancellation fees and deadlines

50% Cancellation Fee	25 January - 8 February 2010
100% Cancellation Fee	From 9 February 2010

The cancellation fees will be strictly enforced by the New Zealand German Business Association Inc. as they correspond with the financial commitments undertaken by the NZGBA with the event organiser and our contracted stand builder. By applying for this event all sellers confirm they will adhere to the cancellation fees and all other terms and conditions surrounding the event. All cancellations must be made in writing. Cancellation fees apply regardless of whether the participation fee has been paid.



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Company Details for invoicing purposes:

(Company Name)	
(Contact person for invoice)	
(Postal Address)	
(Postal Suburb & Post Code)	

Participation Preference: please appropriate box. Combinations are also possible – for example you may wish to have a table for meetings during the trade days and a brochure display on the public days or vice versa.

<input type="checkbox"/> Trade Days only (10-12 March 2010) Co-Exhibitor with dedicated person from your company attending for 3 days. € 2600	<input type="checkbox"/> Public Days only (13-14 March 2010) Co-exhibitor with dedicated person from your company attending for 2 days € 1800
Dedicated round table & chairs for 3 days Lockable Reception counter for 3 days Company signage for 3 days Power plug access at table Listing on Virtual Market Place Meetings co-ordination during show 1 x trade entry Exhibitor pass	Lockable Reception counter for 2 days Company signage for 2 days Power plug access at table Listing on Virtual Market Place Use of meeting tables and chairs 1 x trade entry Exhibitor pass

<input type="checkbox"/> Trade & Public Days (10-14 March 2010) Brochure display only on trade days and Co-exhibitor with dedicated person from your company attending for the 2 public days €2000	<input type="checkbox"/> Trade & Public Days (10-14 March 2010) Brochure display only for the full show €1000
Dedicated brochure display stand for the trade days, Stand personnel to top up display as required Dedicated lockable information booth for public days, Listing on Virtual Market Place 1x trade entry Exhibitor pass	Dedicated brochure display stand Stand personnel to top up display as required Listing on Virtual Market Place

This is a **binding registration** form to participate **on the New Zealand stand** and as such the Terms & Conditions dictated by Messe Berlin for all exhibitors and co exhibitors at ITB do apply. A copy of these Terms & Conditions can be viewed on the "Stand registration complete" on the download centre of www.itb-berlin.com or [here](#). On receipt of this form the New Zealand German Business Association Inc. will issue an invoice for a **non refundable deposit of 10%**. The remaining balance will be invoiced in January 2011 and must be paid in full 1 month prior to the start of ITB 2011.

Date:	Place:
Company Name:	Authorized Company Signatory Name:
Signature of Authorized Company Signatory:	