

Destination Northland's Annual Marketing Activity 2010/2011

Northland Trade Guide Conditions apply	A4 Full Colour Publication	
	400 copies + digital & pdf versions	
	Targetted at International Trade Markets	
	Available to trade ready operators only	
	Used at TRENZ	
	Booking Deadline	15-Mar
	Published	April
	FP Cost (based on 2010 costs)	\$940
	Half Page Cost (based on 2010 costs)	\$480
	Trade Guide 2010	

Northland Conference Planner Conditions apply	Section within the Trade Guide	
	400 copies + digital & pdf versions	
	Targetted at Conference, Meeting & Incentive Travel organisers	
	Used at CONVENE & MEETINGS	
	Booking Deadline	15-Mar
	Published	April
	1/3 Page Cost (based on 2010 costs)	\$350
	1/6 Page Cost (based on 2010 costs)	\$175
	5% combo discount with Trade Guide	

CONVENE	1 Day Exhibition showcasing products & services to business meeting & function organisers, conference planners etc	
	Booking Deadline	26-Feb
	Exhibition Date	12-Apr
	Participation on Northland Regional Stand	\$850 approx
	Plus share Regional Stand build	\$310 approx
		www.conveneauckland.co.nz

TRENZ Conditions apply	4 Day Exhibition showcasing products & services to over 250 international travel and tourism buyers	
	Available to trade ready operators only	
	Booking Deadline	end Nov
	Exhibition Date	24-27 May
	Participation on Northland Regional Stand	\$3k to \$8k
	Plus share Regional Stand build	\$400 approx
	www.trenz.co.nz	

MEETINGS	2 1/2 Day Exhibition aimed at conference & incentive travel market	
	Booking Deadline	22-Mar
	Exhibition Date	22-24 Jun
	Participation on Northland Regional Stand	\$3k-\$4.5K
	Plus share Regional Stand build	\$450 approx
		www.meetings.co.nz

Destination Northland's Annual Marketing Activity 2010 contd.

Northland Visitor Guide	DLE size Full Colour Publication	
	140,000 copies + digital & pdf versions	
	Targetted at all visitors/consumers	
	Available to all operators & services	
	Booking Deadline	Late July
	Published	Early Dec
	Advertisement costs start from:	\$440
	50% discount on web listing with VG advert	
	<u>Visitor Guide 2010</u>	

NorthlandNZ.com	Basic listing (no images, no links)	FREE
	Priority Display listing with image, web & email links	\$200
	Access to Hot Deals page with display listings	FREE
	Premium Homepage advertisements available	From \$150
	Conference Listing	From \$50
	<u>www.northlandnz.com</u>	

Australian Trade Marketing Group	Annual Membership basis	
	Available to trade ready operators only	
	Small operators (under 5 staff)	\$500
	Medium operators (5-14 staff)	\$750
	Larger operators (over 15 staff)	\$1,500

Inbound Tour Operator Training	1 Day event showcasing Northland product to IBO's	
	Available to trade ready operators only	
	Booking Deadline	end June
	Exhibition Date	Sept
	Participation Cost	\$400

Other one off opportunities may occur from time to time and will be notified to operators as applicable

**For further information and bookings contact the Destination Northland team on:
09 402 7683 or email info@northlandnz.com**