



NZARBTM
New Zealand **Arboricultural** Association Inc.

NZ ARBORICULTURAL ASSOCIATION ANNUAL CONFERENCE

SPONSORSHIP PROPOSAL



www.nzarbconference.co.nz

Invitation from the Conference Chair

On behalf of the Organising Committee, we would like to invite you to attend the 2018 NZ Arb Annual Conference, as a sponsor and exhibitor, where you will have unique access to promote your company and market your brand to influential stakeholders in the Arboriculture industry.

Don't miss out on your opportunity to support existing clients, grow brand loyalty, develop product awareness and boost sales by participating as an NZ Arb Conference sponsor.

Once again, the Conference will be running in conjunction with the NZ Arb / Husqvarna National Tree Climbing Championship, which is being held on the 9th and 10th of November. This event will showcase some of the country's (and world's!) best climbers.

NZ Arb is confident that your organisation will not only gain valuable recognition and distinction for your involvement in the NZ Arb Annual Conference, but that you will find yourself aligned with those working together to make the industry a more professional, knowledgeable, and safer place.

This Proposal outlines various levels of involvement to suit every budget and marketing objective, and we encourage you to explore the benefits of participating as a sponsor or exhibitor. If there are other ways in which you would like to participate in the Conference Managers would be happy to discuss these with you.

We look forward to seeing you in Dunedin this November,

William Melville
Conference Chair

Why Sponsor

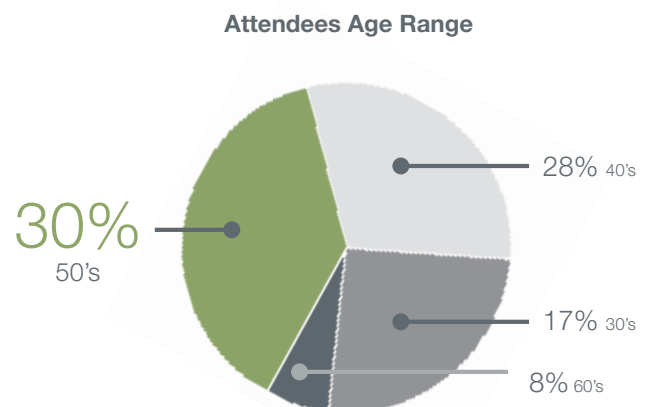
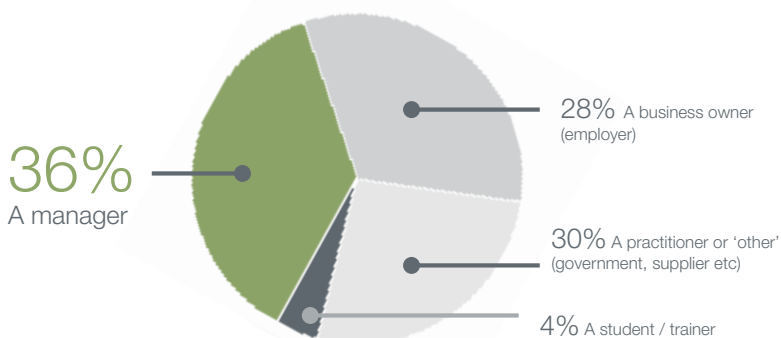
Sponsoring the NZ Arb conference presents an opportunity for stakeholders within the industry to highlight their commitment and support to this unique sector.

It offers your organisation:

- marketing opportunities and national exposure during the entire life of the event;
- access to influential and engaged delegates
- connections with leading industry professionals;
- the chance to unlock and share knowledge; and
- the opportunity to support attendance of leading professionals from throughout NZ

Direct access to the 'decision makers'

Post Conference survey results from, indicated the largest proportion of delegates were either Business Owners or Managers, aged 30 - 60, based in New Zealand.



The New Zealand Arboricultural Association Annual Conference 2018

Sponsorship, Trade Exhibition & Advertising Opportunities

All prices displayed in this document are in NZD and are GST exclusive

Sponsorship Package Options	Platinum \$10,000	Gold \$8,000	Silver \$4,000	Bronze \$2,000
Maximum number available	1	2	4	6
PROFILE - Your company logo will appear on				
• Conference website page	■	■	■	■
• On the Banners used throughout the conference	■	■	■	■
• Delegate conference registration form	■	■		
• Delegates' conference name tag	■			
• Cover of the conference handbook	■			
• Inside of the conference handbook	■	■	■	■
• Logo on the satchel/folder	■			
• On the holding slide, displayed at the start of the conference each day	■			
• On sponsors slide, displayed during the housekeeping each day	■	■	■	■
PUBLICITY - Your organisation/company will receive				
• Mention in media related to the conference	■			
• Sponsor marketing material included in satchel/folder	■	■	■	■
• Advertisement included in the conference handbook (page)	Full	Full	Half	Quarter
• Verbal recognition by the Conference MC at the beginning of each day	■	■	■	
NETWORKING BENEFITS				
• Full conference registrations	3	2	1	
• Dinner tickets	3	2	1	
• ONE exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)	6m x 1.8m	3m x 1.8m	50% discount off a 3m x 1.8m	

INDIVIDUAL SPONSORSHIP, ADVERTISING & EXHIBITION OPTIONS	AVAILABLE	COST
Welcome Function Sponsor	1	\$2,000
Conference Dinner Sponsor	1	\$4,000
Field Trip Sponsor	1	\$1,000
Tea Breaks Sponsor	4	\$500
Lunch Breaks Sponsor	2	\$800
Keynote Speaker Sponsor	2	\$2,000
Handbook Advertising		
- Full page colour	4	\$650
- Half page colour	4	\$450
- Quarter page colour	4	\$250
Satchel Insert	8	\$850
Conference Notepads & Pens Sponsor	1 each	\$500 each
Exhibition Double package (6m x 1.8m booth)	4	\$2,500
Exhibition Single package (3m x 1.8m booth)	10	\$1,800

All costs excl GST





PLATINUM \$10,000 (1 AVAILABLE)

As the Platinum Sponsor, your organisation will be positioned as this year's premier conference partner. A package of advertising and promotion will be paramount and very visible before, during and after the conference.

PROFILE - Your company logo will appear on

- Conference home page
- On the banners used throughout the conference
- Delegate conference registration form
- Delegates' conference name tag
- Cover and inside of the conference handbook
- Logo on the satchel/folder
- On the holding slide, displayed at the start of the conference each day
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

- Mention in media related to the conference
- Sponsor marketing material included in satchel/folder
- One page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS

- THREE full conference registrations
- THREE dinner tickets
- ONE 6m x 1.8m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)

GOLD \$8,000 (2 AVAILABLE)

A Gold Sponsor is viewed as a key event partner and you will receive considerable exposure and recognition through the following benefits.

PROFILE - Your company logo will appear on

- Conference home page
- On the banners used throughout the conference
- Delegate conference registration form
- Inside of the conference handbook
- On the holding slide, displayed at the start of the conference each day
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

- Sponsor marketing material included in satchel/folder
- Full page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS

- TWO full conference registrations
- TWO dinner tickets
- ONE 3m x 1.8m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)



SILVER \$4,000 (4 AVAILABLE)

As a silver sponsor, a package of advertising and promotion will be visible throughout the conference and includes:

PROFILE - Your company logo will appear on

- Conference home page
- On the banners used throughout the conference
- Inside the conference handbook
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

- Sponsor marketing material included in satchel/folder
- Half page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS

- ONE full conference registration
- ONE dinner ticket
- 50% discount off a 3m x 1.8m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)

BRONZE \$2,000 (6 AVAILABLE)

As a bronze sponsor, a package of advertising and promotion will be visible throughout the conference and includes:

PROFILE - Your company logo will appear on

- Conference home page
- On the banners used throughout the conference
- Inside the conference handbook
- On sponsors slide, displayed during the housekeeping each day

NETWORKING BENEFITS - Your organisation/company will receive

- Sponsor marketing material included in satchel/folder
- Quarter page advertisement included in the conference handbook (artwork to be supplied by sponsor)





INDIVIDUAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

Opportunities are available for sponsorship of specific conference events or conference materials. All sponsors will receive brand exposure both on the website and in print and include:

- **Naming rights of the function / break / session / field trip**
- **TWO Free standing banners in prominent location for the duration of the function/break**
- **Logo on conference website page**
- **Logo in the conference handbook**

For the NZ Arb Annual Conference 2018, these opportunities include: (Unless specified there is 1 available each)

WELCOME FUNCTION - \$2000

A tradition for NZ Arb delegates, the Welcome Function takes place on the first night of the conference and sets the scene for the days to come – good people, good food, and lots of networking opportunities.

In addition to the benefits described above, we will display your logo on all drinks vouchers and give you the opportunity to welcome our delegates on the night with a short speech.

CONFERENCE DINNER - \$4000

The Conference Dinner, will be held on Saturday 10 November. Involvement in this event will provide you the unique opportunity to meet and mingle with approximately 160 conference delegates and offers exclusive exposure of your products and services to a captive audience.

This has been a much sought after opportunity in the past and in addition to the benefits described above, we will add your logo to the Dinner Table menus and you will have a chance to welcome all delegates to the dinner.

FIELD TRIP - \$1000 (1 AVAILABLE)

The field trip is very popular with our delegates and in addition to the benefits described above, your logo will be displayed on the bus signage.

TEA BREAKS - \$500 (3 AVAILABLE)

LUNCH BREAKS - \$800 (2 AVAILABLE)

All breaks are held in the Exhibition area and provide an opportunity for delegates to network, eat and relax during breaks in the programme.

In addition to the benefits described above, the sponsor of each catered break will receive recognition in the conference session prior to the relevant break as well as acknowledgment in the conference programme.

KEYNOTE SPEAKER - \$2000

(3 AVAILABLE)

Your organisation has the opportunity to align itself with one of this year's renowned keynote speakers.

HANDBOOK ADVERTISING

All delegates will receive a conference handbook which will include information covering the conference and social programme. This publication will be a valuable reference tool used by delegates during the conference.

There are three sizes available.

- **Full page colour ad - \$650**
- **Half page colour ad - \$450**
- **Quarter page colour ad - \$250**

SATCHEL INSERT - \$850

Satchel inserts of sponsor information is a direct method of ensuring YOUR organisational information reaches key decision makers within our industry.

Company brochure maximum A4 size flyer or four page brochure) to be inserted in all delegate satchels (sponsor to supply material).



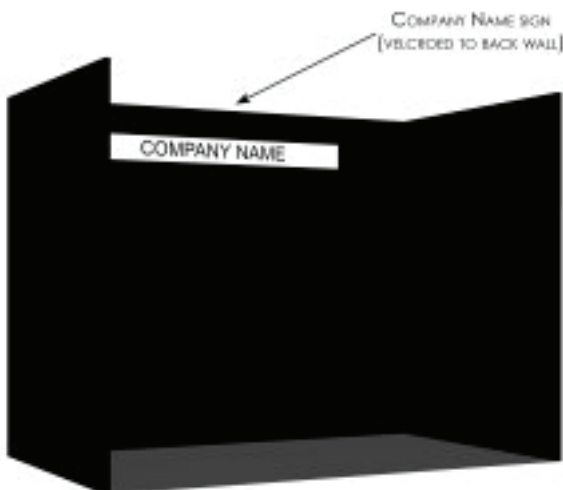
TRADE EXHIBITION

Exhibition offers organisations exposure to conference delegates and the opportunity to showcase their products and services.

The Exhibition & Catering Zone has been designed to provide the best possible promotional opportunities to participating organisations. With the Welcome Function, lunch, morning and afternoon refreshment breaks being served in this area it will create an unparalleled chance to promote your products and services to the diverse delegate base.

Benefits of Participating:

- Build new and strengthen existing relationships
- Meet the decision makers and do business face to face
- Raise your company profile and position your company as a leader within the field
- Showcase your products and services to over 200 delegates in your target market
- Organisations will receive a high level of visibility through the official website and conference marketing materials.
- All lunch, morning and afternoon refreshment breaks will be served in and around the exhibition area in order to maximise “booth traffic”



Walls are made of velcro receptive frontrunner

EXHIBITOR SINGLE PACKAGE

\$1,800

- One single trade booth at the conference (3m x 1.8m)
- Company name and stand number
- Identification sign and name badges
- Two (2) x 150W spotlights
- One (1) 4amp power point
- Company fascia signage
- One trestle table with table cloth and two chairs
- Daily catering for one personnel (additional personnel pass \$65 per day)
- One Welcome Function ticket
- One Conference Satchel
- Name tag for personnel
- One Conference Handbook
- Listing on the conference website and conference handbook

EXHIBITOR DOUBLE PACKAGE

\$2,500

- One double trade booth at the conference (6m x 1.8m)
- Company name and stand number
- Identification sign and name badges
- Two (2) x 150W spotlights
- One (1) 4amp power point
- Company fascia signage
- Two trestle tables with table cloths & two chairs
- Daily catering for two personnel
- Two Welcome Function tickets
- One Dinner ticket
- One Conference Satchel
- Name tag for each personnel
- One Conference Handbook
- Listing on the conference website and conference handbook



The New Zealand Arboricultural Association Annual Conference 2018

BOOKING INFORMATION

To book a sponsorship package, advertising or an exhibition package, please email nicki@On-Cue.co.nz with your details and preference.

On-Cue will raise an invoice based on the following payment policy.

PAYMENT POLICY

Sponsorship Packages

- 50% deposit is due on the 20th of the month following invoice.
- Remainder payment due by 1st June 2018
- Should the Sponsor fail to pay by the invoice due date, On-Cue has the right to cancel all entitlements with no refund.

Advertising and Exhibition Packages

- Full payment is due on the 20th of the month following invoice.
- Should the advertiser/exhibitor fail to pay by the invoice due date, On-Cue has the right to cancel all advertising.

PAYMENT METHODS

Payment is possible by; direct credit, cheque or credit card - full details will be on the invoice.

DEADLINES

To secure a sponsorship package or exhibition package:

- Completed booking form must be received by 1st June

To secure advertising space in the conference handbook:

- Completed booking form must be received by 1st July 2018.
- Advertising Materials must be received by 1st August 2018.

If sponsor or advertiser does not meet the above published deadlines, On-Cue cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.

TERMS & CONDITIONS

- Sponsorship will be allocated only on receipt of a signed booking form. A letter of confirmation will be provided by On-Cue Conferences to confirm the booking. Applications will be processed in order of receipt.
- Exhibition space will be allocated on first come, first served basis. On-Cue reserves the right to rearrange the floor-plan and / or relocate and exhibit. There is no discount or refund for any facilities not used.
- On-Cue provides no guarantees that such sponsorship, exhibition or advertising will result in revenues for the advertiser.
- On-Cue has the Right to refuse unacceptable advertising and reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic specifications. All graphics must be within the file size and dimension restrictions listed in this agreement. On-Cue may request changes to any advertisement it deems unacceptable. Such a request may delay or prohibit the display of the ad until changes are made.
- Website Banner Ad Display Frequency – all ads are displayed on a rotating basis per page views. Each time the page is displayed the banner ad changes. Frequency may vary due to the number of banner ads active at the time. On-Cue makes no guarantee to frequency or number of times the ad will be displayed.
- Changes to advertisement – after entering into this agreement, the Sponsor/Advertiser may request a change of the advertisement graphic. All changes are the responsibility of the Sponsor/Advertiser and any changes made by On-Cue will be billed at the rate of \$50 per hour. Any requested change to an ad must be received in writing.
- Cancellation Policy - Cancellation requests must be made in writing. If cancellation occurs less than 60 days prior to the start of the event, the cancellation fee is 100% of the sponsorship sum. If cancellation occurs between 60 days and 6 weeks prior to the start of the event, the cancellation fee is 50% of the sponsorship sum. If cancellation occurs more than 6 weeks prior to the start of the event, a cancellation fee of \$75.00 will be charged.



NZARBTM

New Zealand **Arboricultural** Association Inc.

8 - 10 NOVEMBER 2018
Dunedin Town Hall - Dunedin

www.nzarb.org.nz/events

To confirm your place as
a sponsor, advertiser or
exhibitor, or find out more,
contact:

Nicki van Asch
on-cue conferences
nicki@on-cue.co.nz
03 9280 620