



**NZ MARINE SCIENCES SOCIETY CONFERENCE**  
**3 - 5 JULY 2018 | NAPIER CONFERENCE CENTRE**  
**WEAVING THE STRANDS**

**SPONSORSHIP PROPOSAL**



[www.nzms2018.co.nz](http://www.nzms2018.co.nz)

# Invitation To Sponsor

We would like to extend to you an opportunity to have your organisation associated with this year's New Zealand Marine Sciences Society Conference.

The annual conference is a must-attend event for Marine Scientists and will cover a diverse range of topics under the theme 'Weaving the Strands' - drawing together data, disciplines, and perspectives to tell the NZ marine story.

We are expecting over 200 delegates from around New Zealand to Napier for the three-day Conference, providing you with an unequalled opportunity to showcase your business.

The conference will be held at the new Napier War Memorial Conference Centre, a great venue on Napier's iconic Marine Parade that looks out on Cape Kidnappers and the city coastline. Centrally located, the NWMCC is across the road from local hotels, restaurants and the downtown shopping precinct.

As you are aware, the success of events such as this depends significantly on sponsorship from organisations such as yours.

We would like to offer you the opportunity to profile your business at the Conference and attract support to your organisation from Conference delegates. On behalf of the Organising Committee, we present the following sponsorship packages for this event.

A variety of sponsorship packages are being offered, please contact Lea Boodee at On-Cue Conferences to discuss supporting the conference.

We are happy to consider ideas and amendments to the packages that maintain the spirit of supporting the conference at the designated levels.

Contact:

Lea Boodee  
On-Cue Conferences  
Phone: 03 928 0620  
lea@on-cue.co.nz  
www.on-cue.co.nz

## Why Sponsor

Sponsoring the NZMSS2018 Conference presents an opportunity for stakeholders within the Marine Science sector to highlight their commitment and support to this unique sector.

**It offers your organisation:**

- 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

## Programme at a Glance

|                  | 3 July<br>Tuesday   |                        | 4 July<br>Wednesday        |                        | 5 July<br>Thursday  |                                    |
|------------------|---------------------|------------------------|----------------------------|------------------------|---------------------|------------------------------------|
|                  | AM                  | PM                     | AM                         | PM                     | AM                  | PM                                 |
| Technical        | Conference sessions |                        | Conference sessions<br>AGM |                        | Conference sessions |                                    |
| Social<br>Events |                     | Icebreaker<br>Function |                            | Networking<br>Function |                     | Conference<br>Dinner and<br>Awards |

### Sponsorship Package Options

|   | Platinum<br>\$10,000 | Gold<br>\$8,000 | Silver<br>\$5,000            | Bronze<br>\$2,500 |
|---|----------------------|-----------------|------------------------------|-------------------|
| <b>Maximum number available</b>   | 1                    | 2               | 4                            | 6                 |
| <b>AVAILABILITY</b>   | 1                    | 1               | 4                            | 5                 |
| <b>PROFILE - Your company logo will appear on</b>   |                      |                 |                              |                   |
| • Conference website home page  | ■                    | ■               | ■                            | ■                 |
| • Conference website sponsors page including a description of the organisation/company              | ■                    | ■               | ■                            | ■                 |
| • Conference website exhibitors page including a description of the organisation/company            | ■                    | ■               |                              |                   |
| • 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 and app   | ■                    | ■               | ■                            | ■                 |
| • On sponsors powerpoint slide displayed during the conference                                      | ■                    | ■               | ■                            | ■                 |
| <b>PUBLICITY - Your organisation/company will receive</b>   |                      |                 |                              |                   |
| • Mention in media related to the conference  | ■                    |                 |                              |                   |
| • Advertisement included in the conference handbook   | Full                 | Full            | Half                         | Quarter           |
| • Verbal recognition by the Conference MC at the beginning of each day                              | ■                    | ■               |                              |                   |
| <b>NETWORKING BENEFITS</b>  |                      |                 |                              |                   |
| • 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 1.2m            | 3m x 1.2m       | 50% discount off a 3m x 1.2m |                   |

| INDIVIDUAL SPONSORSHIP, ADVERTISING & EXHIBITION OPTIONS | AVAILABLE | COST       |
|--|-----------|------------|
| Icebreaker Function Sponsor                              | 1         | \$2,500    |
| Conference Dinner Sponsor                                | 1         | \$4,000    |
| Student Function Sponsor                                 | 1         | \$1,500    |
| Tea Break Sponsor  | 6         | \$500      |
| Lunch Breaks Sponsor                                     | 3         | \$800      |
| Session Sponsor  | n/a       | \$2,500    |
| Poster Session Sponsor                                   | 1         | \$1,500    |
| Keynote Speaker Sponsor                                  | 3         | \$2,000    |
| Conference App Sponsor                                   | 1         | \$4,500    |
| Handbook Advertising                                     |           |            |
| - Full page colour                                       | 4         | \$650      |
| - Half page colour                                       | 4         | \$450      |
| - Quarter page colour                                    | 4         | \$250      |
| Conference Notepads & Pens Sponsor (eco-friendly)        | 1 each    | \$500 each |
| Exhibition Double package (6m x 1.2m booth)              | 2         | \$2,300    |
| Exhibition Single package (3m x 1.2m booth)              | 7         | \$1,500    |

Please note; The Conference Committee is committed to delivering a sustainable and plastic free Conference. Conference handbooks will not be printed and will be available for delegates to download, as well as an app.

Costs are GST exclusive.





## 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 website home page
- Conference website sponsors page including a description of the organisation/company
- Conference website exhibitors page including a description of the organisation/company
- On the banners used throughout the conference
- Delegate conference registration form
- Delegates' conference name tag
- Cover and inside of the conference handbook and app
- 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
- One page advertisement included in the conference handbook and app (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 1.2m 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 website home page
- Conference website sponsors page including a description of the organisation/company
- Conference website exhibitors page including a description of the organisation/company
- On the banners used throughout the conference
- Delegate conference registration form
- Inside cover of the conference handbook and app
- 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

- Full page advertisement included in the conference handbook and app (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 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)

All costs excl GST



## SILVER \$5,000 (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 website home page
- Conference website sponsors page
- On the banners used throughout the conference
- Inside the conference handbook and app
- On sponsors slide, displayed during the housekeeping each day

### PUBLICITY - Your organisation/company will receive

- Half page advertisement included in the conference handbook and app (artwork to be supplied by sponsor)

### NETWORKING BENEFITS

- ONE full conference registration
- ONE dinner ticket
- 50% discount off a 3m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)

## BRONZE \$2,500 (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 website home page
- Conference website sponsors page
- On the banners used throughout the conference
- Inside the conference handbook and app
- On sponsors slide, displayed during the housekeeping each day

### NETWORKING BENEFITS - Your organisation/company will receive

- Quarter page advertisement included in the conference handbook and app (artwork to be supplied by sponsor)

All costs excl GST





## SESSION SPONSOR \$2,500

Opportunities are available for sponsorship of specific sessions. All sponsors will receive brand exposure during your chosen session and will include:

- **Naming rights of the session**
- **TWO Free standing banners in prominent location for the duration of the session**
- **Logo on conference website sponsors page**
- **Logo in the conference handbook and app**

### **PROFILE** - Your company logo will appear on

- Conference website home page
- Conference website sponsors page
- On the banners used throughout the conference
- Inside the conference handbook and app
- On sponsors slide, displayed during the housekeeping each day
- Quarter page advertisement included in the conference handbook (artwork to be supplied by sponsor)

## APP SPONSOR \$4,500 (1 AVAILABLE)

There is one opportunity to become the exclusive Conference App sponsor for the NZMSS Conference. The app will bring the conference handbook into the palm of the delegates hand and will be the main source of information during the conference. Your sponsorship benefits include:

- **Naming rights of the conference app**
- **Web banner ad on the conference app**
- This sponsorship gives you exclusive placement as the only Sponsored **Splash page ad**. With this exclusive sponsorship, a full-screen advertisement is presented to the user each time the app is opened or refreshed. When clicked, the ad can direct the user to a specified URL
- **One Push Notification** - Reach out to attendees during the event. Push Notifications allow you to instantly send a message to users at a designated date and time. Use push notifications to promote a special event onsite. Send your message to the entire attendee audience or target a specified group

### **PROFILE** - Your company logo will appear on

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

All costs excl GST



## INDIVIDUAL SPONSORSHIP 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 sponsors page**
- **Logo in the conference handbook and app**

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

### ICEBREAKER FUNCTION - \$2500

A tradition for NZMSS delegates, the Icebreaker Function takes place on the first night of the conference and sets the scene for the week 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

Attended by most delegates, the Conference Dinner is always a unique experience with a local flavour. This year, we are hosting the event at the Napier Conference Centre and providing entertainment. Don't miss the opportunity to contribute to make this a most memorable night for all our delegates!

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.

### STUDENT FUNCTION - \$1500

NZMSS encourages students to participate in the annual conference. A students night will be organised on the second day of the conference.

### TEA BREAKS - \$500 (6 AVAILABLE)

### LUNCH BREAKS - \$800 (3 AVAILABLE)

All breaks are held in the Exhibition and Poster 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.

### POSTER SESSION - \$1500

The poster session is a key component of the NZMSS Conference, with posters being displayed in the refreshment and networking areas. Attendees are given plenty of time to view the posters.

### KEYNOTE SPEAKER - \$2000

**(3 AVAILABLE)**

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

All costs excl GST





## ADVERTISING OPPORTUNITIES

We offer a variety of advertising opportunities, both print and electronic to assist your company/organisation in gaining significant industry exposure to conference delegates.

### HANDBOOK ADVERTISING

All delegates will have access to download the conference handbook (A4 size) online (will not be printed) 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**

### CONFERENCE NOTEPADS AND/OR PENS - \$500 each

All delegates attending the Conference will receive official writing materials.

The conference writing pad and/or pen sponsor will be acknowledged in the following ways:

- Company name and logo on sponsor page of the Conference Website
- Logo in the conference handbook and app

(Plus costs of writing pads and/or pens. Products must be eco-friendly)

### WEBSITE BANNER ADVERTISING

The conference website is “web central” for attendees, members, exhibitors and anyone else interested in the conference programme, call for papers, registering, planning their visit, sourcing conference abstracts and more! Don’t miss this chance to showcase your brand to such an engaged and interested audience!

- Your banner ad will include a link to your website
- Ads are on ALL conference web pages; these pages collectively receive hundreds of page views during the months before, during, and after the conference.
- On-Cue will provide you with statistics of impressions (the number of times your banner ad was seen during the month) and click-throughs (the number of times your banner ad was clicked on driving traffic to your website).
- Ads are uploaded within 48 hours of being received and approved. Ads will remain online three months after the conference.

There are two sizes available.

- **Footer banner ad (600px X 200px) - \$850**  
(3 ADS AVAILABLE ON A ROTATING BASIS)  
The online footer banner appears at the bottom of every page
- **Side panel skyscraper ad (300px X 700px) - \$600**  
(6 ADS AVAILABLE ON A ROTATING BASIS)  
The online skyscraper ad appears on the right side of every page

Banner ad to be provided by sponsor with the following specs:

Acceptable file formats: .GIF, .JPG, .JPEG, .PNG, .SWF  
File size limits: 150 KB or less for all files.

All costs excl GST





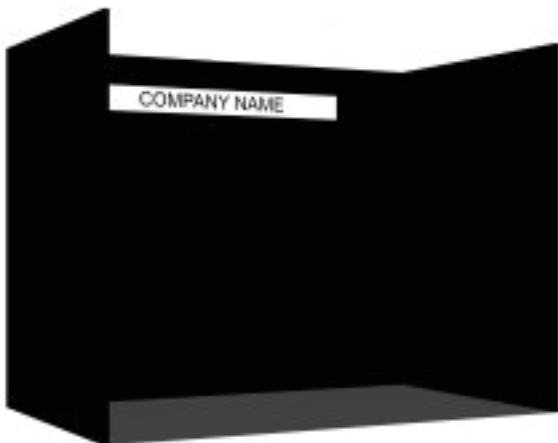
## TRADE EXHIBITION

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 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

All costs excl GST

## EXHIBITOR SINGLE PACKAGE

**\$1,500**

- One single trade booth at the conference (3m x 1.2m)
- 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 ticket to the Icebreaker function
- Name tag for personnel
- One conference handbook and app
- One complimentary conference dinner ticket
- Listing on the conference website and conference handbook and app

## EXHIBITOR DOUBLE PACKAGE

**\$2,300**

- One double trade booth at the conference (6m x 1.2m)
- 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 tickets to the Icebreaker function
- Name tag for each personnel
- One conference handbook and app
- Listing on the conference website and conference handbook and app



## BOOKING INFORMATION

To book a sponsorship package, advertising or an exhibition package, please email [lea@on-cue.co.nz](mailto:lea@on-cue.co.nz) with your details and preference.

On-cue will raise an invoice based on the following payment policy and an agreement based on the New Zealand Marine Sciences Society Sponsorship Policy.

### PAYMENT POLICY

#### Sponsorship Packages

- 50% deposit is due on the 20th of the month following invoice.
- Remainder payment due by 15th May 2018. Unless arranged otherwise.
- 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 agreement form must be received by 15th April 2018.

To secure advertising space in the conference handbook and app:

- Advertising Materials must be received by 1st June 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 agreement 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. Sponsorships are non-refundable. Booth cancellations made between 1 February 2018 and 1 April 2018 will receive a partial refund of 50%. Booth registrations made on or after 2 April, 2018 are non-refundable.

## LOGO & ADVERTISING SPECS

### Logo

- Acceptable file formats: EPS format is preferred, if not available please send JPG, PNG or PDF
- File size: no smaller than 1mb.
- Accompany with your guidelines, if applicable.

### Conference Handbook and app Ads

#### Ad Sizes:

- Full page, 210mm (w) x 297mm (h)
- Half page portrait, 105mm (w) x 297mm (h)
- Half page landscape, 210mm (w) x 148.50 mm (h)
- Quarter page, 105mm (w) x 148.50mm (h)

#### Supply of material:

- Add a 5mm bleed on all four sides
- Artwork should be supplied via email to [nicki@on-cue.co.nz](mailto:nicki@on-cue.co.nz)
- All supplied artwork must be CMYK (no RGB colours).
- Artwork to be supplied at 300 dpi.
- Artwork must be supplied as a high-resolution PDF (no jpeg or tiff files)
- Convert paths to outlines.
- Photographs for advertising must be supplied at a minimum file size of 1MB.
- All fonts embedded.

### Conference Website Ads

#### Ad Sizes:

- Footer banner ad, 600px (w) x 200px (h)
- Side panel skyscraper ad, 300px (w) x 700px (h)

#### Supply of material:

- Acceptable file formats: .GIF, .JPG, .JPEG, .PNG
- File size: 150 KB or less for all files.

## DESIGN SERVICES

If you require assistance with designing your ads or other promotional material, our in-house graphic designers are more than happy to assist. For a quote on the following materials please contact [lea@on-cue.co.nz](mailto:lea@on-cue.co.nz)

- Pull-up banners
- Signage
- Print ads
- Website banner ads
- Website design and build
- Exhibitor stand design



## New Zealand Marine Sciences Society Sponsorship Policy

### Rationale

The New Zealand Marine Sciences Society (NZMSS) acknowledges that sponsorship provides funds and resources to help the society achieve its goals and objectives and thus enhance the value it provides to its members. Sponsorship may be provided by research institutes, government agencies and departments, trusts, foundations or commercial enterprises

### Purpose of this policy

The objectives of this policy are to:

- Reflect the fundamental principles that shape the NZMSS's relationship with sponsors to ensure they generate mutual benefits.
- Ensure that the NZMSS has a coordinated approach to sponsorship
- Further develop positive working relationships with sponsors for the benefit of both parties
- Ensure that the integrity of the NZMSS brand is actively managed and controlled by employing a practical and fair approval process

### Policy

- (a) All sponsorship arrangements must be specified in an agreement between the NZMSS and the sponsor. The agreement must outline all specific provisions as well as terms and conditions.
- (b) The NZMSS should be open to discussing specific sponsor requirements and to work with sponsors on ways they can maximise the benefits of their investment in accordance with these guidelines.
- (c) By entering into an agreement with a sponsor, the NZMSS does not imply endorsement of a company's product or service and may not be represented by the sponsor or NZMSS as such.
- (d) The NZMSS usually calls for sponsorship of its annual conference through a sponsorship proposal. Responses to this proposal are evaluated by the conference organising committee. The organising committee must follow these guidelines in their evaluation of sponsorship offers. The NZMSS Council retains responsibility for final approval of any sponsorship.

- (e) Offers of sponsorship unrelated to the conference should be addressed to the NZMSS Council.
- (f) The NZMSS prefers to have multiple sponsors for each event/activity.
- (g) Conference programming is carried out by the Society and is always independent of the sponsor(s).
- (h) Oral or poster conference presentations by people associated with the sponsors must not be used for promotional purposes. Abstracts from sponsors and other parties associated with sponsors will be subject to the same review and selection process as for any other conference presentation, and offers of sponsorship may not be contingent on selection of presentation abstracts.
- (i) The NZMSS must clearly identify all sponsors at events/activities and in related communication material
- (j) The sponsor must seek approval from the NZMSS for the use of the NZMSS name and/or logo.
- (k) Sponsors must not promote services or products that are in contradiction to the objectives of the society (viewable on the NZMSS website).