

SPONSORSHIP PROPOSAL



50th
Ka mua, ka muri

NZFSS

Annual Conference

Nelson, 10-14th December 2018

WWW.NZFSS2018.CO.NZ

Invitation from the NZFSS conference committee

We would like to invite you to be part of this year's New Zealand Freshwater Sciences Society Conference.

This year promises to be a unique and memorable event as the Society celebrates its 50th annual meeting. The Conference will be hosted in Nelson from the 10th-14th December 2018.

Celebrating 50 years, the theme of the Conference is "Ka mua, ka muri: Looking back, moving forward", and the programme will include plenary speaker presentations as well as special and contributed sessions, poster displays, a diverse array of exhibits, networking functions, and field trips that show case Nelson's unique river environments and attractions.

The Conference is likely to attract 300 delegates from around New Zealand to Nelson for the week, providing you with an unequalled opportunity to showcase your business to representatives from all levels of government, universities, research and management agencies, suppliers and consultants engaged in freshwater science.

As you are aware, the success of events such as this depends significantly on sponsorship from organisations such as yours. In return for your support, we would like to offer you the opportunity to profile your business at the Conference and attract support to your organisation from Conference delegates.

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

We look forward to seeing you in Nelson this December!

Joanne Clapcott
Conference Convener



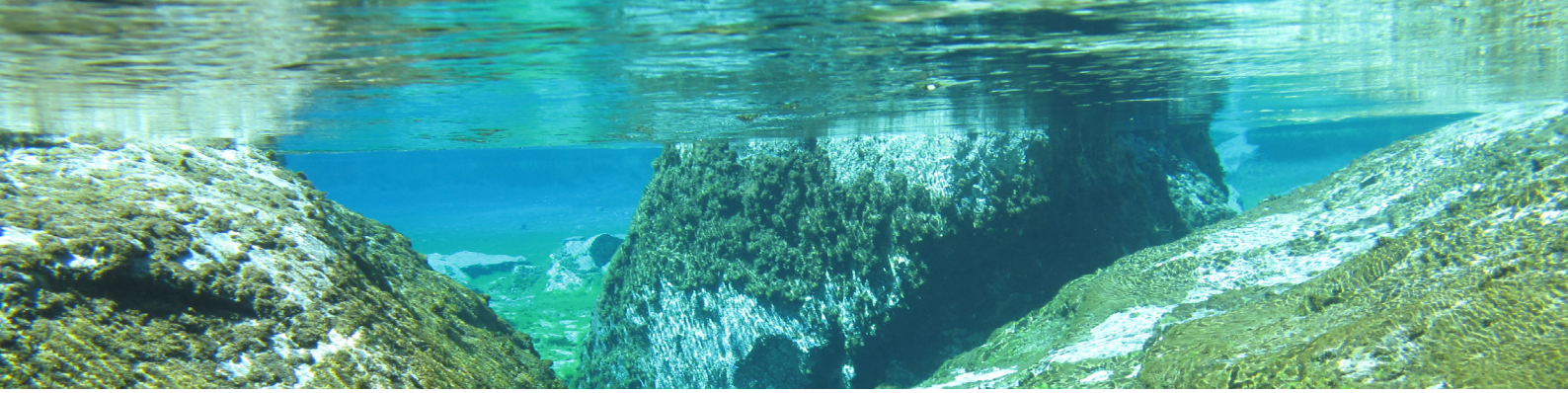
Sponsorship and Advertising Opportunities Summary

| Sponsorship Package Options | Gold \$12,000 | Silver \$5,000 | Bronze \$3,000 |
|--|------------------|-------------------|-------------------|
| Maximum number available | 2 | 5 | 10 |
| Current availability as at 11.07.18 | SOLD OUT | 3 | 8 |
| PROFILE - Your company logo will appear on | | | |
| • Conference website home page | ■ | ■ | ■ |
| • Conference website sponsors 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 & app | ■ | | |
| • 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 | | | |
| • Mention in media related to the conference | ■ | | |
| • Advertisement included in the conference handbook (page) | ■ | Half | Quarter |
| • Verbal recognition by the Conference MC at the beginning of each day | ■ | ■ | |
| NETWORKING BENEFITS | | | |
| • Full conference registrations | 3 | 1 | |
| • Dinner tickets | 3 | 1 | |

| INDIVIDUAL SPONSORSHIP, ADVERTISING & EXHIBITION OPTIONS | AVAILABLE | COST |
|--|-----------|------------|
| Welcome Function Sponsor | 1 | \$2,500 |
| Conference Dinner Sponsor | 1 | \$4,000 |
| Student Function Sponsor | 1 | \$1,500 |
| Field Trip Sponsor | 5 | \$1,000 |
| Tea Breaks Sponsor | 8 | \$500 |
| Lunch Breaks Sponsor | 4 | \$800 |
| Poster Session Sponsor | SOLD OUT | \$1,500 |
| Keynote Speaker Sponsor | 4 | \$2,000 |
| Handbook Advertising | | |
| - Full page colour | 4 | \$650 |
| - Half page colour | 4 | \$450 |
| - Quarter page colour | 4 | \$250 |
| Conference Notepads & Pens Sponsor | SOLD OUT | \$500 each |
| Website Banner Advertising | | |
| - Footer banner ad on all pages (600px X 200px) | 3 | \$850 |
| - Side panel skyscraper ad on all pages (300px X 700px) | 6 | \$600 |
| Exhibitor Single Booth Package | 6 | \$2000 |

All costs excl GST





GOLD \$12,000 (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 with link to company website
- On website footer banner advertising
- On the banners used throughout the conference
- Delegate conference registration form
- Delegates' conference name tag
- Cover and inside of the conference handbook & 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 (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





SILVER \$5,000 (5 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 with link to company website
- On website footer banner advertising
- 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

- 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

BRONZE \$3,000 (10 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
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

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





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**
- **Opportunity to display 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**

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

WELCOME FUNCTION - \$2500

The Welcome 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

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 one of Nelson's newest venues 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.

STUDENT & YOUNG PROFESSIONALS FUNCTION - \$1500

All societies encourage students to participate in the annual conference. A students night will be organised on the second day of the conference.

FIELD TRIP - \$1000 (5 AVAILABLE)

The field trips are very popular with our delegates and are an integral part of the Conference.

In addition to the benefits described above, your logo will be displayed on the bus signage.

TEA BREAKS - \$500 (8 AVAILABLE)

LUNCH BREAKS - \$800 (4 AVAILABLE)

All breaks are held in the Exhibition & 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 NZFSS 2018 Conference, with posters being displayed in the networking areas. Attendees are given plenty of time to view the posters.

KEYNOTE SPEAKER - \$2000

(4 AVAILABLE)

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





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 receive a conference handbook (A4 size) 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

*Costs of writing pads and/or pens is additional





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 all catering being served in this area it will create an unparalleled chance to promote your products and services to the diverse delegate base.

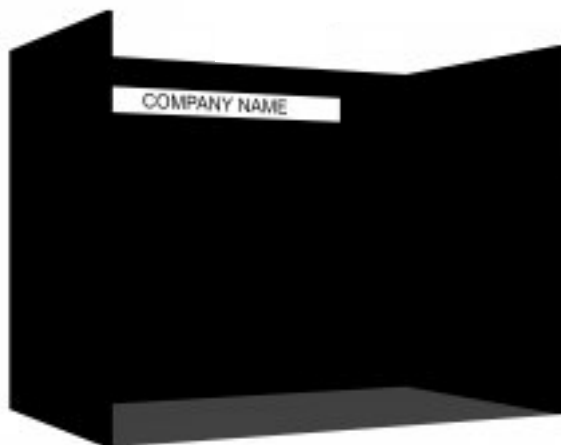
Benefits of Participating:

- 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”

EXHIBITOR SINGLE PACKAGE

\$2,000

- One single trade booth at the conference (3m x 1.2m)
- Company name and stand number
- Two (2) x 150W spotlights
- One (1) 4amp power point
- One trestle table with table cloth and two chairs
- Daily catering for one person (additional personnel pass \$65 per day)
- One Welcome Function ticket
- One complimentary conference dinner ticket
- One Conference Handbook
- Listing on the conference website and conference handbook



Walls are made of velcro receptive frontrunner



BOOKING INFORMATION

To book a sponsorship package or advertising, please contact On-Cue conferences, email shelley@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 October 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:

- Booking must be received by 1st August 2018.

To secure advertising space in the conference handbook:

- Booking must be received by 1st September 2018.
- Advertising Materials must be received by 1st October 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

- 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 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.



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 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 lea@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

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

