



# SPONSORSHIP PROPOSAL



# 11<sup>th</sup> RIVER, COASTAL AND ESTUARINE MORPHODYNAMICS SYMPOSIUM

## RCEM 2019

16-21 NOVEMBER - AUCKLAND

[WWW.RCEM2019.CO.NZ](http://WWW.RCEM2019.CO.NZ)

# Invitation To Sponsor

We would like to invite you to be part of the 11th River, Coastal and Estuarine Morphodynamics Symposium – RCEM 2019, which for the first time comes to Aotearoa, land of the long white cloud.

2019 promises to be a unique and memorable event as the River, Coastal and Estuarine Morphodynamics Community celebrates its 20th year anniversary. The Conference will be hosted in Auckland from the 16th-21st November 2019.

Celebrating 20 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 Auckland’s unique coastal environments and attractions.

The Conference is likely to attract 250 delegates from all around the world and New Zealand to Auckland for the week, providing you with an unequalled opportunity to showcase your business to international and local representatives from universities, research and management agencies, suppliers and consultants engaged in water resources and environmental engineering and sciences. Ranging from mathematical to biological to ecological backgrounds, with a strong interest in the latest technologies and applications of environmental monitoring.

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 Auckland in November 2019!

Heide Friedrich Conference Convener

## Why Sponsor

Sponsoring the RCEM 2019 presents an opportunity for stakeholders within the river, coastal and estuarine morphodynamics 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 the Southern Hemisphere

## Programme at a Glance

<b>Saturday 16<sup>th</sup> Nov</b>	Pre-conferences short courses/workshops
<b>Sunday 17<sup>th</sup> Nov</b>	Pre-conferences short courses/workshops
<b>Monday 18<sup>th</sup> Nov</b>	Opening session - technical sessions - poster sessions - exhibition - welcome reception
<b>Tuesday 19<sup>th</sup> Nov</b>	Technical sessions - poster sessions - exhibition - board meeting
<b>Wednesday 20<sup>th</sup> Nov</b>	Technical sessions - poster sessions - exhibition - banquet dinner
<b>Thursday 21<sup>st</sup> Nov</b>	Conference field trip
<b>Friday 22<sup>nd</sup> Nov</b>	Start of two-day post conference tour

# RCEM 2019

## 16-21 NOVEMBER

### AUCKLAND

#### Sponsorship Package Options

	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$2,500
Maximum number available	1	2	4	6
<b>AVAILABILITY</b>	1	2	4	6
<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	3	\$2,500
Pre-Conference Workshop Sponsor	1	\$1,500
Poster Session Sponsor	1	\$1,500
Keynote Speaker Sponsor	5	\$2,000
Field Trip Sponsor	1	\$3,000
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

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 RCEM 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 RCEM 2019, 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 and give you the opportunity to welcome our delegates on the night with a short speech.

### BANQUET DINNER - \$4000

Attended by most delegates, the Conference Dinner is always a unique experience with a local flavour. 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.

### PRE-CONFERENCE WORKSHOP - \$1500

**(1 AVAILABLE)**

The pre-conference workshop will provide opportunities for multiple perspectives to be heard and partnerships to be developed towards action and change.

### STUDENT FUNCTION - \$1500

RCEM 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 RCEM Conference, with posters being displayed in the refreshment and networking areas. Attendees are given plenty of time to view the posters.

### KEYNOTE SPEAKER - \$2000

**(5 AVAILABLE)**

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

### FIELD TRIP SPONSOR - \$3000

**(1 AVAILABLE)**

The field trip is very popular with our delegates and is an integral part of the Conference.

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

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





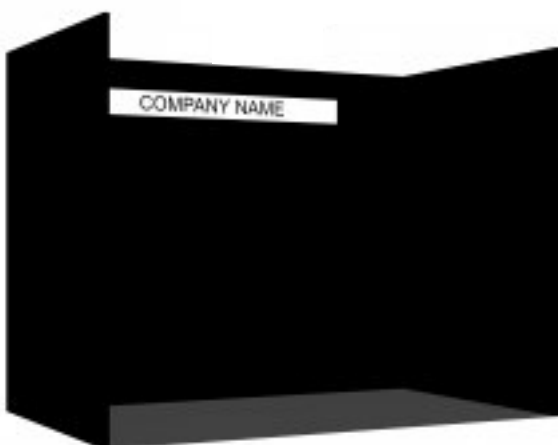
## TRADE EXHIBITION

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 RCEM 2019 Sponsorship Policy.

### PAYMENT POLICY

#### Sponsorship Packages

- 50% deposit is due on the 20th of the month following invoice.
- Remainder payment due by 20 November 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 seven days after booking.

To secure advertising space in the conference handbook and app:

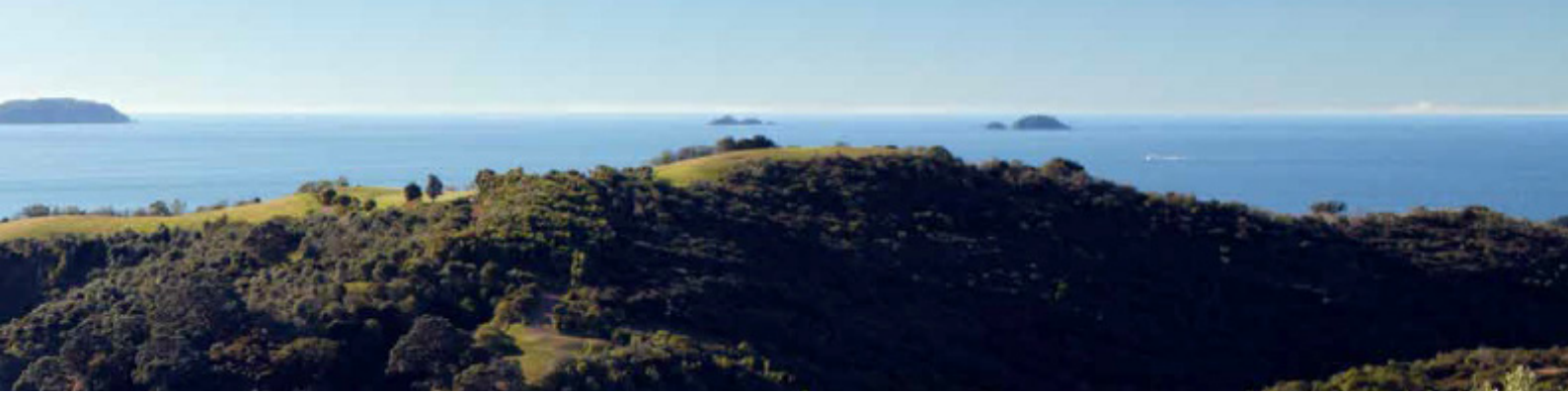
- Advertising Materials must be received by 1st June 2019.

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 October 2018 and 1 January 2019 will receive a partial refund of 50%. Booth registrations made on or after 2 April, 2019 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

