



IRRIGATION
NEW ZEALAND INC
CONFERENCE AND EXPO

IRRIGATED AGRICULTURE – NZ'S ECONOMIC FUTURE AND MORE...

26–28 APRIL 2010 CHRISTCHURCH CONVENTION CENTRE

SPONSORSHIP & EXHIBITION OPPORTUNITIES



Irrigation New Zealand Conference & Expo 2010

Irrigation New Zealand (INZ) is the leading representative body for New Zealand's irrigation sector. With 3500 members and an engagement programme that reaches farmers, politicians, researchers, water industry participants and the public, Irrigation New Zealand works tirelessly on behalf of its members.

One of the key vehicles used by INZ to bring together key interest groups and farmers to debate relevant industry issues is its biannual conference. In 2010 the conference will be held in Christchurch from April 26 – 28 at the Christchurch Convention Centre.

The conference & expo will attract approximately 400+ attendees representing a wide variety of sector groups. And, for the first time, the 2010 event will see a farmers' workshop developed specifically targeting issues of relevance to the irrigators and designed to attract a broad cross-section of our farming community as they tackle the questions around water issues and infrastructural development.

Conference sessions will be complemented with an industry Trade Exhibition, Networking Happy Hour, Delegate Breakfast and Conference Dinner.

For more information about Sponsorship & Exhibition opportunities please contact Rachael Bidwell, Senior Event Manager, Avenues Event Management, email: rachael@avenues.co.nz or phone +64 3 365 4696



Sponsorship Opportunities

There are various sponsorship opportunities available at the conference to raise your organisations profile in the Irrigation sector.

Principal Partnerships offer the highest profile sponsorship opportunities and are limited to just five opportunities. Amongst other considerable benefits, our Principal Partners will join INZ to add value and help develop a successful conference.

As well as the Principal Partnership packages there are further stand alone sponsorship opportunities available to match your organisations marketing priorities.

Details of all levels of sponsorship are provided in the following pages of this document.

Exhibition Opportunities

A major feature of the conference will be the Trade Exhibition. Exhibition sites are available for purchase and are likely to sell quickly based on the 2008 exhibition which sold out well in advance. Reserve your site early to avoid disappointment.

The Trade Exhibition will be high traffic area with all delegate catering served in the exhibition. It has been designed specifically to showcase industry products & services and offers your organisation presence in a prime opportunity to communicate directly on a personal basis with your potential clients.

Major Conference Features

- Pre Conference Tour
- Two day, three stream technical conference programme
- Trade Exhibition with over 60 exhibitor stands
- Delegate Breakfast
- Networking Happy Hour
- Conference Dinner

If your organisation is interested in any of the sponsorship opportunities available, please don't hesitate to contact Rachael Bidwell, the conference Event Manager, to discuss.

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Principal Partnership Opportunities

INZ is currently seeking Principal Partners to join with it, this important partnership will add value to and help develop a successful conference. This exclusive opportunity is available to a maximum of five Principal Partnerships.

The value of a Principal Partnership is \$15,000 plus GST.

For this level of investment your organisation will receive the following benefits:

1. **Steering Group Involvement – pre-conference.**
As a Principal Partner, you will be entitled to attend a key conference steering group session and become part of the team that sets the themes and agendas for the conference. This will give your organisation an opportunity for beneficial input and influence into the staging of this event.
2. **Steering Group Involvement – post conference.**
You will be invited to attend a Steering Group meeting which reviews how successful the conference has been.
3. **Brand acknowledgement in all conference collateral and promotional material including:**
 - Registration material
 - Conference Website (including link and promotional message)
 - Conference handbook
 - All relevant signage
 - Holding slide in plenary room
 - Lanyards
 - Satchel
 - Verbal acknowledgement by MC
4. **You will have a complimentary exhibition site & first choice of the exhibition spaces available. Each exhibition site includes:**
 - 3.0 x 2.4 exhibition site
 - 2.3m high walls – grey receptive Velcro
 - 2 x 150 Watt spotlights
 - 1 x 10 amp single power point
 - 1 x 4 way splitter box
 - 1 booth (fascia) sign – 900 x 200mm, max 30 x 45mm characters
 - Two complimentary Exhibition Registrations (including nametags, lunch, morning & afternoon tea during the conference).
 - One conference satchel per site
 - Company name & logo included in the conference handbook

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5. Marketing opportunities including:
 - A complimentary ½ page advertisement in the conference handbook
 - An insert in the conference satchel
 - An exclusive opportunity to be part of a special feature on our Principal Partners within the INZ News Magazine issued prior to the conference

6. You will also have first choice (on a first in first served basis) of a suite of additional stand alone sponsorship opportunities associated with the conference for the additional investment as outlined below.

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Sponsorship Opportunities

The following opportunities are available on a first come first served basis.

Pre Conference Tour Sponsorship

Investment - \$10,000 plus GST

- Naming rights to the Pre Conference Tour
- Five minute speaking opportunity for a company representative during the tour
- Verbal acknowledgement by the tour host
- One complimentary insert in the conference satchel
- Brand acknowledgement in conference collateral
 - Registration material
 - Conference website
 - Conference handbook
 - Holding slide in session room

Keynote Sponsorship

Investment - \$5,000 plus GST

- Name association with an agreed Keynote Speaker Plenary Session
- Two minute speaking opportunity for a company representative during the session
- Verbal acknowledgement by session MC
- Brand acknowledgement in conference collateral
 - Registration material
 - Conference website
 - Conference handbook
 - Holding slide in session room

Conference Dinner Sponsorship

Investment - \$8,000 plus GST

- Naming rights to the Conference Dinner
- Five minute speaking opportunity for a company representative during the dinner
- Two complimentary dinner tickets
- Verbal acknowledgement by Conference Dinner MC
- Brand acknowledgement in conference collateral
 - Registration material
 - Conference website
 - Conference handbook
 - Relevant dinner signage
 - Conference Dinner collateral & holding slide

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Coffee & Internet Café Sponsorship

Investment - \$5,000 plus GST

- Naming rights to the Coffee & Internet Café
- Opportunity to brand coffee cups with company logo. *Cost of branding to be at sponsors cost.*
- Brand acknowledgement in conference collateral
 - Registration material
 - Conference handbook
 - Conference website
 - Relevant signage

Networking Happy Hour Sponsorship

Investment - \$3,000 plus GST

- Naming rights to the Networking Happy Hour
- Two minute speaking opportunity for a company representative during the reception
- Two complimentary Networking Happy Hour tickets
- Verbal acknowledgement by Networking Happy Hour MC
- Brand acknowledgement in conference collateral
 - Registration material
 - Conference website
 - Conference handbook

Breakfast Sponsorship

Investment - \$2,500 plus GST

- Naming rights to the Delegate Breakfast
- Two minute speaking opportunity for a company representative during the breakfast
- Two complimentary breakfast tickets
- Verbal acknowledgement by Breakfast MC
- Brand acknowledgement in conference collateral
 - Registration material
 - Conference handbook

Catering Sponsorship

Investment - \$750 - \$1000 plus GST

- Name association with agreed catering break
- Opportunity to display marketing material & approved signage during the catering break
- \$1000 plus GST per lunch, \$750 plus GST per morning/afternoon tea

Satchel Insert Sponsorship

Investment - \$500 plus GST

- One insert/item in each conference satchel (no larger than single A4 sheet)

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Exhibition Opportunities

Exhibition Sites

Investment - \$2,500 plus GST

Each individual exhibition sites includes:

- 3.0 x 2.4 exhibition site
- 2.3m high walls – grey receptive Velcro
- 2 x 150 Watt spotlights
- 1 x 10 amp single power point
- 1 x 4 way splitter box
- 1 booth (fascia) sign – 900 x 200mm, max 30 x 45mm characters

Exhibitor Benefits

- Two complimentary Exhibition Registrations (including nametags, lunch, morning & afternoon tea during the conference – these do not include conference session attendance)
- One conference satchel per site
- Company name & logo included in the conference handbook

Booking Applications

To reserve your exhibition site please complete the exhibition booking application included in this document. All booking applications must be accompanied by payment of the 50% deposit required to reserve a site. The balance of exhibition site costs must be paid in full by Friday 29 January 2010. Failure to meet these payment requirements may result in your site being cancelled & reassigned.

Assignment of Sites

All sites will be allocated on a first in first served basis following the preferential site selection by the conference's five Principal Partners. Site bookings will be processed at the time booking application is received & you will receive confirmation that a site has been reserved for you.

Allocation of sites and confirmation of your site position will be completed & confirmed to you following the preferential site selection by the conference's five Principal Partners.

Avenues Event Management reserves the right to assign or reassign site space so that the arrangement of the exhibition is in the best interest of conference attendees and exhibitors.

Cancellation of Site Bookings

Confirmed exhibitors are required to inform Avenues Event Management in writing to cancel an exhibition site.

Cancellation of a site booking application or contract will result in the following:

- Prior to Friday 29 January 2010 – 50% of the deposit paid will be refunded
- After Friday 29 January 2010 – no refund will be made & cancelled sites will be reallocated by Avenues Event Management.

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SITE BOOKING APPLICATION FORM AND CONTRACT

COMPANY DETAILS

NAME OF COMPANY: _____

POSTAL ADDRESS: _____

PHYSICAL ADDRESS: _____

PHONE: () _____ FAX: () _____ EMAIL: _____

CONTACT NAME: _____

SITE SELECTION

NUMBER OF STANDS REQUIRED: _____ (\$2500.00 plus GST per site)

SITE NUMBER PREFERENCES: _____
1ST choice 2nd choice 3rd choice 4th choice

PAYMENT

TOTAL PAYMENT DUE (INCL GST) \$ _____

I will pay my exhibition registration by cheque attached
- payable to "Avenues Limited"

I wish to pay my exhibition registration by credit card

Mastercard Visa Amex

Name of Card Holder: _____ Signature: _____

Card Number: _____ Expiry Date: _____

Please retain a copy of this form for your records and send your completed exhibition booking application and deposit to:

**Avenues Event Management
PO Box 2588, Christchurch
GST Number: 52 438 756**

Confirmation of your accepted booking will be sent to you upon receipt once your booking application has been received & processed.

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