



IRRIGATION
NEW ZEALAND
CONFERENCE AND EXPO
17-19 April 2018, ALEXANDRA, NZ



SPONSORSHIP OPPORTUNITIES

Irrigation New Zealand Conference and Expo 2018



SPONSORSHIP OPPORTUNITIES

Irrigation New Zealand Conference and Expo

17-19 April 2018

Irrigation New Zealand is the leading representative body for New Zealand's irrigation sector. With 3600 members and an engagement programme that reaches farmers, politicians, researchers, water industry participants and the public, Irrigation New Zealand works proactively on behalf of its members.

One of the many vehicles used by Irrigation New Zealand to bring together key interest groups and farmers to debate and find solutions to the challenges ahead is its biennial conference. In 2018 the Conference will be held 17th -19th April in Alexandra.

The Irrigation New Zealand Conference and Expo will attract 450+ attendees representing a wide variety of sector groups. The 2018 Conference will also build on

FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

Chris Coughlan, Business Manager, Irrigation New Zealand Inc

PHONE 03 341 2225 **MOBILE** 027 671 7705 **EMAIL** ccoughlan@irrigationnz.co.nz



SPONSORSHIP OPPORTUNITIES

the work done in 2016 to target specific irrigation issues for a broad section of the farming community.

Irrigation New Zealand is excited to bring our 2018 conference to Alexandra. The Central Otago region is rich in irrigation history and leadership in this region continues to show the benefits that irrigation can bring for whole communities to prosper. Food, jobs, environment and recreation are all outcomes from local investment in infrastructure and the story continues. We look forward to providing more detail on our programme and speakers throughout the coming months

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

Major Conference Features

- Pre Conference Tours

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SPONSORSHIP OPPORTUNITIES

- Two day, three stream Conference Programme
- Technical and practical breakout sessions
- Trade Exhibition
- Delegate Breakfast
- Networking Happy Hour
- Industry awards function
- Conference Dinner & entertainment

Exhibition Opportunities

A major feature of the Conference will be the Conference Expo. The Irrigation Exhibition for Australasia historically sell quickly. Last conference sites were sold out four months prior to the conference so we recommend you reserve your site early to avoid disappointment.

The Conference Expo will be a high traffic area where all delegate catering will be served. It has been designed specifically to showcase industry products & services

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SPONSORSHIP OPPORTUNITIES

and offers your organisation presence and a prime opportunity to communicate directly on a personal basis with your potential clients.

PRINCIPAL PARTNERS – \$15,750 plus GST

Principal Partner Sponsorship opportunities are available to any organisation wishing to maximise their involvement at the Irrigation New Zealand 2018 Conference and Expo and raise their profile in the irrigation sector.

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We believe flexibility is a key in providing sponsors with value for money so are always happy to work with you to optimise your marketing objectives.

Details of the Principal Partnership Sponsorship are provided below:

Principal Partners will receive the following benefits:

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.

Steering Group Involvement – post conference.

You will be invited to attend a Steering Group meeting which reviews how successful the conference has been.

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SPONSORSHIP OPPORTUNITIES

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

You will have a complimentary exhibition site & first choice of the exhibition spaces available.

Marketing opportunities including:

A complimentary ½ page advertisement in the conference handbook

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SPONSORSHIP OPPORTUNITIES

An insert in the conference satchel (material to be supplied by your company by advised date)

An exclusive opportunity to be part of a special feature on our Principal Partners within the INZ News Magazine issued prior to the conference

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.

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SPONSORSHIP OPPORTUNITIES

EXHIBITION PAVILION SPONSORSHIP - \$18,500 + GST

The Exhibition Pavilion Partnership will be a high profile opportunity for an organisation really wishing to stamp their mark on this event.

The Exhibition Marquee will be the central point of the conference and will offer maximum exposure for the organisation that takes this opportunity.

Details of the Exhibition Partnership are provided below:

Exhibition Pavilion Partner will receive the following benefits:

Official naming rights of the exhibition pavilion.

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SPONSORSHIP OPPORTUNITIES

Company logo to be visible on the Expo Marquee header / Pull up banner at entrance.

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
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Marketing opportunities including:

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SPONSORSHIP OPPORTUNITIES

A complimentary full page advertisement in the conference handbook

An insert in the conference satchel (material to be supplied by your company by advised date)

An exclusive opportunity to be part of a special feature on our Key Partners within the INZ News Magazine issued prior to the conference

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.

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SPONSORSHIP OPPORTUNITIES

SOLD

CONFERENCE DINNER SPONSORSHIP

The Conference Dinner Sponsorship is a perfect opportunity for an organisation to maximise exposure at the conference's largest social event.

The Conference Dinner sponsor will receive the following benefits:

Naming rights to the Conference Dinner taking place joining the Conference on Wednesday 18th April 2018.

Five minute speaking opportunity by a company representative during the dinner

Two complimentary dinner tickets

Verbal acknowledgement by Conference Dinner MC

Brand acknowledgement in conference collateral

Registration material*

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SPONSORSHIP OPPORTUNITIES

Conference website

Conference handbook*

Relevant dinner signage

Conference Dinner collateral & holding slide

*Benefit subject to print deadlines

**INNOVATION IN IRRIGATION AWARD SPONSORSHIP -
\$5, 500 plus GST and finalists travel and accommodation**

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SPONSORSHIP OPPORTUNITIES

This Award is to celebrate, encourage and promote innovation and the positive initiatives being undertaken in our communities with irrigation, and as a result of irrigation. For more information go to www.irrigationnz.co.nz

(\$5,500 plus GST is inclusive of prize money but exclusive of the travel & accommodation cost of the finalist to the awards ceremony)

Naming Rights alongside Irrigation New Zealand to the 2018 Award for Innovation in Irrigation.

Here is your chance to champion and help promote the positive contribution, impact or benefit of Irrigation to New Zealand. The Award winner will receive a cash prize of \$2,500 and substantial exposure through Irrigation New Zealand publications and out to the general media.

The naming rights sponsor to the 2018 Award for Innovation in Irrigation will receive the following benefits:

Naming rights to the award

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SPONSORSHIP OPPORTUNITIES

Brand exposure during the promotion and call for entries

Recognition and speaking time at the Award ceremony (within the conference dinner)

Two complimentary dinner tickets

Brand acknowledgement in the conference collateral

Registration material*

Conference website

Conference handbook*

Relevant signage during the Award ceremony at the dinner

Brand exposure through news release of the finalists and then winner of the 'Innovation in Irrigation award'

*Benefit subject to print deadlines

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SPONSORSHIP OPPORTUNITIES

DELEGATE BAG SPONSOR - \$8,000 plus GST

Only one opportunity available

The delegate bag sponsor will receive the following benefits:

Your organisation's logo printed alongside the Irrigation New Zealand Inc Conference & Expo 2018 logo on the bag provided to all delegates (Organising Committee reserve the right to select the delegate bag)

Recognition in all conference publications including the registration brochure, programme handbook and conference website (from time of confirmation of sponsorship and subject to print deadlines)

One A4 insert in conference satchel (material to be supplied by your company by advised date)

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SPONSORSHIP OPPORTUNITIES

KEYNOTE SPEAKER SESSION SPONSORSHIP - \$5,500 plus GST

Name association with an agreed Keynote Speaker Plenary Session

Keynote speaker session sponsors will receive the following benefits:

Two minute speaking opportunity by a company representative during the session

Verbal acknowledgement by session MC/session chair

Brand acknowledgement in conference collateral

Registration material*

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SPONSORSHIP OPPORTUNITIES

Conference website

Conference handbook*

Holding slide in session room

*Benefit subject to print deadlines

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SPONSORSHIP OPPORTUNITIES

CONCURRENT SPEAKER 'FULL' SESSION SPONSORSHIP from \$3,500 plus GST

Name association with an agreed set of Concurrent Speaker Sessions. Options on offer:

Two Options available, practical workshops and SMART innovation package sold together as a package or concurrent session sold separately

Concurrent speaker session/s sponsors will receive the following benefits:

Verbal acknowledgement by session MC/chair

Brand acknowledgement in conference collateral

Conference handbook*

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SPONSORSHIP OPPORTUNITIES

Holding slide in session room

*Benefit subject to print deadlines

COFFEE CART SPONSORSHIP

Naming rights to the Coffee Cart.

SOLD

The Coffee Cart sponsor will receive the following benefits:

Opportunity to brand coffee cups with company logo (all branding costs will be additional and at the sponsors expense)

Brand acknowledgement in conference collateral

Registration material*

Conference handbook*

Conference website

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Relevant signage

*Benefit subject to print deadlines

WELCOME FUNCTION SPONSORSHIP

SOLD

Naming rights to the Welcome Function

The Welcome Function sponsor will receive the following benefits:

Two minute speaking opportunity for a company representative during the Welcome Function

Two complimentary Welcome Function tickets

Verbal acknowledgement by Welcome Function MC

Brand acknowledgement in conference collateral

Registration material*

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SPONSORSHIP OPPORTUNITIES

Conference handbook*

Conference website

*Benefit subject to print deadlines

PRE CONFERENCE TOUR SPONSORSHIP -

SOLD

Naming rights to the Pre Conference Tour

The Pre-Conference Tour sponsor will receive the following benefits:

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SPONSORSHIP OPPORTUNITIES

Five minute speaking opportunity for a company representative during the tour

Verbal acknowledgement by the tour host

One complimentary insert in the conference satchel (material to be supplied by your company by advised date)

Brand acknowledgement in conference collateral

Registration material*

Conference handbook*

Conference website

*Benefit subject to print deadlines

BREAKFAST SPONSORSHIP

Naming rights to the Delegate Breakfast

SOLD

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SPONSORSHIP OPPORTUNITIES

The Breakfast sponsor will receive the following benefits:

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*

*Benefit subject to print deadlines

**FARMERS TRANSPORTATION SPONSORSHIP – \$2,700 plus
GST (1 sold! 3 spots available)**

Sponsor a bus for local farmers to attend the conference

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SPONSORSHIP OPPORTUNITIES

The successful sponsor will receive the following benefits:

Sponsor a 40 seat bus for local farmers to attend a smart show case session in the conference exhibition. Attendees will receive a conference bag or morning tea.

Five minute speaking opportunity for a company representative during a smart showcase session.

Verbal acknowledgement by the MC during show case.

One complimentary insert in the conference satchel (material to be supplied by your company by advised date)

Brand acknowledgement in conference collateral

Registration material*

Conference handbook*

Conference website

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SPONSORSHIP OPPORTUNITIES

*Benefit subject to print deadlines

CATERING SPONSORSHIP – \$900 to \$1,200 plus GST

\$1200 plus GST per lunch, \$900 plus GST for morning tea

Name association with agreed catering break

Catering sponsors will receive the following benefit:

Opportunity to display marketing material & approved signage during the catering break (materials/signage to be supplied by your company by advised date)

ADVERTISEMENT IN CONFERENCE HANDBOOK

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SPONSORSHIP OPPORTUNITIES

One full page colour advertisement 297mm tall by 210mm wide (plus 3mm bleed all around). Finished artwork to be supplied by your company - **\$1000 plus GST**

One half page colour advertisement 130mm tall by 185mm wide (no bleed). Finished artwork to be supplied by your company - **\$600 plus GST**

One quarter page colour advertisement 130mm tall by 90mm wide (no bleed). Finished artwork to be supplied by your company - **\$350 plus GST**

File Specifications for finished artwork:

Preferred file formats: PDF, EPS, JPEG, TIF, InDesign (Mac), Freehand (Mac), Illustrator (Mac)

All files to be provided as high resolution (300dpi)

All artwork supplied electronically is to have all linked files and fonts included (if necessary)

Please ensure all files are saved in CMYK format (convert all RGB images to CMYK)

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SPONSORSHIP OPPORTUNITIES

All spot colours will be converted to CMYK

Origination charges will apply when finished material has not been supplied or alterations to supplied material is required or requested

SATCHEL INSERT SPONSORSHIP – \$600 plus GST

One insert/item in each conference satchel (no larger than single A4 sheet) to be supplied by your company by advised date

CONFERENCE WIFI PARTNER – to be confirmed in in due course

*Benefits to be outlined in due course

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SPONSORSHIP OPPORTUNITIES

Sponsorship Applications

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SPONSORSHIP OPPORTUNITIES

To reserve your sponsorship package please complete the following booking application form. All booking applications must be accompanied by full payment or a request for invoice of same which is payable within seven (7) days. Failure to meet these payment requirements may result in your sponsorship being cancelled and reassigned.

Cancellation of Sponsorship

Confirmed sponsors are unable to cancel once sponsorship benefits have commenced.

PLEASE POST, FAX OR EMAIL THIS FORM TO:

IRRIGATION NEW ZEALAND CONFERENCE AND EXPO 2018

Avenues Event Management
PO Box 10-612
WELLINGTON 6143

f: +64 4 473 8042
e: irrigationnz@avenues.co.nz
www.irrigationnz.co.nz

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GST Number: 52-438-756

Company Details

COMPANY NAME:

CONTACT NAME:

POSITION:

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SPONSORSHIP OPPORTUNITIES

POSTAL ADDRESS:

PHYSICAL ADDRESS:

PHONE:

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FAX:

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MOBILE:

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EMAIL:

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Confirmation on receipt of your application form will be sent to you by email. Please note that response time is determined by the number of applications to be processed.

Sponsorship Packages

TICK YOUR SELECTED SPONSORSHIP OPPORTUNITY:

All prices are in New Zealand dollars and are exclusive of NZ GST, which will be applied at 15%

<input type="checkbox"/> Principal Sponsor \$15,750	<input type="checkbox"/> Pre Conference Tour Sponsorship SOLD
<input type="checkbox"/> Exhibition Pavilion Sponsor \$18,500	<input type="checkbox"/> Breakfast Sponsorship SOLD

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Conference Dinner Sponsorship

SOLD

Farmers Afternoon Sponsorship

\$2,700

Innovation in Irrigation Award Sponsor

SOLD

Catering Sponsorship – per lunch

\$1,200

Delegate Bag

\$8,000

Catering Sponsorship – for morning

SOLD

Keynote Sponsorship

\$5,500

Advertisement in Handbook

– Full Page Colour \$1,000

Concurrent Speaker Sponsorship –
Option 1 \$3,500

Advertisement in Handbook – Half
Page Colour \$600

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SPONSORSHIP OPPORTUNITIES

Concurrent Speaker Sponsorship – Option 2 \$3,500

Advertisement in Handbook – Quarter Page Colour \$350

Coffee Cart Sponsorship \$ **SOLD**

Satchel Insert Sponsorship \$600

Welcome Function Sponsorship **SOLD**

Conference Wifi Sponsor TBC

Total NZ\$ _____

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