



SPONSORSHIP & EXHIBITION OPPORTUNITIES 2017

NZ Apiculture Industry Conference

Energy Events Centre, Rotorua

9 – 11 July 2017

The New Zealand Apiculture Industry is proud to be hosting their 2017 National Conference in Rotorua at the Energy Events Centre from 9 -11 July 2017.

The theme for the conference is:

Bee-ing Prepared: Business: Knowledge: Risk

We have the pleasure of presenting the sponsorship opportunities available for your consideration and participation. All packages can be adjusted to suit your particular needs and we welcome the opportunity to discuss any aspect with us.

For those of you who attended Conference 2016, we are confident that you would have received a massive response from the very large delegate presence. Registrations exceeded 1250 and the expectation for 2017 is for greater attendance numbers.

On this basis the conference exhibition centre offers an exciting opportunity for you to present your products and services to a rapidly expanding audience from across the apiculture industry.

For 2017 the floor space is being extended in an effort to drive greater interaction between delegates and exhibitors. As well as the creation of drop-in lounge centres for informal meetings, coffee vendor numbers will be increased in an effort to add further hospitality opportunities.

Please seriously consider this opportunity to take up sponsorship and or exhibition space, as the cost of marketing is very small when weighed against the number of industry stakeholders you will meet and have the opportunity to do business with.

As an exhibitor, being a part of Conference 2016 proved a very wise decision, as not only were there plenty of new business opportunities, but many took home solid order books. Your presence in 2017 will give you the same exposure.

Please join us and be part of the future success of the apiculture industry.

SPONSORSHIP PACKAGES:

PREMIUM SPONSOR

- Recognition as the exclusive major Premium Sponsor of the Apiculture NZ Conference 2017
- Branding / logo in conference promotions and web link
- Inclusion on the conference website by way of brief bio and logo/image
- Media exposure in association with conference promotion activities
- Premium booth trade display (6.6m x 3m) – (40/41 Allocated)
- Conference Gala Dinner - Complementary table of 10
- 6 conference registrations
- Use of the EEC mezzanine lounge - **NEW**
- The name of the Premium sponsor to be printed on name badges - **NEW**
- A full inside cover colour advertisement in the conference booklet - **NEW**
- Speaking rights (3 minutes) at official opening - **NEW**
- 4 banners (to be removed for the gala dinner) 2 on the stage, one at the bottom of the stairs going up to the workshop rooms and one at the top of the stairs - **NEW**
- 4 outside flags - **NEW**

Total Investment \$25,000 + GST

PLATINUM SPONSOR (2)

- Recognition as a Platinum sponsor of the Apiculture NZ Conference 2017
- Naming rights for the following with speaking rights at the appropriate function - **NEW**
Either the *Conference Gala Dinner* OR the *Trade Buzz network and the photo competition*
- Branding / logo in conference promotions and web link
- Inclusion on the conference website by way of brief bio and logo/image
- Media exposure in association with conference promotion activities
- Booth trade display (6.6m x 3m) – (50/51 Allocated)
(9.6m x 1.8m) – (52/53 Allocated)
- 4 conference registrations which include Conference Gala Dinner
- A half page advertisement in the conference booklet - **NEW**

Total investment \$15,000+GST

GOLD SPONSORS (3)

- Naming rights to one of the following - **NEW**
 - The Honey Competition
 - The Silent Auction and the Roy Paterson Innovation competition
 - The Roast dinner
- Double booth trade display (4.8m x 1.8m) in a premium position
- Inclusion on the conference website by the way of brief bio and logo/image
- Acknowledgement at the conference
- 2 conference registrations which include Conference Gala Dinner
- Booth signage
- 1/3 page advertisement in conference booklet - **NEW**

Total investment \$7,500 + GST

SILVER SPONSORS (30)

- Single booth trade display (3.0m x 1.8m)
- Inclusion on the conference website by the way of brief bio and logo/image
- 1 conference registration with 1 Gala Dinner ticket inclusive

Total Investment \$3000 + GST

BRONZE SPONSOR

There will be a shared exhibition space allowing each bronze sponsor table space for brochures and One (1) pull up no more than 1 metre wide - **NEW**

- Logo inclusion on the conference website
- 1 conference registration

Total investment \$1,500 + GST

How to upgrade your booth

- An upgrade from Silver or Gold sponsor booth to the next sized booth. There will be no additional registration or dinner ticket included - **\$1000 + GST**

Silver (3m x 1.8m to 4.8m x 1.8m)

Gold (4.8m x 1.8m to 4.8m to 3.0m)

- An upgrade from a Silver sponsor booth to the largest booth (3m x 1.8m to 4.8m x 3m). This will include an additional registration and dinner ticket - **\$2000 + GST**
- Cost for additional trade registration (Assisting in staffing a booth) - **\$225 + GST**

Additional sponsorships offered

Naming rights on a coffee machine (2)	\$3000+GST
Naming rights for workshop rooms (2)	\$2600+GST
Naming rights for trade buzz lounge (2) – t’s and c’s to be outlined	\$3000+GST
Advertising in conference programme	
Full page	\$975+GST
Half page	\$500+GST
Third page	\$350+GST

PACK IN AND PACK OUT

Due to a number of comments from delegates in 2016, please note all sponsors and exhibitors MUST pack in on Saturday 8th July by 7.30pm. Break down must NOT commence until 3.30pm Tuesday 11th July.

BUSINESS SOAP BOX – A NEW opportunity

All sponsors are invited to submit an expression of interest for a 5 minute presentation on a **new** product/ technology/ innovation. The presentations will take place in the ApiNZ Theatre: the area adjacent to the exhibition area set up with a stage and tiered seating (not in the seminar room). For an expression of interest application form please contact Jude Earles, jude@corporatevenues.co.nz. Spaces are limited - get in quick. Presentations are expected to be useful, informative and relevant to the conference.

COMMUNICATIONS & MEDIA

We welcome promotional media articles referencing the conference however to ensure accuracy of information these must be pre-approved prior to publishing. These will be responded to quickly. Please send all articles to Jude@corporatevenues.co.nz

ACCOMMODATION

PLEASE BOOK YOUR ACCOMMODATION EARLY: the conference is the first weekend of the school holidays. Rotorua gets fully booked during the holidays. Book now to ensure you get accommodation.

EXHIBITION ONLY PACKAGES:

EXHIBITION BOOTH 1

- 4.8m x 3.0m exhibition booth in Trade Buzz Arena
- 1 conference registration

Total investment \$2,750 + GST

EXHIBITION BOOTH 2

- 4.8m x 1.8m exhibition booth in Trade Buzz Arena
- 1 conference registration

Total investment \$2,150 + GST

EXHIBITION BOOTH 3

- 3m x 1.8m exhibition booth in Trade Buzz Arena
- 1 conference registration

Total investment \$1,575 + GST

OUTSIDE EXHIBITION

- Outdoor exhibition display in Trade Buzz Outdoor Arena
- 6m x 6m area. Unless requested there is no access to power or water.
- 1 conference registration

A marque covered seating area will be provided outside - **NEW**

Total investment \$1,000 + GST

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TIME FRAMES

Launch of Conference Website	November 2016
Production and print of Conference Programme book	09 June 2017



TERMS & CONDITIONS

1. All sponsorship packages are available on a first in, first served basis
2. All applications to be in written form
3. Exhibitors wishing to run competitions must do so from their own site
4. Exhibitors are not permitted to place any flyers or promotional material anywhere in the Energy Events Centre other than in their own booth. There are no tote bags this year
5. No private events to be held during formal conference hours 8.30am to 6.30pm inclusive
6. Please notify the committee if any private events are being planned in the Energy Events Centre after conference hours as this affects security and will incur extra charges
7. All invoices are to be paid within 21 days of securing a booth or by the start of conference, whichever comes first. All booths to **paid in full** prior to conference.
8. The production of all promotional material for distribution and/or display at conference is the responsibility of the sponsor
9. All images and logos to be supplied in high resolution digital format, specification will be provided
10. All exhibitors must comply with OSH regulations
11. Cancellations prior to *30 April 2017* will be refunded in full less a 25% administration fee
12. No refunds will be available after the *30 April 2017*, unless the option can be filled from a waiting list. In this case a refund will be made less a 25% administration fee

CONFERENCE REGISTRATION

APINZ MEMBER/DELEGATE – 3 day registration	\$326+GST
NON MEMBER/DELEGATE – 3 day registration	\$365+GST

If you wish to become an ApiNZ member please click on the link below
<http://apinz.org.nz/membership-benefits/>

Includes

- Social time (Sunday 9th July) in the Grand Hall, cash bar and snacks can be purchased
- Trade Buzz (Monday 10th July) in the Trade Buzz Arena, cash bar and complimentary snacks
- 3 days attendance at all conference keynote sessions, workshops and Trade Buzz networking
- Morning tea / lunch / afternoon tea in Trade Buzz Arena during conference hours
- Coffee carts in operation – Trade Buzz Arena
- Conference programme book & compendium
- Wireless internet on site

Day Costs:

APINZ MEMBER/DELEGATE	
One day	\$140+GST
Two day	\$260+GST
Three day	\$326+GST

NON MEMBER/DELEGATE	
One day	\$161+GST
Two day	\$296+GST
Three day	\$365+GST

Children: 5 – 16 years of age	
Full registration – Member	\$170+GST
One day - Member	\$65+GST
Full registration – Non member	\$196+GST
One day – Non member	\$83+GST

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For further information on sponsorship please contact the sponsorship manager, Jude Earles on 021 165 0355 or by email at jude@corporatevenues.co.nz.

Benefits	Premium	Platinum	Gold	Silver	Bronze
Recognition as the exclusive premium sponsor of Apiculture NZ 2017 conference.	✓				
1 table for 10 at the Gala Dinner	✓				
Sole use of EEC mezzanine floor	✓				
Pull up Banner/signage display	4				
Recognition as a platinum sponsor of the Apiculture NZ 2017 conference		✓			
Naming rights for Conference Dinner OR Photo Competition and Trade buzz evening		✓			
Naming rights for The Silent Auction and the Roy Patterson Innovation competition OR the Honey Competition OR the roast dinner			✓		
Advertisement in Conference booklet	Full page	Half page	Third page		
Inclusion on the conference website by way of brief bio and logo/image	✓	✓	✓	✓	
Logo inclusion only on conference website					✓
Booth 1 trade display (4.8m x 3.0m) in a premium position at the conference	✓	✓			
Booth 2 trade display (4.8m x 1.8m)			✓		
Booth 3 trade display (3.0m x 1.8m)				✓	
Pull up Banner/signage display and table for brochures. Shared space.					✓
6 conference registrations (including table for 10 – see above)	✓				
4 conference registrations (including Gala Dinner tickets)		✓			
2 conference registrations (including Gala Dinner tickets)			✓		
1 conference registration (including Gala Dinner ticket)				✓	
1 conference registration					✓