

Apiculture 2022 Conference

Sponsorship Prospectus



30 June - 1 July 2022

Te Pae Christchurch Convention Centre



pī·ā·ora
BEES GIVING LIFE

APICULTURE
NEW ZEALAND

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Welcome to Conference 2022

Welcome to the prospectus for the 2022 conference. We look forward to your participation and contribution as part of our annual national conference and trade exhibition.

As always there is a lot on offer:

- The only opportunity in the year to have a large number of Apiculture decision makers under the one roof
- A wonderful opportunity to get new business
- Large exhibition space allowing a good flow of traffic
- Hospitality lounges – a good place to meet up for a chat with a client
- Coffee machines
- Soap box opportunities for you to share your latest new product or service
- Several ways to enhance your name exposure
- Excellent networking opportunities
- And we are not all about work – wonderful opportunities for socialising with your colleagues



Sponsorship Options

Benefits	Premium	Honey Competition	Platinum	Gold	Silver
Recognition as the exclusive premium sponsor of Apiculture NZ 2022 Conference	✓				
Recognition as the exclusive Honey Competition sponsor of Apiculture NZ 2022 Conference		✓			
Complimentary Gala Dinner tickets	10	6	3	2	1
Pull up Banner/signage display	4	✓			
Naming rights for Conference Dinner OR Photo Competition and Trade Buzz evening			✓		
Naming rights for the Silent Auction and the Roy Patterson Innovation competition				✓	
Advertisement in Conference booklet	Full page	Half page	Third page	Third page	
Inclusion on the conference website by way of brief bio and logo/image	✓	✓	✓	✓	
Trade display (6.6m x 3m) in a premium position at the Conference	✓	✓			
Trade display (9.6m x 1.8m) in a premium position at the Conference			✓		
Booth 2 trade display (4.8m x 1.8m)				✓	
Booth 3 trade display (3m x 1.8m)					✓
Six Conference registrations (including table for 10 – see above)	✓				
Four conference registrations (including Gala Dinner tickets)		✓			
Three conference registrations (including Gala Dinner tickets)			✓		
Two conference registration (including Gala Dinner ticket)				✓	
One conference registration (including Gala Dinner ticket)					✓

Premium Sponsor

- Branding / logo in conference promotions and web link
- Recognition as the exclusive major Premium Sponsor of the Apiculture NZ Conference 2022
- 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)
- Conference Gala Dinner - Complimentary table of 10
- Six conference registrations
- Company logo / ApiNZ logo flag either side of the stage
- The name of the Premium sponsor to be printed on name badges
- A full inside cover colour advertisement in the conference booklet
- Speaking rights (3 minutes) at official opening
- Four outside flags

Total Investment \$25,000 + GST



National Honey Award Sponsor

- Recognition as a National Honey Award Sponsor of the Apiculture NZ Conference 2022
- Speaking rights at the Gala Dinner
- 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 3.0m))
- Four conference registrations which include the Conference Gala Dinner
- 2 additional gala tickets
- A half page advertisement in the conference booklet

Total Investment \$15,000 + GST

Platinum Sponsor

- Recognition as a Platinum sponsor of the Apiculture NZ Conference 2022
- Naming rights for the following with speaking rights at the appropriate function: 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 (9.6m x 1.8m))
- Three conference registrations which include the Conference Gala Dinner
- A half page advertisement in the conference booklet

Total Investment \$11,000 + GST

Gold Sponsor

- Naming rights to one of the following: The Silent Auction and The Roy Paterson Innovation competition OR naming rights for the app OR the NZ Beeswax 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
- Two conference registrations which include Conference Gala Dinner
- Booth signage
- A third page advertisement

Total Investment \$7,500 + GST

Silver Sponsor

- Single booth trade display (3.0m x 1.8m)
- Inclusion on the conference website by the way of brief bio and logo/image
- One conference registration with one 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 pull-up (no more than 1 metre wide.)
- Logo inclusion on the conference website
- One conference registration

Total Investment \$1000 + GST

Upgrade Your Booth

An upgrade from a Silver or Gold sponsor booth to the next sized booth - \$1000 + GST.

There will be no additional registration or dinner ticket included.

(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 is available. (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) - \$75 + GST per day

Pack In and Pack Out

Please note all sponsors and exhibitors MUST pack in on **Wednesday 29th June** by **5.30pm**.

Break down must NOT commence until **4.00pm Friday 1st July 2022**.

Additional Name Exposure Opportunities

Naming rights on a barista machine (3) \$3000+GST Includes one conference registration.	\$3000+GST
Naming rights for seminar rooms (2) \$2600 + GST Includes one conference registration.	\$2500 + GST
Naming rights for trade buzz lounge (2) (t's and c's to be outlined) \$2000 + GST Includes one conference registration	\$2000 + GST
Naming rights for morning and afternoon teas \$2500 + GST Includes one conference registration	\$2500 + GST
Advertising in conference programme	
- Full page \$975 + GST	\$975 + GST
- Half page \$500 + GST	\$500 + GST
- Third page \$350 + GST	\$350 + GST

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

General Information

Business Soap Box

All sponsors and exhibitors 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. (not in the conference room).

*For an expression of interest application form please contact:
jude@corporatevenues.co.nz*

Spaces are limited -get in quick. Presentations are expected to be useful, informative and relevant to the conference.

Please note that photography is strictly prohibited during all soapbox sessions.

Communications and Media

The Conference Committee will provide a range of communications materials that can be used by sponsors and exhibitors to promote Conference to their customers and clients. This will include images, social media posts, and suggested wording.

We also welcome sponsors and exhibitors to produce their own promotional content for Conference (social media posts, advertisements) but ask that these follow the Conference brand guidelines below.

- All communications should include the full and correct name of the event: 'Apiculture NZ Conference and Trade Exhibition 2022' and the date and location of Conference – 30 June/1 July, Te Pae Christchurch Convention Centre.
- All communications, where applicable, should include a link or url to Apiculture NZ website: www.apinz.org.nz/apinz-conference/
- All social media posts should include the relevant hashtag #apinzconference22 and Facebook posts should tag @apiculturenz

Any articles produced by sponsors or exhibitors about Conference need to be pre-approved by the Conference Committee before publication. This is to ensure the accuracy of information. These will be responded to quickly. Please send all articles to jude@corporatevenues.co.nz

Accommodation

Please book accommodation early. Once you have confirmed your level of sponsorship/exhibition, a registration link will be sent to you giving you the opportunity to book your accommodation.

Time Frames

Launch of conference website **November 2022**

Production and print of conference programme book **26th May 2022**

Exhibition Only Packages

4.8m x 3.0m exhibition booth in Trade Buzz Arena \$2,750 + GST

1 conference registration

4.8m x 1.8m exhibition booth in Trade Buzz Arena \$2,150 + GST

1 conference registration

3m x 1.8m exhibition booth in Trade Buzz Arena \$1,575 + GST

1 conference registration

Vehicle exhibition display in Trade Buzz Arena 6m by 6m \$1000 + GST

1 conference registration



Terms and Conditions

1. All sponsorship packages are available on a first in, first served basis.
2. All booths with common walls must stay within the measurements of the supplied booths.
3. Please contact Jude Earles if you intend having any food or beverage at or nearby your booth available to the delegates.
4. The organising committee reserve the right to remove any part or all off any exhibition if it is deemed to be detrimental to the aims of Apiculture New Zealand or the apiculture industry in general. The committee's decision is final
5. Exhibitors wishing to run competitions must do so from their own site
6. Exhibitors are not permitted to place any flyers or promotional material anywhere in the Convention Centre other than in their own booth.
7. Please notify the committee if any private events are planned in the Convention Centre after conference hours as this affects security & will incur extra charges
8. The production of all promotional material for distribution and/or display at conference is the responsibility of the sponsor
9. All exhibitors agree to having all photos taken by the official conference photographer released on the website. No photos are to be used for commercial reasons without permission.
10. All exhibitors must comply with NZ Health and Safety Legislation and Regulations.
11. No private events to be held during formal conference hours 8.30am to 6.30pm inclusive
12. Cancellations prior to *30 April 2022* will be refunded in full less a 25% admin fee
13. No refunds will be available after the *30 April 2022*, unless the option can be filled from a waiting list. In this case a refund will be made less a 25% administration fee.
14. The safety and wellbeing of Conference delegates, speakers, exhibitors and sponsors is a priority for the ApiNZ Conference organisers. Should the Conference be cancelled due to Covid-19, all fees invoiced, less any unrecoverable costs, will be refunded.

Conference Registration

ApiNZ Member

One day \$140 + GST

Two days \$261 + GST

Non Member

One day \$194 + GST

Two days \$355 + GST

Children (5-16 years)

ApiNZ Member

One day \$66 + GST

Two days \$122 + GST

Non-member

One day \$83 + GST

Two days \$140 + GST

Wednesday Ecrotek Roast Dinner \$40 + GST

Thursday NZ Beeswax Drinks (Cash bar) Complimentary

Friday 100% Pure NZ Honey Gala Dinner \$105.00 + GST

If you wish to become an ApiNZ member please visit:

<https://apinz.org.nz/join-us/>

Registration Includes:

- Social time (Thursday 30th June) in the Trade Buzz Arena. Cash bar and complimentary snacks provided
- Attendance at 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
- Analytica App with all the conference information
- Wireless internet on site

Summary of Costs

Sponsorship Packages

Premium **SOLD**

Gold **SOLD**

Silver \$3,000 + GST

Honey Comp **SOLD**

Platinum **SOLD**

Bronze \$1,000 + GST

Exhibitors

Booth 1 \$2,750 + GST

Booth 3 \$1,575 + GST

Booth 2 \$2,150 + GST

Additional Staff \$75 + GST/day

Social Events

Thursday Network Drinks Complimentary snacks (cash bar)

Wednesday Roast Dinner \$40 + GST

Friday Drinks Complimentary (cash bar)

Friday Gala Dinner \$105 + GST

Delegate Registration

Member

1 Day \$140 + GST

2 Days \$261 + GST

Non-member

1 Day \$194 + GST

2 Days \$355 + GST

2021 Attendance

Thank you to the 1000 who attended and made last year's event such a great success.

