



Exhibition and sponsorship opportunities

pick • pack • ship • eat

Summerfruit NZ conference | 30-31 May | Napier 2018



Be part of
Summerfruit NZ's
showcase event
of the year



**pick •
pack •
ship •
eat**

Innovation, future technology and fresh ideas are the focus of Summerfruit NZ's conference this year, and as one of the industry's largest summerfruit growing areas, Hawkes Bay is a natural location. The recently expanded Napier Conference Centre on Marine Parade is the perfect venue for us, with excellent facilities and a new space set up for exhibition.

The Summerfruit NZ conference is well regarded within the horticulture sector. A strong and informative programme along with popular activities such as 'Kick the Dirt' ensures that attendance at the conference is strong.

Why sponsor?

Sponsoring this conference allows you to leverage your organisation's association with the industry, helping to:

- raise your profile
- gain exposure and recognition through the listed benefits
- make a significant contribution towards the overall success of our 2018 conference
- get close to summerfruit growers, industry leaders and decision makers.

Pre-conference – Tuesday 29 May

- Pack in.

Day 1 – Wednesday 30 May

- Full day of conferencing at the Napier Conference Centre
- We will be using the new Exhibition Hall at the venue. There is plenty of space for sponsors and exhibitors to set up displays. Catering will be served in this area
- Sites will be marked out and there will be no panels between each site. Power will be provided to each site
- Evening networking drinks and nibbles at the National Aquarium of New Zealand. A great chance to catch up at this special venue, ending at around 8.00pm.

Day 2 – Thursday 31 May

- Half day of conferencing in the morning followed by Kick the Dirt tour of industry interest
- The exhibition area will be open until the end of lunch
- Pack out following lunch
- Conference dinner will be held at the Mission Estate Restaurant.

Sponsorship opportunities

Platinum

We appreciate the continued support of MG Marketing at this level

Premium \$7,000 +

Benefits:

- Recognition of sponsorship by the chairman
- Your company branding at the conference venue or the conference dinner
- Two complimentary registrations and dinners
- Exhibition display space of 3m x 1.8m
- Naming rights to a specific event
- Half page advert in the conference papers (sponsor to supply)
- Acknowledgement in *Summerfruit* magazine as a named sponsor
- Company name on Summerfruit NZ website conference page
- One bag insert
- 15% discount on advertising in *Summerfruit* magazine either pre or post-conference.

Partner \$3,000 – \$6,999

Benefits:

- Exhibition display space of 3m x 1.8m
- Name associated with a presentation or activity
- Acknowledgement in the conference papers
- Acknowledgement in *Summerfruit* magazine as a named sponsor
- Company name on Summerfruit NZ website conference page
- One bag insert
- 15% discount on advertising in *Summerfruit* magazine either pre or post-conference.

Associate \$1,400 – \$2,999

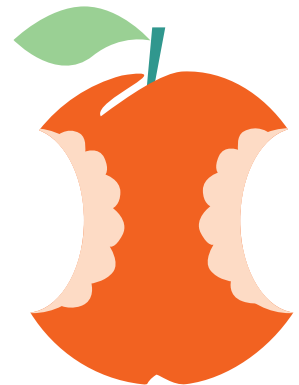
Benefits:

- Name associated with a presentation or activity
- Acknowledgement in the conference papers
- Acknowledgement in *Summerfruit* magazine as a named sponsor
- Company name on Summerfruit NZ website conference page
- One bag insert
- 15% discount on advertising in *Summerfruit* magazine either pre or post-conference.

Supporter \$500 – \$1,399

Benefits:

- Acknowledgement in the conference papers
- Company name on Summerfruit NZ website conference page
- One bag insert
- 15% discount on advertising in *Summerfruit* magazine either pre or post-conference.



Exhibition opportunities

Exhibition space \$1,700

- Display space 3m x 1.8m in the exhibition area
- 15% discount on advertising in *Summerfruit* magazine either pre or post-conference.

Large machinery sites \$1,700

- There is limited outdoor space for large machinery displays
- Please indicate via the application form if you are bringing a large machine. The machinery will need to be approved by the venue before we can confirm this space
- Large machinery sites are 3m x 6m. You may take more than one spot if space is available
- There will be no marquees in this area and you are not able to erect pegged gazebos.

How to register your interest

If your company would like to sponsor or exhibit at the conference, please complete the accompanying Sponsor & Exhibitor Application Form and return by 20 April 2018 to Karen McLean (karen@cml.net.nz) of Conference Makers Limited. Don't forget to keep a copy of the form for your reference.

Important dates

- 20 April** Closing date for application form to be returned
- Late April** GST invoice sent
- 27 April** Deadline for logos and advertisements
- Early May** Confirmation letter, exhibition manual and registration pack distributed
- 11 May** WorkSafe forms due back to Conference Makers Limited
- 20 May** Payment of sponsorship and exhibition fees due
- 25 May** Registrations close
- 29 May** Exhibitor pack in 12.30pm (TBC) at Napier Conference Centre
- 30 May** Conference opens, networking drinks and nibbles
- 31 May** Exhibitor pack out from 1.00pm (TBC)
- 31 May** Conference dinner



General information

Accommodation

Accommodation has been reserved at two nearby hotels. Information will be available in the exhibition manual and on the conference webpages. You will be able to book accommodation during registration.

Cancellation

A 20% cancellation fee will be charged for any sponsor/exhibit package cancelled after the application has been confirmed. After 27 April 2018, no refunds will be made.

Catering

Catering will be served in the sponsor/exhibition area. Teas and lunch will be served to exhibitors before delegate breaks.

Delegate list

To respect their privacy, Summerfruit NZ does **not** release the personal details of conference attendees.

Exhibition space allocation

Exhibition space will be allocated in order of sponsorship level and then in order of receipt of application.

Floorplan

An exhibition floorplan will be forwarded with the exhibition manual.

Gifts for the conference satchels

We welcome and encourage supplies of pads, pens, hats, beanies, high-vis vests, and/or other promotional products. Please contact Karen McLean.

Insurance

It is the responsibility of each exhibiting company to ensure that their goods on display are fully insured including theft or damage. No inflammable or dangerous substances are permitted.

Rubbish

You are responsible for removal of all your rubbish, otherwise, a cleaning fee will be incurred.

Sites

We have noticed that some high-level sponsors do not require a display space. Please indicate your site requirements on the application form.

Social functions

The exhibitor registration does not include the dinner on Thursday night. Sponsor/exhibitor personnel are welcome to attend the function at the advertised rate. Tickets can be purchased via the registration form which will be circulated with the exhibition manual in May.

Sponsor/exhibitor registration

In addition to the sponsor/exhibitor fee, there is a registration fee for exhibitor personnel of \$100 plus GST per person. The fee covers:

- Morning and afternoon teas and lunch on Wednesday
- Morning tea and lunch on Thursday
- Wednesday networking drinks & nibbles
- This fee does not include entry into the conference sessions, however, if there is room you may sit in on the conference sessions.

Storage

There is very limited storage at the venue and details will be advised in the exhibition manual.

WorkSafe Regulations

If you require exhibition space, you will be sent documentation as required under WorkSafe Regulations. Failure to complete the requirements as laid out on the forms or not returning the forms by the due date will result in your not being allowed to use the exhibition space. There will be no refund of fees if this occurs.

Summary of benefits

	Platinum	Premium \$7,000 + + GST	Partner \$3,000 – \$6,999 + GST	Associate \$1,400 – \$2,999 + GST	Supporter \$500 – \$1,399 + GST	Exhibition \$1,700 + GST
Recognition of sponsorship by the chairman	✓	✓				
A 10-minute address to the conference	✓					
Company name/logo on the front cover of the registration form	✓					
Company name/logo on the front cover of the conference papers	✓					
Exhibition display space of 6m x 1.8m in a prime location	✓					
Exhibition display space of 3m x 1.8m		✓	✓			✓
Display your company banner in the conference room	✓					
Display your company branding at the conference venue or at the conference dinner		✓				
A one-page advertisement in the conference papers	✓					
Half page advertisement in the conference papers		✓				
Free half-page advertisement in <i>Summerfruit</i> magazine conference edition	✓					
Acknowledgement in <i>Summerfruit</i> magazine as a named sponsor	✓	✓	✓	✓		
Visual acknowledgement as a sponsor at the venue	✓	✓	✓	✓	✓	
Display of logo and website link on Summerfruit NZ website for one year	✓					
Company name on Summerfruit NZ website conference page		✓	✓	✓	✓	
Naming rights to a specific event		✓				
Name associated with a presentation or activity			✓	✓		
Acknowledgement in the conference papers			✓	✓	✓	
One insert placed in the conference bag	✓	✓	✓	✓	✓	
Complimentary registrations to the conference	4	2				
Complimentary spaces at the conference dinner	4	2				
15% discount on advertising in <i>Summerfruit</i> magazine either pre or post-conference.		✓	✓	✓	✓	✓

Sponsor and exhibitor application form



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Please advise your interest and requirements (please print clearly)

Company

Your main company product

Please tick the level and enter the amount you have agreed to pay (ex GST)

Level	Premium	Partner	Associate	Supporter	Exhibition
Value	\$7,000 +	\$3,000 – \$6,999	\$1,400 – \$2,999	\$500 – \$1399	\$1,700 (set fee)
Level taken					
Agreed value					

Contact name

Address

Phone

Mobile

Email

Web

Pack in: Tuesday, 29 May – 12.30pm (time TBC) **Pack out:** Thursday, 31 May – 1.00pm (time TBC)

Special requirements: e.g. water, internet connection, etc (please specify)

Please tick

I need the display/exhibition space 3m x 1.8m

I'm bringing banners; I won't need the exhibition space

I need outdoor display space for (please specify machinery)

I/we have read and agreed to the terms and conditions stated in the information.

I/we also understand that we must comply with all WorkSafe requirements as laid out by the organisers, conference suppliers and the venue(s).

Signed

Purchase order number

Please return this form by 20 April 2018 to Conference Makers Limited:

Address 67 Vigor Brown Street, Napier 4110

Phone 06 833 7440

Fax 06 833 7447

Email karen@cml.net.nz

A GST tax invoice will be sent once your application has been received.

