



Exhibition and sponsorship opportunities

# Sensational Summerfruit

Summerfruit NZ conference **5-6 June**  
**Queenstown 2019**

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





The summerfruit industry is getting set to become sensational with **Sensational Summerfruit** – our vision to transform the summerfruit industry. The goal is to increase the value of the industry across all varieties to \$465 million by 2035 and the strategy is in place to make it happen. And it's this strategy that is the major focus of this year's conference, with the benefits that it will bring growers, packhouses, marketers, exporters and the wider industry.

This year conference will be held at **Rydges Lakeland Resort Queenstown**. Situated right on the lakefront, this renovated hotel can accommodate our expanding trade representation and attendee numbers.

Summerfruit NZ's 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 continues to grow. 2019 marks the **25th anniversary of Summerfruit NZ**, so we expect conference numbers will be high.

## 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 2019 conference
- get close to summerfruit growers, industry leaders and decision makers.

### Pre-conference – Tuesday 4 June

- Pack in.

### Day 1 – Wednesday 5 June

- Full day of conferencing at Rydges Lakeland Resort.
- Sites will be marked out and there will be no panels between each site. Power will be provided to each site.
- Reds Bar at Rydges is the venue for our networking drinks. Watch the sun set across the majestic Remarkables while catching up with friends and colleagues over a glass or two of your favourite tippie.

### Day 2 – Thursday 6 June

- 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 Skyline Restaurant.

## Sponsorship opportunities

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### Platinum

We appreciate the continued support of MG Marketing at this level.

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### Premium \$7,000 +

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#### 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 post-conference.

### Partner \$3,000 – \$6,999

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#### 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 post-conference.

### Associate \$1,400 – \$2,999

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#### 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 post-conference.

### Supporter \$500 – \$1,399

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#### Benefits

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



## Exhibition opportunities

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### Exhibition space \$1,700

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

### Large machinery sites \$1,700

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There is no space for large machinery at Rydges, but there may be opportunities for displays on Thursday during Kick the Dirt. Please indicate via the application form if you are interested in this and we will explore opportunities for you.

**Please note both the sponsor and exhibition prices are unchanged from last year.**

### 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 18 April 2019 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

- 18 April** Closing date for application form to be returned
- Late April** GST invoice sent
- 26 April** Deadline for logos and advertisements
- Early May** Confirmation letter, exhibition manual and registration pack distributed
- 10 May** WorkSafe forms due back to Conference Makers Limited
- 20 May** Payment of sponsorship and exhibition fees due
- 4 June** Exhibitor pack in 12.30pm (TBC) at Rydges
- 5 June** Conference opens, networking drinks and nibbles
- 6 June** Exhibitor pack out from 1.00pm (TBC)
- 6 June** Conference dinner



# General information

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## Accommodation

Accommodation has been reserved at Rydges. 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 26 April 2019, 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 post-conference.		✓	✓	✓	✓	✓

# Sponsor and exhibitor application form



## Sensational Summerfruit

Summerfruit NZ conference **5-6 June**  
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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, 4 June – 12.30pm (time TBC) **Pack out:** Thursday, 6 June – 1.00pm (time TBC)

Special requirements: eg water, internet connection, etc (please specify)

Please tick

I need the display/exhibition space 3m x 1.8m	<input type="checkbox"/>	I'm bringing banners; I won't need the exhibition space	<input type="checkbox"/>
I need outdoor display space for (please specify machinery)	<input type="checkbox"/>		
I/we have read and agreed to the terms and conditions stated in the information.	<input type="checkbox"/>		
I/we also understand that we must comply with all WorkSafe requirements as laid out by the organisers, conference suppliers and the venue(s).	<input type="checkbox"/>		
Signed	<input type="text"/>	Purchase order number	<input type="text"/>

Please return this form by 18 April 2019 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.

