



**Growing
strong**

Summerfruit NZ conference 9–10 June

Hawke's Bay 2021

Exhibition and sponsorship opportunities

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





Following last year's cancellation, we're all looking forward to this year's conference with renewed enthusiasm. Our theme, *Growing strong*, resonates with an industry that has experienced tough times but has come through the other side and is ready to reflect, build resilience and celebrate the end of a season like no other.

Our format this year is for a half day on Wednesday afternoon when we hold our AGM, followed by a full day on Thursday. Our location for 2021 is Hawke's Bay and our venue is the Napier War Memorial Centre – home to our 2018 conference. With regards to Covid-19, should we need to move to Alert Level 2, the Centre is spacious and flexible enough to accommodate our conference needs.

Summerfruit NZ's conferences are well-regarded within the horticulture sector and attract a high calibre of speakers and engaged members of the industry. The *Growing strong* conference is your opportunity to join the conversation to help shape the future of the industry and to showcase your products and services directly to your clients.

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 2021 conference**
- **get close to summerfruit growers, industry leaders and decision makers.**

Day 1 – Wednesday 9 June

- Pack in.
- Half day of conferencing at Napier War Memorial Centre (afternoon).
- Sites will be marked out and there will be no panels between each site.
- Power will be provided to each site.
- The Faraday Centre in Napier is the venue for our networking drinks. It's a place of discovery where history comes alive and you can explore this museum of technology while catching up with friends and colleagues over drinks.

Day 2 – Thursday 10 June

- Full day of conferencing.
- The exhibition area will be open until after afternoon tea.
- Pack out following afternoon tea.
- Conference dinner will be held at Napier War Memorial Centre.

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 *The Orchardist* magazine as a named sponsor.
- Company name on Summerfruit NZ website conference page.
- One bag insert.
- Welcome message in *Prunings*.

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 *The Orchardist* magazine as a named sponsor.
- Company name on Summerfruit NZ website conference page.
- One bag insert.
- Welcome message in *Prunings*.

Associate \$1,400 – \$2,999

Benefits

- Name associated with a presentation or activity.
- Acknowledgement in the conference papers.
- Acknowledgement in *The Orchardist* magazine as a named sponsor.
- Company name on Summerfruit NZ website conference page.
- One bag insert.
- Welcome message in *Prunings*.

Supporter \$500 – \$1,399

Benefits

- Acknowledgement in the conference papers.
- Company name on Summerfruit NZ website conference page.
- One bag insert.
- Welcome message in *Prunings*.



Exhibition opportunities

Exhibition space \$1,700

- Display space 3m x 1.8m in the exhibition area.
- Welcome message in *Prunings*.

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 not be marquees in this area, and you are not able to erect pegged gazebos.

Please note both the sponsor and exhibition prices are unchanged from 2019.

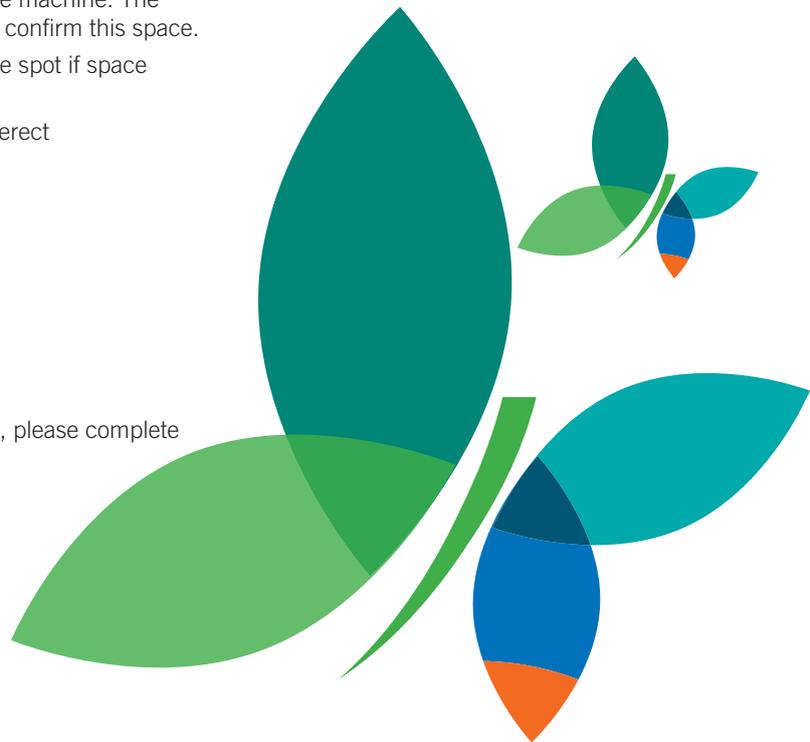
How to register your interest

If your company would like to sponsor or exhibit at the conference, please complete the online [Sponsor & Exhibitor form](#) by 23 April 2021.

Don't forget to keep a copy of the form for your reference.

Important dates

- 23 April** Closing date for application form to be returned
- Late April** GST invoice sent
- Late April** Confirmation letter, exhibition manual and registration pack distributed
- 5 May** Deadline for logos and advertisements
- 20 May** Payment of sponsorship and exhibition fees due
- 9 June** Exhibitor pack in 8.30am at Napier War Memorial Centre
- 9 June** Conference opens, networking drinks and nibbles
- 10 June** Exhibitor pack out from 3.30pm (TBC)
- 10 June** Conference dinner



General information

Accommodation

Accommodation has been reserved at two local providers. 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 7 May 2021, 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 April.

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:

- Afternoon tea on Wednesday
- Morning and afternoon 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		✓				
Acknowledgement in <i>The Orchardist</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				
Welcome message in <i>Prunings</i> .		✓	✓	✓	✓	✓

Sponsor and exhibitor application form

All applications are to be made via the [online form here](#) where you can create an account and submit your application.

If you have any problems completing the form, please call

Karen McLean

Conference Makers Ltd

+64 6 833 7440 or

email karen@cml.net.nz

