



pī·ā·ora  
BEES GIVING LIFE

# APICULTURE

N E W   Z E A L A N D

## SPONSORSHIP OPPORTUNITIES 2016



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NZ Apiculture Industry Conference

Energy Events Centre, Rotorua

19 - 21 June 2016

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The New Zealand Apiculture Industry is proud to be hosting their 2016 National Conference in Rotorua at the Energy Events Centre from 19-21 June 2016.

The theme for the conference is: **Bee Business – Science : Health : Trade**

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.

The Apiculture Industry has been a stand-out performer over the past decade; we have seen unprecedented growth in new entrants, hive numbers and export receipts. Conference 2016 will present an excellent opportunity to target a diverse audience of industry stakeholders, who will be attending to learn, to share knowledge and obtain a stronger understanding of the future direction of our industry as it moves towards its goal of a single inclusive representative entity.

Attendance in 2014 was 500 registrations, in 2015 it reached 830 attendee registration, 2016 could well exceed 1000. Without question this is a fantastic opportunity to put your business, its products and services in direct contact with the Apiculture Industry, it is a serious marketing opportunity. We have created a "Conference Sponsor Passport" that each delegate will receive and they will need to visit you to get a stamp to go in the draw to win a trip for two to Fiji...a guarantee that you will have an opportunity to interact with every delegate

## **SPONSORSHIP PACKAGES:**

### **PARTNERSHIP SPONSOR**

- Recognition as the exclusive major partnership sponsor of the Apiculture NZ Conference 2016
- Naming rights for Conference 2016 and recognition as Partnership Sponsor at Conference dinner
- Sponsorship recognition for selected seminar sessions
- 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 (4.8m x 3.0m) in a premium position at the conference
- Conference Gala Dinner - Complementary table of 10
- 6 conference registrations

**Total Investment \$25,000 + GST**

### **PLATINUM SPONSOR**

- Recognition as the exclusive Platinum sponsor of the Apiculture NZ Conference 2016
- Naming rights for the Conference Gala Dinner
- Sponsorship recognition for all workshop sessions
- 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 (4.8m x 3.0m) in a premium position at the conference
- 4 conference registrations which include Conference Gala Dinner

**Total Investment \$15,000 + GST**

## **GOLD SPONSORS (2)**

- Naming rights to either the Honey Competition or the Photo Competition
- 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
- Conference signage

***Total investment \$7,500 + GST***

## **SILVER SPONSORS**

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

***Total Investment \$3000 + GST***

## **BRONZE SPONSOR**

- Trade display only – pull ups to be displayed throughout venue (two maximum)
- Logo inclusion on the conference website
- Acknowledgement at the conference
- 1 conference registration

***Total investment \$1,500 + GST***

**NOTE THAT BRONZE SPONSORSHIP DOES NOT INCLUDE EXHIBITION SPACE**

## EXHIBITION OPPORTUNITIES:

### 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***

### EXHIBITION BOOTH 4

- Outdoor exhibition display in Trade Buzz Outdoor Arena
- 1 conference registration

***Total investment \$1,000 + GST***

## Time Frames

Launch of Conference Website

December 2015

Production and Print of Conference Programme Book

May 2016



## General Terms & Conditions

- All sponsorship packages are available on a first in, first served basis
- All applications to be in written form
- Exhibitors wishing to run competitions must do so from their own site
- All selections are to be paid in full prior to conference and within 21 days of securing sponsorship
- The production of all promotional material for distribution and/or display at conference is the responsibility of the sponsor
- All images and logos to be supplied in high resolution digital format, specification will be provided
- All exhibitors must comply with OSH regulations
- Cancellations prior to *30 April 2016* will be refunded in full less a 25% administration fee
- Cancellations after *30 April 2016*, no refunds will be available, unless the option can be filled from a waiting list, in which case a refund will be made less a 25% administration fee

## Conference Registration (Value up to \$295 + GST) Includes:

- Trade Buzz Function (Sunday 19<sup>th</sup> June)  
Trade Buzz Arena. Cash bar
- Swarm Inn (Monday 20<sup>th</sup> June)  
Trade Buzz Arena. Cash Bar
- Attendance at all conference keynote sessions, workshops and Trade Buzz
- Morning tea / lunch / afternoon tea in Trade Buzz Arena during conference hours
- Coffee carts in operation – Trade Buzz Arena
- Conference programme book
- Wireless Internet on site
- Free shuttle transfer to “Eat Street” Monday night



**For further information on sponsorship please contact the sponsorship manager, Jude Earles on 021 165 0355 or by email at [meet@corporatevenues.co.nz](mailto:meet@corporatevenues.co.nz)**

<b>Benefits</b>	<b>Partner</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Recognition as the exclusive major partnership sponsor of Apiculture NZ 2016 conference, Conference naming rights and one complimentary table for 10 at the Gala Dinner	✓				
Recognition as the exclusive platinum sponsor of the Apiculture NZ 2016 conference		✓			
Naming rights for Conference Dinner		✓			
Naming rights for the Honey Competition			✓		
Naming rights for the Photo Competition			✓		
Sponsorship recognition for all seminar sessions	✓				
Sponsorship recognition for all workshop sessions		✓			
Branding/logo in conference promotions and web link	✓	✓			
Inclusion on the conference website by way of brief bio and logo/image	✓	✓	✓	✓	
Logo inclusion on conference website					✓
Media exposure in association with conference promotion activities	✓	✓			
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					✓
6 conference registrations	✓				
4 conference registrations (including Gala Dinner tickets)		✓			
2 conference registrations (including Gala Dinner tickets)			✓		
1 conference registration (including Gala Dinner ticket)				✓	
1 conference registration					✓
Conference signage	✓	✓	✓	✓	