

# SPONSOR & EXHIBITOR PROSPECTUS

## NZ ARB CONFERENCE **WELLINGTON 2021**

28–30 Nov | Harbourside Function Venue



**NZARB**<sup>TM</sup>  
New Zealand Arboricultural Association Inc.

in association with

**ASPLUNDH**  
SPECIALISTS IN VEGETATION MANAGEMENT

[nzarbconference.co.nz](http://nzarbconference.co.nz)

# INVITATION FROM THE CONFERENCE CHAIR

On behalf of the Conference Committee, we are delighted to present the sponsor, exhibitor, and advertising partner prospectus for the 2021 NZ Arb Annual Conference. This is your once-a-year opportunity to leverage unique access to the influencers and decision-makers of the New Zealand arboricultural industry.

This November in Wellington, we expect a strong arboriculture representation to gather for the preeminent event on our annual industry calendar. Not only is this year's venue right at the centre of the country's travel network, but as New Zealand's political hub and capital city, it provides us with timely opportunities to leverage some of the country's key policy makers.

You can expect the Wellington waterfront to be teaming with arboriculture industry movers and shakers, business owners, senior managers, municipal and utility arborists, consultants, educators, researchers and students. NZ ARB will be in the centre of it all on the busy Wellington waterfront. Watch this space for exciting plans to take advantage of our central location with some special events to showcase our industry to the public.

The 2021 Conference will follow the format introduced in Queenstown, with a weekend NZ Arb Husqvarna National Tree Climbing Championship, followed by a Monday – Tuesday conference. We want to take advantage of the benefits we gained in this format last year, with greater opportunity for delegate and climbers to be fully present at both events. From a sponsor/exhibitor perspective that means more relaxed delegates fully able to enjoy the full conference programme and trade opportunities without having to split themselves between two venues. In addition to a Sunday NTCC Awards Celebration & Networking Event in the Trade Zone, will be a formal sit-down Conference Dinner (back by popular demand!) on Monday the 29th.

## Programme at a glance:

- **Friday 26 Nov:** Gear Checks and NTCC set-up
- **Saturday 27 Nov:** NZ Arb Husqvarna NTCC Preliminary Events
- **Sunday 28 Nov:** NZ Arb Husqvarna NTCC Masters Challenges + Workshops and Tree Tour  
**Evening:** NTCC Awards Celebration & Networking Event in the NZ Arb Trade Zone
- **Monday 29 Nov:** Conference Day 1 (Harbourside Conference Centre) + NZ Arb AGM  
**Evening:** NZ Arb Conference Dinner & Awards
- **Tuesday 30 Nov:** Conference Day 2 + optional afternoon workshop

We look forward to the opportunity to work alongside you as a conference partner and together making the 2021 Conference a memorable one!

**Mark Roberts**  
**Conference Chair**

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## WHY SPONSOR?

Sponsoring the NZ Arb Annual Conference presents an opportunity for stakeholders within the industry to highlight their commitment and support to this unique sector.

### It offers your organisation:

- Marketing opportunities and national exposure during the entire life of the event;
- Access to influential and engaged delegates;
- Connections with leading industry professionals;
- The chance to unlock and share knowledge; and
- The opportunity to support attendance of leading professionals from throughout NZ





# SUMMARY OF OPPORTUNITIES

SPONSORSHIP PACKAGE BENEFITS	<b>SOLD</b>	<b>GOLD \$8,000</b>	<b>SILVER \$4,000</b>	<b>BRONZE \$2,000</b>
Maximum number available	1	2	5	6
<b>PROFILE – Your logo will appear on</b>				
The Conference website	✓	✓	✓	✓
The banners used throughout the Conference	✓	✓	✓	✓
The inside of the Conference mini programme	✓	✓	✓	✓
The sponsors slide, displayed during the housekeeping each day	✓	✓	✓	✓
The online Conference registration form	✓	✓		
Delegates' Conference name tags	✓			
The cover of the Conference mini programme	✓			
The Conference satchel/folder	✓			
The holding slide, displayed at the start of the Conference each day	✓			
<b>PUBLICITY – Your company will receive</b>				
One 3 minute pre-Conference sponsor video message	✓	✓	✓	✓
One banner advertisement in the Conference App	✓	✓	✓	✓
Verbal recognition by the Conference MC at the beginning of each day	✓	✓	✓	
One add-on individual sponsorship (excluding Industry Awards Celebration)	✓	✓		
Mention in media related to the Conference	✓			
<b>NETWORKING BENEFITS</b>				
One Indoor (or Outdoor) Exhibition Space	Double	Single	50% off	25% off
Full Conference registrations	3	2	1	
Industry Awards Celebration tickets	3	2	1	

INDIVIDUAL SPONSORSHIP & ADVERTISING OPPORTUNITIES	AVAILABLE	COST
Industry Awards Celebration Sponsor	1	\$3,000
Keynote Speaker Sponsor	1	\$2,000
Espresso Lounge Sponsor *(Barista and coffee costs not included)	<b>SOLD</b>	<del>\$2,000*</del>
Craft Beer Bar Sponsor	1	\$2,000
Student Mentor Lunch Sponsor	1	\$2,000
Tree Tour Sponsor	1	\$1,500
Wifi Sponsor	1	\$1,500
Speaker Sponsor	5	\$1,000
Lunch Break Sponsor	2	\$800
One banner advertisement in the Conference App	5	\$650
Tea Break Sponsor	4	\$500
Conference Notepad & Pen Sponsor *(Plus costs of writing pads/pens)	1 each	\$500 each*

INDIVIDUAL EXHIBITION OPTIONS	AVAILABLE	COST
Indoor Exhibition Double Package (6m x 1.8m booth)	2	\$2,500
Indoor Exhibition Single Package (3m x 1.8m booth)	6	\$1,800
Outdoor Exhibition Double Package (6m x 3m space only)	Limited	\$800
Outdoor Exhibition Single Package (3m x 3m space only)	Limited	\$500



# SPONSORSHIP PACKAGES

## PLATINUM

1 AVAILABLE

**SOLD**

As the Platinum Sponsor, your organisation will be positioned as this year's premier Conference partner. Your company's profile will be second to none in relation to the Conference, before during and after the event days.

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### PROFILE – Your logo will appear on:

- The Conference website
- The banners used throughout the Conference
- The inside of the Conference mini programme
- The sponsors slide, displayed during the housekeeping each day
- The online Conference registration form
- Delegates' Conference name tags
- The cover of the Conference mini programme
- The Conference satchel/folder
- The holding slide, displayed at the start of the Conference each day

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### PUBLICITY – Your company will receive:

- Bonus add-on individual sponsorship (as available)
- Mention in media related to the Conference
- One 3 minute pre-Conference sponsor video message on Facebook & LinkedIn (introduce your company and your products/services)
- Platinum level advertisement on the Conference delegate app
- Verbal recognition by the Conference MC at the beginning of each day

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### NETWORKING BENEFITS

- One indoor or outdoor double exhibition space
- Three full Conference registrations
- Three Industry Awards Celebration tickets

## GOLD – \$8,000

2 AVAILABLE

A Gold Sponsor is viewed as a key event partner and you will receive considerable exposure and recognition through the following benefits.

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### PROFILE – Your logo will appear on:

- The Conference website
- The banners used throughout the Conference
- The inside of the Conference mini programme
- The sponsors slide, displayed during the housekeeping each day
- The online Conference registration form

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### PUBLICITY – Your company will receive:

- Bonus add-on individual sponsorship (as available)
- One 3 minute pre-Conference sponsor video message on Facebook & LinkedIn (introduce your company and your products/services)
- Gold level advertisement on the Conference delegate app
- Verbal recognition by the Conference MC at the beginning of each day

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### NETWORKING BENEFITS

- One indoor or outdoor single exhibition space
- Two full Conference registrations
- Two Industry Awards Celebration tickets





# SPONSORSHIP PACKAGES

## SILVER – \$4,000

5 AVAILABLE

As a silver sponsor, a package of advertising and promotion will be visible throughout the Conference and includes:

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### PROFILE – Your logo will appear on:

- The Conference website
- The banners used throughout the Conference
- The inside of the Conference mini programme
- The sponsors slide, displayed during the housekeeping each day

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### PUBLICITY – Your company will receive:

- One 3 minute pre-Conference sponsor video message on Facebook & LinkedIn (introduce your company and your products/services)
- Silver level advertisement on the Conference delegate app
- Verbal recognition by the Conference MC at the beginning of each day

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### NETWORKING BENEFITS

- 50% off any indoor or outdoor exhibition space
- One full Conference registrations
- One Industry Awards Celebration tickets

## BRONZE – \$2,000

6 AVAILABLE

As a bronze sponsor, a package of advertising and promotion will be visible throughout the Conference and includes:

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### PROFILE – Your logo will appear on:

- The Conference website
- The banners used throughout the Conference
- The inside of the Conference mini programme
- The sponsors slide, displayed during the housekeeping each day
- The online Conference registration form

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### PUBLICITY – Your company will receive:

- One 3 minute pre-Conference sponsor video message on Facebook & LinkedIn (introduce your company and your products/services)
- Bronze level advertisement on the Conference delegate app

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### NETWORKING BENEFITS

- 25% off any indoor or outdoor exhibition space







# INDIVIDUAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

Opportunities are available for sponsorship of specific Conference events or Conference components. All sponsors will receive brand exposure both on the website and in print and include:

- Naming rights of the Conference component
- Two free-standing banners in prominent location for the duration of the component
- Logo on the Conference website
- Logo on the Conference mini programme

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## ANNUAL INDUSTRY AWARDS CELEBRATION SPONSOR – \$3,000

The Annual Industry Awards Celebration will be held on Monday 29 November. Alignment with this event will position your business alongside the best in the industry as they are recognised for their achievements. As naming rights co-hosts of this much anticipated event you'll have the opportunity to mix and mingle with around 200 industry personalities, with 2 complimentary event tickets.

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## KEYNOTE SPEAKER SPONSOR – \$2,000 SPEAKER SPONSOR – \$1,000 (X5 AVAILABLE)

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## ESPRESSO LOUNGE SPONSOR\* – SOLD

Be the brand delegates think about first every day! Your investment provides you with the opportunity to help select a barista of your choice be located within your trade booth. Brand the barista, set-up the espresso lounge however you like, brand the cups, the options are endless.

\*Barista and coffee costs not included.

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## CRAFT BEER BAR SPONSOR – \$2,000

It's no secret that a cold craftie always goes down well with the arb crowd. Be a popular sponsor and put your sponsorship investment behind the official Craft Beer Bar at the Sunday evening networking event. The Craft Beer Bar will feature a selection of local beers and is bound to be a crowd pleaser. See your company logo beside all acknowledgments of the Craft Beer Bar and position your company banners in prime real estate alongside the bar itself. If that's not enough we'll give you a couple of tickets to this event so your team can fully leverage this event, engage with industry decision-makers, and enjoy a cold beer or two!

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## STUDENT MENTOR LUNCH SPONSOR – \$2,000

Align your business with the future of the arboriculture industry. Be part of the popular student mentor lunch on Monday 29 November.

As well as branding opportunities, sponsor will receive a mentor place at the student mentor lunch and a one-minute speaking slot to welcome students and mentors to the lunch.

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## TREE TOUR SPONSOR – \$1,500

The tree tour is very popular with our delegates and in addition to the benefits described above, your logo will be displayed on the bus signage.

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## WIFI SPONSOR – \$1,500

Every year one of the most frequently asked questions at the Registration Desk is 'Is there WIFI?'. Align your company with one of the most popular delegate services at the Conference. We'll brand every printed acknowledgement of WIFI information.

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## CONFERENCE APP ADVERTISING – \$650 (X5 AVAILABLE)

Gone is the day of the printed Conference Handbook. The official Conference App will be the 'go to' information hub for every delegate at the Conference for the duration of their time in Wellington. Be where your customers are. Specs: 1000px x 300px.

Note: These ads will most often be viewed on mobile phones, so considering how much information you include is key. Less is more. What this ad clicks through to however is your choice. It could be your website, a specific landing page, or you can provide us with another file (e.g. a more detailed version of your advertisement – any size).

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## LUNCH BREAK SPONSOR – \$800 (X2) TEA BREAK SPONSOR – \$500 (X4 AVAILABLE)

All breaks are held in the Trade Zone and provide an opportunity for delegates to network, eat and relax during breaks in the programme. In addition to the benefits described above, the sponsor of each catered break will receive recognition in the Conference session prior to the relevant break as well as acknowledgment in the Conference programme.





# TRADE EXHIBITION

Exhibition offers organisations exposure to Conference delegates and the opportunity to showcase their products and services.

The Trade & Catering Zone has been designed to provide the best possible promotional opportunities to participating organisations. With the Sunday Networking Function, lunch, morning and afternoon refreshment breaks being served in this area it will create an unparalleled opportunity to promote your products and services to the diverse delegate base.

## Benefits of Participating:

- Build new and strengthen existing relationships
- Meet the decision-makers and do business face-to-face
- Showcase your products and services to over 200 delegates in your target market
- Organisations will receive a high level of visibility through the official website and Conference marketing materials.
- All lunch, morning and afternoon refreshment breaks will be served in and around the exhibition area in order to maximise "booth traffic"

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## INDOOR EXHIBITION DOUBLE PACKAGE – \$2,500 (X2 AVAILABLE)

- One double trade booth at the Conference (6m x 1.8m)
- Company name and stand number signage
- Two (2) x 150W spotlights
- One (1) 4amp power point
- Two trestle table with table cloth and two chairs
- Two exhibitor passes, including nametags and daily Conference catering (Conference sessions not included)
- Two Sunday Networking Function ticket
- Access to the official Conference app
- Listing on the Conference website and Conference app, including links to company website

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## INDOOR EXHIBITION SINGLE PACKAGE – \$1,800 (X6 AVAILABLE)

- One single trade booth at the Conference (3m x 1.8m)
- Company name and stand number signage
- Two (2) x 150W spotlights
- One (1) 4amp power point
- One trestle table with table cloth and two chairs
- One exhibitor pass, including nametag and daily Conference catering (Conference sessions not included)
- One Sunday Networking Function ticket
- Access to the official Conference app
- Listing on the Conference website and Conference app, including links to company website

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## OUTDOOR EXHIBITION DOUBLE PACKAGE – \$800 (LIMITED SPACES)

- One double trade site (6m x 3m) 'space only' on the field immediately adjacent to the Conference venue
- Company name and stand number signage
- One exhibitor pass, incl name tag, and daily Conference catering (Conference sessions not included)
- Listing on the Conference website and Conference App, including links to company website

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## OUTDOOR EXHIBITION SINGLE PACKAGE – \$500 (LIMITED SPACES)

- One single trade site (3m x 3m) 'space only' on the field immediately adjacent to the Conference venue
- Company name and stand number signage
- One exhibitor pass, incl name tag, and daily Conference catering (Conference sessions not included)
- Listing on the Conference website and Conference App, including links to company website.

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## ADDITIONAL EXHIBITOR PASSES – \$200

- Add-on to an Exhibition Package only
- Includes nametag and daily Conference catering (Conference sessions not included)







# BOOKING INFORMATION

To book a sponsorship, advertising or exhibition package, please email [nicki@on-cue.co.nz](mailto:nicki@on-cue.co.nz) with your details and preference. OnCue will raise an invoice based on the following payment policy.

## PAYMENT POLICY

Sponsorship Packages:

- 50% deposit is due on the 20th of the month following invoice, or by 10th October 2021
- Remainder payment due by 31st October 2021
- Should the Sponsor fail to pay by the invoice due date, OnCue has the right to cancel all entitlements with no refund

Advertising and Exhibition Packages:

- Full payment is due on the 20th of the month following invoice, or by 10th October 2021
- Should the advertiser/exhibitor fail to pay by the invoice due date, OnCue has the right to cancel all advertising

## PAYMENT METHODS

Payment is possible by; direct credit, cheque or credit card – full details will be on the invoice.

## DEADLINES

To secure a sponsorship package or exhibition package:

- Completed booking information must be received by 31st August 2021

To secure advertising space in the Conference App:

- Confirmation must be received by 1st September 2021
- Advertising Materials must be received by 10th October 2021

If sponsor or advertiser does not meet the above published deadlines, OnCue cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.

## TERMS & CONDITIONS

- Sponsor or Exhibitor bookings will be accepted on receipt of a request from an authorised staff member from your organisation. A confirmation email and checklist will be sent to follow up from OnCue Conferences to confirm the booking. Applications will be processed in order of receipt.
- Exhibition space will be allocated on first come, first served basis. OnCue reserves the right to rearrange the floor-plan and/or relocate each exhibit. There is no discount or refund for any facilities not used.
- OnCue provides no guarantees that such sponsorship, exhibition or advertising will result in revenues for the sponsor.
- OnCue has the right to refuse unacceptable advertising and reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic specifications. All graphics must be within the file size and dimension restrictions listed in this agreement. OnCue may request changes to any advertisement it deems unacceptable. Such a request may delay or prohibit the display of the ad until changes are made.
- Conference App Ad Display Frequency – all ads are displayed on a rotating basis per page views. Each time the page is displayed the banner ad changes. Frequency may vary due to the number of banner ads active at the time. OnCue makes no guarantee to frequency or number of times the ad will be displayed.
- Changes to advertisement – after entering into this agreement, the Sponsor/Advertiser may request a change of the advertisement graphic. All changes are the responsibility of the Sponsor/Advertiser and any changes made by OnCue will be billed at the rate of \$50 per hour. Any requested change to an ad must be received in writing.
- Cancellation Policy – once the sponsorship or exhibition booking has been agreed by both parties, any cancellations will incur a charge equal to 100% of the cost of the relevant sponsorship and/or exhibitor package.







## ADVERTISING SPECS & DESIGN SERVICES

### LOGO

- Your logo should be supplied as a vector file (an EPS or Ai file format is preferred)
- Accompany with your guidelines, if applicable
- If you do not have a vector file, other acceptable file formats include: JPG/JPEG, PNG or PDF
- Alternative format size: no smaller than 1mb
- Email your logo to [jesse@on-cue.co.nz](mailto:jesse@on-cue.co.nz)

### CONFERENCE APP

Ad Sizes:

- Banner: 870px (w) x 155px (h)
- Sponsor logo: 180px (w) x 180px (h)

Supply of material:

- Acceptable file formats: PNG, JPG/JPEG
- All colours must be RGB (no CMYK colours)
- Artwork to be supplied at 72 dpi
- File size: less than 1000 KB
- Artwork should be supplied via email to [jesse@on-cue.co.nz](mailto:jesse@on-cue.co.nz)

### DESIGN SERVICES

If you require assistance with designing your ads or other promotional material, our in-house graphic designers are more than happy to assist. For a quote on the following materials please contact

[jesse@on-cue.co.nz](mailto:jesse@on-cue.co.nz)

- Pull-up banners
- Signage
- Print ads
- Website banner ads
- Website design and build
- Exhibitor stand design
- Vector logo file creation
- Custom design requests



[nicki@on-cue.co.nz](mailto:nicki@on-cue.co.nz)



03 928 0620



[nzarbconference.co.nz](http://nzarbconference.co.nz)