



Joint Conference for the

NZ Society of Soil Science & Soil Science Australia



**December 2016 Conference
Millennium Hotel, Queenstown**



**Sponsorship, Advertising &
Exhibition Proposal**

Invitation from the Conference Convenor

On behalf of the Organising Committee we would like to invite you to attend the joint conference for the New Zealand Society of Soil Science and Soil Science Australia, as a sponsor and/or exhibitor, where you will have unique access to promote your company and market your brand to influential stakeholders in the Soil Science industry.

The joint conference promises to be an unforgettable event that will bring together over 350 delegates, who represent leading experts from across the world, local government, universities, students, researchers, contractors, suppliers and consultants.

Over 3 days, Conference delegates will hear from leading experts in Soil Science and will include concurrent oral papers and poster presentations which form a major part of the conference programme.

This Proposal outlines various levels of involvement to suit every budget and marketing objective, we encourage you to explore the benefits of participating as a sponsor and/or exhibitor. If there are other ways in which you would like to participate, the Conference Managers would be happy to discuss these with you.

We look forward to seeing you in Queenstown next December.

Dr Cecile de Klein // Agresearch

Conference Convenor

Location

Queenstown, New Zealand, is the Southern Hemisphere's premier four season lake and alpine resort.

Queenstown's stunning scenery, huge range of activities and renowned warm welcome cement its reputation as New Zealand's favourite visitor destination. Surrounded by majestic mountains and set on the shores of crystal clear Lake Wakatipu, the natural beauty and the unique energy of the region create the perfect backdrop for a holiday full of adventure, exploration or relaxation.

The conference is being held at the Millennium Hotel Queenstown, the hotel is a 4 Star Plus and Enviro-Gold Qualmark rated hotel. Many rooms offer scenic views, possibly the finest of all hotels in Queenstown, New Zealand.



Why Sponsor

Sponsoring the joint 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





NZ Society of Soil Science & Soil Science Australia



Sponsorship Package Options	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$2,500
Maximum number available	1	2	4	6
PROFILE - Your company logo will appear on				
• Conference website home page	■	■	■	■
• Conference website sponsors page including a description of the organisation/company	■	■	■	■
• Conference website exhibitors page including a description of the organisation/company	■	■		
• On the Banners used throughout the conference	■	■	■	■
• Delegate conference registration form	■	■		
• Delegates' conference name tag	■			
• Cover of the conference handbook	■	■		
• Inside of the conference handbook	■	■	■	■
• Logo on the satchel/folder	■			
• On the holding slide, displayed at the start of the conference each day	■	■		
• On sponsors slide, displayed during the housekeeping each day	■	■	■	■
PUBLICITY - Your organisation/company will receive				
• Mention in media related to the conference	■			
• Sponsor marketing material included in satchel/folder	■	■	■	■
• Advertisement included in the conference handbook (page)	Full	Full	Half	Quarter
• Verbal recognition by the Conference MC at the beginning of each day	■	■	■	
NETWORKING BENEFITS				
• Full conference registrations	3	2	1	
• Dinner tickets	3	2	1	
• ONE exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)	6m x 1.2m	3m x 1.2m	50% discount off a 3m x 1.2m	

INDIVIDUAL SPONSORSHIP, ADVERTISING & EXHIBITION OPTIONS	AVAILABLE	COST
BBQ Function Sponsor	1	\$2,500
Conference Dinner Sponsor	1	\$4,000
Student Function Sponsor	1	\$1,500
Field Trip Sponsor	2	\$1,000
Tea Breaks Sponsor	6	\$500
Lunch Breaks Sponsor	3	\$800
Poster Session Sponsor	1	\$1,500
Keynote Speaker Sponsor	3	\$2,000
Handbook Advertising		
- Full page colour	4	\$650
- Half page colour	4	\$450
- Quarter page colour	4	\$250
Satchel Insert	8	\$850
Conference Notepads & Pens Sponsor	1 each	\$500 each
Website Banner Advertising		
- Footer banner ad on all pages (600px X 200px)	3	\$850
- Side panel skyscraper ad on all pages (300px X 700px)	6	\$600
Exhibition Double package (6m x 1.2m booth)	2	\$2,300
Exhibition Single package (3m x 1.2m booth)	7	\$1,500

All costs excl GST





PLATINUM \$10,000 (1 AVAILABLE)

As the Platinum Sponsor, your organisation will be positioned as this year's premier conference partner. A package of advertising and promotion will be paramount and very visible before, during and after the conference.

PROFILE - Your company logo will appear on

- Conference website home page
- Conference website sponsors page including a description of the organisation/company
- Conference website exhibitors page including a description of the organisation/company
- On the banners used throughout the conference
- Delegate conference registration form
- Delegates' conference name tag
- Cover and inside of the conference handbook
- Logo on the satchel/folder
- On the holding slide, displayed at the start of the conference each day
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

- Mention in media related to the conference
- Sponsor marketing material included in satchel/folder
- One page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS

- THREE full conference registrations
- THREE dinner tickets
- ONE 6m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)

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.

PROFILE - Your company logo will appear on

- Conference website home page
- Conference website sponsors page including a description of the organisation/company
- Conference website exhibitors page including a description of the organisation/company
- On the banners used throughout the conference
- Delegate conference registration form
- Cover and inside of the conference handbook
- On the holding slide, displayed at the start of the conference each day
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

- Sponsor marketing material included in satchel/folder
- Full page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS

- TWO full conference registrations
- TWO dinner tickets
- ONE 3m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)





SILVER \$5,000 (4 AVAILABLE)

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

PROFILE - Your company logo will appear on

- Conference website home page
- Conference website sponsors page
- On the banners used throughout the conference
- Inside the conference handbook
- On sponsors slide, displayed during the housekeeping each day

PUBLICITY - Your organisation/company will receive

- Sponsor marketing material included in satchel/folder
- Half page advertisement included in the conference handbook (artwork to be supplied by sponsor)
- Verbal recognition by the Conference MC at the beginning of each day

NETWORKING BENEFITS

- ONE full conference registration
- ONE dinner ticket
- 50% discount off a 3m x 1.2m exhibition stand (includes: booth, wall & sides, company fascia sign and two 150w spotlights)

BRONZE \$2,500 (6 AVAILABLE)

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

PROFILE - Your company logo will appear on

- Conference website home page
- Conference website sponsors page
- On the banners used throughout the conference
- Inside the conference handbook
- On sponsors slide, displayed during the housekeeping each day

NETWORKING BENEFITS - Your organisation/company will receive

- Sponsor marketing material included in satchel/folder
- Quarter page advertisement included in the conference handbook (artwork to be supplied by sponsor)





INDIVIDUAL SPONSORSHIP OPPORTUNITIES

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

- **Naming rights of the function / break / session / field trip**
- **TWO Free standing banners in prominent location for the duration of the function/break**
- **Logo on conference website sponsors page**
- **Logo in the conference handbook**

For the NZSSS Annual Conference 2015, these opportunities include: (Unless specified there is 1 available each)

BBQ FUNCTION - \$2500

A tradition for NZSSS delegates, the BBQ Function takes place on the first night of the conference and sets the scene for the week to come – good people, good food, and lots of networking opportunities.

In addition to the benefits described above, we will display your logo on all drinks vouchers and give you the opportunity to welcome our delegates on the night with a short speech.

CONFERENCE DINNER - \$4000

Attended by most delegates, the Conference Dinner is always a unique experience with a local flavour. This year, we are hosting the event at the Hamilton Gardens and providing entertainment. Don't miss the opportunity to contribute to make this a most memorable night for all our delegates!

In addition to the benefits described above, we will add your logo to the Dinner Table menus and you will have a chance to welcome all delegates to the dinner.

STUDENT FUNCTION - \$1500

NZSSS encourages students to participate in the annual conference. A students night will be organised on the second day of the conference.

FIELD TRIP - \$1000 (3 AVAILABLE)

The field trips are very popular with our delegates and are an integral part of the Conference.

In addition to the benefits described above, your logo will be displayed on the bus signage.

TEA BREAKS - \$500 (6 AVAILABLE)

LUNCH BREAKS - \$800 (3 AVAILABLE)

All breaks are held in the Exhibition and Poster area 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.

POSTER SESSION - \$1500

The poster session is a key component of the NZSSS Conference, with posters being displayed in the refreshment and networking areas. Attendees are given plenty of time to view the posters.

KEYNOTE SPEAKER - \$2000

(3 AVAILABLE)

Your organisation has the opportunity to align itself with one of this year's renowned keynote speakers.





ADVERTISING OPPORTUNITIES

We offer a variety of advertising opportunities, both print and electronic to assist your company/organisation in gaining significant industry exposure to conference delegates.

HANDBOOK ADVERTISING

All delegates will receive a conference handbook (A4 size) which will include information covering the conference and social programme. This publication will be a valuable reference tool used by delegates during the conference.

There are three sizes available.

- **Full page colour ad - \$650**
- **Half page colour ad - \$450**
- **Quarter page colour ad - \$250**

SACHEL INSERT - \$850

Satchel inserts of sponsor information is a direct method of ensuring YOUR organisational information reaches key decision makers within our industry.

Company brochure maximum A4 size flyer or four page brochure) to be inserted in all delegate satchels (sponsor to supply material).

CONFERENCE NOTEPADS AND/OR PENS - \$500 each

All delegates attending the Conference will receive official writing materials.

The conference writing pad and/or pen sponsor will be acknowledged in the following ways:

- Company name and logo on sponsor page of the Conference Website
- Logo in the conference handbook

(Plus costs of writing pads and/or pens)

WEBSITE BANNER ADVERTISING

The conference website is “web central” for attendees, members, exhibitors and anyone else interested in the conference programme, call for papers, registering, planning their visit, sourcing conference abstracts and more! Don’t miss this chance to showcase your brand to such an engaged and interested audience!

- Your banner ad will include a link to your website
- Ads are on ALL conference web pages; these pages collectively receive hundreds of page views during the months before, during, and after the conference.
- On-Cue will provide you with statistics of impressions (the number of times your banner ad was seen during the month) and click-throughs (the number of times your banner ad was clicked on driving traffic to your website).
- Ads are uploaded within 48 hours of being received and approved. Ads will remain online three months after the conference.

There are two sizes available.

- **Footer banner ad (600px X 200px) - \$850**
(3 ADS AVAILABLE ON A ROTATING BASIS)
The online footer banner appears at the bottom of every page
- **Side panel skyscraper ad (300px X 700px) - \$600**
(6 ADS AVAILABLE ON A ROTATING BASIS)
The online skyscraper ad appears on the right side of every page

Banner ad to be provided by sponsor with the following specs:

Acceptable file formats: .GIF, .JPG, .JPEG, .PNG, .SWF
File size limits: 150 KB or less for all files.





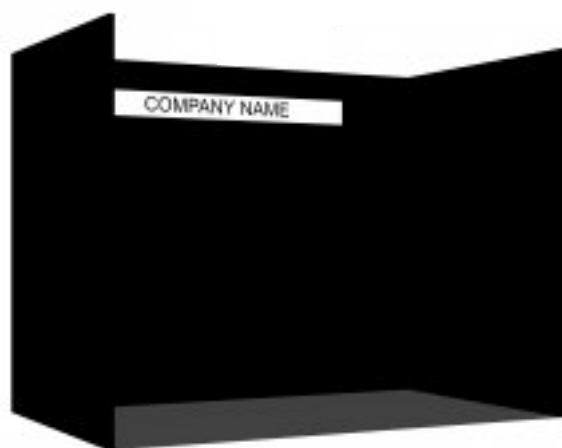
TRADE EXHIBITION

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

The Exhibition & Catering Zone has been designed to provide the best possible promotional opportunities to participating organisations. With lunch, morning and afternoon refreshment breaks being served in this area it will create an unparalleled chance 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
- Raise your company profile and position your company as a leader within the field
- 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”



Walls are made of velcro receptive frontrunner

EXHIBITOR SINGLE PACKAGE

\$1,500

- One single trade booth at the conference (3m x 1.2m)
- Company name and stand number
- Identification sign and name badges
- Two (2) x 150W spotlights
- One (1) 4amp power point
- Company fascia signage
- One trestle table with table cloth and two chairs
- Daily catering for one personnel (additional personnel pass \$65 per day)
- One Mix & Mingle ticket
- One Conference Satchel
- Name tag for personnel
- One Conference Handbook
- One complimentary conference dinner ticket
- Listing on the conference website and conference handbook

EXHIBITOR DOUBLE PACKAGE

\$2,300

- One double trade booth at the conference (6m x 1.2m)
- Company name and stand number
- Identification sign and name badges
- Two (2) x 150W spotlights
- One (1) 4amp power point
- Company fascia signage
- Two trestle tables with table cloths & two chairs
- Daily catering for two personnel
- Two Mix & Mingle tickets
- One Conference Satchel
- Name tag for each personnel
- One Conference Handbook
- Listing on the conference website and conference handbook





BOOKING INFORMATION

To book a sponsorship package, advertising or an exhibition package, please complete the attached booking form and return to on-cue conferences, or email nicki@on-cue.co.nz with your details and preference.

on-cue 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.
- Remainder payment due by 1st July 2016
- Should the Sponsor fail to pay by the invoice due date, on-cue 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.
- Should the advertiser/exhibitor fail to pay by the invoice due date, on-cue 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 form must be received by 1st July 2016.

To secure advertising space in the conference handbook:

- Completed booking form must be received by 1st August 2016.
- Advertising Materials must be received by 1st September 2016.

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

TERMS & CONDITIONS

- Sponsorship will be allocated only on receipt of a signed booking form. A letter of confirmation will be provided by On-cue Conferences to confirm the booking. Applications will be processed in order of receipt.
- Exhibition space will be allocated on first come, first served basis. On-cue reserves the right to rearrange the floor-plan and / or relocate and exhibit. There is no discount or refund for any facilities not used.
- on-cue provides no guarantees that such sponsorship, exhibition or advertising will result in revenues for the advertiser.
- on-cue 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. on-cue 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.
- Website Banner 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. on-cue 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 on-cue will be billed at the rate of \$50 per hour. Any requested change to an ad must be received in writing.
- Cancellation Policy - Cancellation requests must be made in writing. If cancellation occurs less than 60 days prior to the start of the event, the cancellation fee is 100% of the sponsorship sum. If cancellation occurs between 60 days and 6 weeks prior to the start of the event, the cancellation fee is 50% of the sponsorship sum. If cancellation occurs more than 6 weeks prior to the start of the event, a cancellation fee of \$75.00 will be charged.





Joint Conference for the

NZ Society of Soil Science & Soil Science Australia



LOGO & ADVERTISING SPECS

Logo

- Acceptable file formats: EPS format is preferred, if not available please send JPG, PNG or PDF
- File size: no smaller than 1mb.
- Accompany with your guidelines, if applicable.

Conference Handbook Ads

Ad Sizes:

- Full page, 210mm (w) x 297mm (h)
- Half page portrait, 105mm (w) x 297mm (h)
- Half page landscape, 210mm (w) x 148.50 mm (h)
- Quarter page, 105mm (w) x 148.50mm (h)

Supply of material:

- Add a 5mm bleed on all four sides
- Artwork should be supplied via email to nicki@on-cue.co.nz
- All supplied artwork must be CMYK (no RGB colours).
- Artwork to be supplied at 300 dpi.
- Artwork must be supplied as a high-resolution PDF (no jpeg or tiff files)
- Convert paths to outlines.
- Photographs for advertising must be supplied at a minimum file size of 1MB.
- All fonts embedded.

Conference Website Ads

Ad Sizes:

- Footer banner ad, 600px (w) x 200px (h)
- Side panel skyscraper ad, 300px (w) x 700px (h)

Supply of material:

- Acceptable file formats: .GIF, .JPG, .JPEG, .PNG
- File size: 150 KB or less for all files.

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 lea@on-cue.co.nz

- Pull-up banners
- Signage
- Print ads
- Website banner ads
- Website design and build
- Exhibitor stand design

