



NIWA
Taihoro Nukurangi



International
Water Association



Rotorua. New Zealand. 18 - 23 September 2011
www.dipcon2011.org

INVITATION

We would like to extend to you an exclusive opportunity to have your company associated with the 15th International Conference of the IWA Diffuse Pollution Specialist Group. From 18th - 23rd September international and national visitors will descend on Rotorua to attend the 15th International Conference of the IWA Diffuse Pollution Specialist Group. Over the week, Rotorua will be host to this dynamic conference that involves three days of conference presentations.

As you are aware, the success of events such as the 15th International Conference of the IWA Diffuse Pollution Specialist Group depends to a significant extent on sponsorship from friends of the water and environment profession such as yourself. In return, active and prominent sponsorship attracts support to your organisation from conference delegates. Benefits of your sponsorship also extend beyond the Conference, as delegates continue to display your logo on such items as programmes, satchels, pens and writing paper, as well as featuring your organisation on the Conference website.

We invite you to read this sponsorship proposal and realise the full potential of conference sponsorship to your organisation.

We look forward to your association with the 15th International Conference of the IWA Diffuse Specialist Group.

DIPCON 2011 ORGANISING COMMITTEE

- Jim Cooke, Diffuse Sources (Co-Chair)
- Rob Davies-Colley, NIWA (Co-Chair)
- David Hamilton, University of Waikato
- Environment Bay of Plenty
- Environment Waikato
- Richard McDowell, AgResearch
- Deborah Ballentine, NIWA
- Bob Wilcock, NIWA
- Reinaldo Peñailillo Burgos, Netherlands/Chile
- Brian D'Arcy, United Kingdom
- Ray Earle, Ireland
- Pat Feehan, Australia
- Shigeo Fujii, Japan
- Maria Antonieta Gomez Balandra, Mexico
- Sung-Ryong Ha, Korea
- Ralph Heath, South Africa
- Takanobu Inoue, Japan
- Lee-Hyung Kim, Korea
- Ralph Kunkel, Germany
- Habib Muhammetoglu, Turkey
- Mi-Hyun Park, United States
- Katerina Ruzicka, Austria
- Peter Schipper, Netherlands
- Michael K. Stenstrom, United States
- Eric van Bochove, Canada
- Arno van Breemen, Netherlands
- Eduardo Von Sperling, Brazil
- Xiaoyan Wang, China
- Wanpen Wirojanagud, Thailand
- Chengqing Yin, China

IWA Diffuse Pollution Specialist Group

The 15th International Conference of the IWA Diffuse Pollution Specialist Group will be held in Rotorua, concurrently with the IWA Health Related Water Microbiology Specialist Group (HRWM) Symposium. The Conference will feature a special combined session on "Microbial Diffuse Pollution" and will provide a forum for discussing international developments in science and policy approaches to diffuse pollution control.

BENEFITS OF SPONSORING AND EXHIBITING

The conference will provide many long lasting benefits and opportunities to:

- Network and build relationships
- Promote your products and services
- Demonstrate your commitment to sustainability Internationally
- Increase brand awareness and develop new markets

MEDIA SUPPORT/EVENT PROMOTION

The IWA Diffuse Pollution Specialist Group will be supporting the Conference with a targeted media and publicity plan;

Direct Mail

Conference promotional material will be sent to previous conference delegates, Council and company representatives and the IWA membership database.

Website

The Conference has a dedicated website and this will be a principal source of information about the Conference, including our sponsors. Sponsor's website links (detailing products and services) and sponsor's logos will be incorporated into the website.

Publicity

Editorial will be provided to relevant environmental and water publications, and associated publications and websites.



SUMMARY OF SPONSORSHIP OPPORTUNITIES

The IWA 15th International Conference offers a unique opportunity to increase your company's exposure to a diverse cross-section of industry professionals.

Sponsorship packages and commitment levels vary and can be tailored to suit your marketing strategies, for example, should you wish to sponsor both the Diffuse Pollution Conference and the Health Related Water Microbiology Symposium. Whatever your business, the Conference has a sponsorship package that will help you meet your brand and networking objectives.

Conference Partner Sponsorship Packages		Gold	Silver	Bronze
AVAILABILITY		1	2	4
INVESTMENT		\$9,000	\$6,000	\$3,000
PAGE		4	4	5
Verbal recognition at the Conference		√	√	√
Acknowledgment in Conference Programme with Company Description		300 words	200 words	100 words
Acknowledgement on Website, including Home Page		√	√	√
Company Logo on Conference Welcome Signage		√	√	√
Conference Programme Ad		Full Page	Half Page	Quarter Page
Conference Full Registrations		2	1	n/a
Conference Dinner Tickets		8	n/a	n/a
Plenary Speaker Naming Rights		√	√	n/a
Company Logo on Delegate Satchel		√	√	√
Satchel Insert		√	√	√
Delegate List		√	√	√
Exhibition Stand		Double	Single	n/a
Exhibition Opportunities		Double Stand (6m x 2.4m)	Single Stand (3m x 2.4m)	
INVESTMENT		\$2300	\$1600	
PAGE		7	7	
Social Functions - Sponsorship Opportunities		Conference Dinner		
AVAILABILITY		1		
INVESTMENT		\$5000		
PAGE		6		
Advertising Opportunities		Conference Web Sponsor	Flashdrive Sponsor	Writing Pad Sponsor
AVAILABILITY		1	1	1
INVESTMENT		\$8,000	\$8,000	\$5,000
PAGE		6	6	7
Additional Advertising Opportunities		Seat Drop	Satchel Insert	Conference Handbook Adverts
INVESTMENT		\$1500	\$950	\$280 - \$650
PAGE		7	7	7

GOLD SPONSOR \$9,000 (+ GST)

(One available)

As the Gold Sponsors, your organisation will enjoy an excellent level of exposure. We view the Gold Sponsor as our partners in the successful execution of the Conference and will constantly work alongside you to provide opportunities to promote your company.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as a Gold Sponsor on all printed conference material, including but not limited to the Sponsorship and Exhibition prospectus, Registration Brochure and c\ Conference Programme Handbook.
- Recognition as a Gold Sponsor on all conference marketing collateral, including the Conference website with a hyperlink back to your company website.
- Recognition as a Gold Sponsor on all onsite welcome signage at the event and associated functions, where appropriate.
- Your logo on the Conference Satchel, alongside the Silver and Bronze Sponsors.
- Verbal recognition as a Gold Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the programme.
- One (1) full page advertisement in the Conference Programme Handbook
- Two (2) full delegate registrations and inclusive social functions
- A reserved VIP table of 8 at the Conference Dinner
- Naming rights to a Plenary Session (chosen in conjunction with the Organising Committee). You will receive the opportunity to provide pull up banners for displaying during the session and your company logo will appear on the screen during walk in and walk out.
- One (1) double 6m x 2.4m exhibition booth space located in a premium position in the exhibition hall. (Includes booth, signage and lighting)
- Access to the delegate list in the four weeks leading up to the event with a hard copy presented at the conclusion of the Conference (subject to Privacy Laws)
- Opportunity to place promotional material (up to two [2] x A4 page size) into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)

+ MAXIMISE YOUR EXPOSURE

In addition to the package outlined above, the Gold Sponsor may choose any of the following branded promotional items to add to their package (these are an additional expense and can be organised by the Organising Committee). Subject to availability

- Branded pads, pens and mints for conference delegates
- Branded drink bottles
- Branded lunch boxes
- Branded take-away coffee cups
- USB stick which will include the Conference presentations and your promotional document

SILVER SPONSOR \$6,000 (+ GST)

(Two available)

As a Silver Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

Entitlements:

- Recognition as a Silver Sponsor on all printed Conference material, including the Registration Brochure and Conference Programme Handbook
- Recognition as a Silver Sponsor on all Conference marketing collateral, including the Conference website with a hyperlink back to your company website
- Recognition as a Silver Sponsor on all onsite welcome signage at the event and associated functions
- Your company logo on the Conference Satchel, alongside the Gold and Bronze Sponsors
- Verbal recognition as a Silver Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the programme
- One (1) half page advertisement in the Conference Programme Handbook
- Two [2] Full delegate registrations
- Naming rights to a Plenary Session (chosen in conjunction with the Organising Committee). You will receive the opportunity to provide pull up banners for display during this session and your company name and logo will appear on the screen during walk in and walk out
- One (1) 3m x 2.4m exhibition booth space located in a premium position in the exhibition hall. Additional space will be at a 10% discount
- Access to the delegate list in the four weeks leading up to the event with a hard copy presented at the conclusion at the Conference (subject to Privacy Laws)
- Opportunity to place promotional material (up to two [2] xA4 page size into the delegate satchel (material to be provided by the sponsor and approved by the Organising Committee)

+ MAXIMISE YOUR EXPOSURE

In addition to the package outlined above, the Silver Sponsor may choose any of the following branded promotional items to add to their package (these are an additional expense and can be organised by the Organising Committee). Subject to availability

- Branded pads, pens and mints for conference delegates
- Branded drink bottles
- Branded lunch boxes
- Branded take-away coffee cups
- USB stick which will include the Conference presentations and your promotional document



BRONZE SPONSOR \$3,000 (+ GST)

(Four available)

As a Bronze Sponsor, your organisation will enjoy a strong alignment with the Conference through the many opportunities for branding and exposure, prior to, during and after the Conference.

Entitlements:

- Recognition as a Bronze Sponsor on all printed Conference material, including but not limited to the Sponsorship and Exhibition Prospectus, Registration Brochure and Conference Programme Handbook
- Recognition as a Bronze Sponsor on all Conference marketing collateral, including the Conference website with a hyperlink back to your company website
- Recognition as a Bronze Sponsor on all onsite welcome signage at the event and associated functions, where appropriate
- Your company logo on the Conference Satchel alongside the Gold and Silver Sponsors
- Verbal recognition as a Bronze Sponsor by the Conference Chair during the opening session and at other pertinent times throughout the programme
- One [1] quarter page advertisement in the Conference Programme Handbook
- Naming rights to a Plenary Session (chosen in conjunction with the Organising Committee). You will receive the opportunity to provide pull up banners for display during this session and your company logo will appear on the screen during walk in and walk out
- Access to the delegate list in the four weeks leading up to the event with a hard copy presented at the conclusion of the Conference (subject to Privacy Laws)
- Opportunity to place promotional material (up to one [1] x A4 page size) into the delegate satchel (material to be provided by the sponsor and to be approved by the Organising Committee)

+ MAXIMISE YOUR EXPOSURE

In addition to the package outlined above, The Bronze Sponsor may choose any of the following branded promotional items to add to their package (these are an additional expense and can be organised by the Organising Committee). Subject to availability

- Branded pads, pens and mints for conference delegates
- Branded drink bottles
- Branded lunch boxes
- Branded take-away coffee cups
- USB stick which will include the Conference presentations and your promotional document





OTHER SPONSORSHIP OPPORTUNITIES

CONFERENCE DINNER SPONSOR

\$5,000 (+ GST)

Align your brand with the IWA Diffuse Pollution Specialist Group's Conference Dinner. This fabulous event which is attended by speakers and delegates is the perfect opportunity to show your company's hospitality.

Entitlements include:

- Opportunity to provide a three minute address to the delegates at the commencement of the evening
- Reserved table (table of eight) in premium position
- Opportunity to place a gift/show bag or branded chocolate for each delegate on the Conference Dinner tables (to be provided by sponsor)
- Opportunity to display up to two free standing banners on the stage during dinner
- Acknowledgment along with company logo on dinner menus
- Two [2] complimentary registrations
- Acknowledgment and company logo on conference website with hyperlink to your company's website
- Acknowledgment with company logo in the main Announcement and Registration Brochure (e-copy publication)
- Acknowledgment with company logo on Conference Programme Handbook
- Acknowledgment with company logo on supporting sponsor venue signage
- Acknowledgment and branding with logo via PowerPoint reel to be featured in plenary room, all session rooms and during all breaks.

CONFERENCE WEBSITE SPONSOR

\$8,000 (+ GST)

The official Conference Website will act as a major source of information on the scientific programme, social events, exhibition, registration and accommodation for the Conference.

Entitlements Include:

- Recognition as the Conference Website Sponsor (with organisation logo) on all printed Conference material
- Recognition as the Conference Website Sponsor (with organisation logo) on the sponsors' page of the Conference Website, including a hyperlink to your organisation's homepage
- Recognition as the Conference Website Sponsor on the official sponsorship acknowledgement board onsite
- Company banner advertisement on every page on the Conference Website (www.dipcon2011.org)

CONFERENCE FLASHDRIVE SPONSOR

\$8,000 (+ GST)

The Conference proceedings will be available on a Flashdrive. The Flashdrive will be an essential reference tool for all delegates containing speaker presentations and will provide delegates with an efficient and convenient method of retrieving important Conference information.

Entitlements Include:

- Recognition as Flashdrive Sponsor (with organisation logo) on all printed Conference material
- Recognition as Flashdrive Sponsor (with organisation logo) on the sponsors' page of the Conference Website, including a hyperlink to your organisation's homepage
- Recognition as Flashdrive Sponsor on the official sponsorship acknowledgement board onsite
- Company brochure (maximum A4 size flyer or four page brochure) to be inserted in all delegate satchels (sponsor to supply material)
- Company logo printed on the Flashdrive packaging alongside the Conference logo



WRITING PAD SPONSOR

\$5,000 (+ GST)

All delegates attending the Conference will receive official writing materials. The Conference Writing Pad Sponsor will be acknowledged in the following ways:

- Recognition as the Writing Pad Sponsor (with organisation logo) on all printed Conference material
- Recognition as the Writing Pad Sponsor (with organisation logo) on the sponsors' page of the Conference Website, including a hyperlink to your organisation's homepage
- Recognition as the Writing Pad Sponsor on the official sponsorship acknowledgement board onsite
- Company name and logo and Conference logo will feature on the delegate writing pads. The writing pads will be produced by the Organising Committee
- Writing Pads will be included in all delegate satchels

CONFERENCE PENS SPONSOR

\$5,000 (+ GST)

All delegates attending the Conference will receive an official Conference Pen. The Conference Pen Sponsor will be acknowledged in the following ways:

- Recognition as the Conference Pen Sponsor (with organisation logo) on all printed Conference material
- Recognition as the Conference Pen Sponsor (with organisation logo) on the sponsors page of the Conference Website, including a hyperlink to your organisation's home page
- Recognition as the Conference Pen Sponsor on the official sponsorship acknowledgement board onsite
- Company name and logo and Conference logo will feature on the delegate pens. The pens will be produced by the Organising Committee
- Pens will be included in all delegate satchels

EXHIBITION OPPORTUNITIES

The exhibition will be an integral part of the Conference. There are two booth sizes available:

- Double Stand (6m x 2.4m) \$2,300 + GST
- Single Stand (3m x 2.4m) \$1,600 +GST

Included in the cost of exhibiting is:

- A full walk in walk out exhibition booth which will contain the following:
 Walls: Black Octanorm walls
 Lighting: Two x 120 watt spotlights
 Power: 1 x 4amp Power Point
 Booth Sign: Company name in standard letter style displayed on the front fascia
- Daily catering for two personnel
- An electronic copy of the delegate list will be emailed to you 24 hours after the event

A fifty word company profile and logo published in the Conference Handbook.

ADVERTISING OPPORTUNITIES

SEAT DROP

\$1,500 (+ GST)

This sponsorship provides your organisation an opportunity to display promotional material or a give away on each delegate's seat prior to the commencement of a pre-selected session (material subject to Committee approval). Limited opportunities are available and will be issued on a first come, first served basis. Seat drop is a guaranteed way to get every delegates attention.

SACHEL INSERT

\$950 (+ GST)

One A4 piece of promotional literature for inclusion in delegate satchels (excludes writing pads and pens). Subject to Committee approval.

CONFERENCE 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 advert	\$650+GST
Half page colour advert	\$440+GST
Quarter page colour advert	\$280+GST



GENERAL INFORMATION

Exposure in Conference Publications

Exposure in conference publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.

Delegate List

Only the Major Sponsors will receive a copy of the delegate list. Such lists will exclude any delegates who have withheld permission to publish their details in accordance with the New Zealand Privacy Act.

SPONSORSHIP SUMMARY

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your company would like to be involved with the Conference, please do not hesitate to contact the Organising Committee. The packages listed in this document can be tailored to your specific marketing needs as well as incorporate new ideas into the available options.

The Conference is a unique and prestigious marketing opportunity and we are confident your involvement as a sponsor will provide your company with exceptional business rewards.

For further details on the opportunities available please contact the Organising Committee who will be pleased to assist you.

Sponsorship & Exhibitions Account Manager
onCue Conferences and Events
Lea Boodee
PO Box 1193
Nelson
Ph: 03 546 6330 Email: lea@on-cue.co.nz

SPONSORSHIP & EXHIBITION BOOKING & PAYMENT CONDITIONS

1. Sponsorship will be allocated on receipt of signed Sponsorship Booking Forms. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. The deposit is payable 7 days from the date of the tax invoice. The balance is due and payable by 20 August, 2011. Applications received after 20 August, 2011 must include full payment.
2. All monies due and payable must be received (and cheques cleared) by the Organising Committee prior to the event. No company will be listed as a Sponsor in any conference material until full payment and a booking form have been received by the Organising Committee.
3. No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior written consent of the Organising Committee.
4. Sponsorship monies will facilitate towards the successful planning and promotion of the Conference in addition to subsidizing the cost of management, communication, invited speakers, programme and publications. Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the Conference.
5. The Organising Committee reserve the right to rearrange the floor plan and/or relocate any exhibition space without notice. The Organising Committee will not discount or refund for any facilities not used or required.
6. No exhibition participant shall assign, sublet or apportion the whole or any part of their booked space except upon prior written consent of the Organising Committee.



**International
Water Association**

IWA Diffuse Pollution Specialist Group



CONTACT DETAILS

onCue Conferences and Events : lea@on-cue.co.nz : Tel 03 5466330 : Fax 03 929 5512 : PO Box 1193, Nelson