

# Apiculture 2021 Conference

# Sponsorship Prospectus

24 - 26 June 2021

Rotorua Energy Events Centre



pī·ā·ora  
BEES GIVING LIFE

APICULTURE  
NEW ZEALAND

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# Welcome to Conference 2021

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Welcome to the prospectus for the 2021 conference. We look forward to your participation and contribution as part of our annual national conference and trade exhibition.

As always there is a lot on offer:

- The only opportunity in the year to have a large number of Apiculture decision makers under the one roof
- A wonderful opportunity to get new business
- Large exhibition space allowing a good flow of traffic
- Hospitality lounges – a good place to meet up for a chat with a client
- Coffee machines
- Soap box opportunities for you to share your latest new product or service
- Several ways to enhance your name exposure
- Excellent networking opportunities
- And we are not all about work – wonderful opportunities for socialising with your colleagues



# Sponsorship Options

Benefits	Premium	Platinum	Gold	Silver	Bronze
Recognition as the exclusive premium sponsor of Apiculture NZ 2021 conference.	✓				
One table for 10 at the Gala Dinner	✓				
Pull up Banner/signage display	4				
Recognition as a platinum sponsor of the Apiculture NZ 2021 conference		✓			
Naming rights for Conference Dinner OR Photo Competition and Trade buzz evening		✓			
Naming rights for The Silent Auction and the Roy Patterson Innovation competition OR the app OR the roast dinner			✓		
Advertisement in Conference booklet	Full page	Half page	Third page		
Inclusion on the conference website by way of brief bio and logo/image	✓	✓	✓	✓	
Logo inclusion only on conference website					✓
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 (3m x 1.8m)				✓	
Pull up Banner/signage display and table for brochures. Shared space.					✓
Six conference registrations (including table for 10 – see above)	✓				
Four conference registrations (including Gala Dinner tickets)		✓			
Two conference registrations (including Gala Dinner tickets)			✓		
One conference registration (including Gala Dinner ticket)				✓	
One conference registration					✓

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## Premium Sponsor

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- Branding / logo in conference promotions and web link
- Recognition as the exclusive major Premium Sponsor of the Apiculture NZ Conference 2021
- 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 (6.6m x 3m)
- Conference Gala Dinner - Complimentary table of 10
- Six conference registrations
- Manuka Health / ApiNZ flag either side of the stage
- The name of the Premium sponsor to be printed on name badges
- A full inside cover colour advertisement in the conference booklet
- Speaking rights (three minutes) at official opening
- Two banners: one at the bottom of the stairs and one at the top of the stairs leading up to the seminar rooms
- Four outside flags

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



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## Platinum Sponsor

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- Recognition as a Platinum sponsor of the Apiculture NZ Conference 2021
- Naming rights for the following with speaking rights at the appropriate function: either the Conference Gala Dinner OR the Trade Buzz network and the photo competition
- 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
- Booth trade display (6.6m x 3m) (9.6m x 1.8m))
- Four conference registrations which include Conference Gala Dinner
- A half page advertisement in the conference booklet

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

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## Gold Sponsor

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- Naming rights to one of the following: The Silent Auction and The Roy Paterson Innovation competition OR naming rights for the app OR the Thursday Roast dinner
- 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
- Two conference registrations which include Conference Gala Dinner
- Booth signage

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

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## National Honey Award Sponsor

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- Naming rights to The National Honey Award
- 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
- Two conference registrations which include Conference Gala Dinner
- Booth signage

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

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## Silver Sponsor

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- Single booth trade display (3.0m x 1.8m)
- Inclusion on the conference website by the way of brief bio and logo/image
- One conference registration with one Gala Dinner ticket inclusive
- Sponsors of the Welcome drinks. Pull ups to be displayed for the evening

**Total Investment \$3000 + GST**

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## Bronze Sponsor

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- There will be a shared exhibition space allowing each bronze sponsor table space for brochures and one pull-up (no more than 1 metre wide.)
- Logo inclusion on the conference website
- One conference registration

**Total Investment \$1000 + GST**

# Upgrade Your Booth

An upgrade from a Silver or Gold sponsor booth to the next sized booth - \$1000 + GST.

There will be no additional registration or dinner ticket included.

(Silver - 3m x 1.8m to 4.8m x 1.8m, Gold - 4.8m x 1.8m to 4.8m to 3.0m)

An upgrade from a Silver sponsor booth to the largest booth is available. (3m x 1.8m to 4.8m x 3m).

This will include an additional registration and dinner ticket - \$2000 + GST

Cost for additional trade registration (Assisting in staffing a booth) - \$75 + GST per day

# Pack In and Pack Out

Please note all sponsors and exhibitors MUST pack in on **Wednesday 23rd June** by **5.30pm**.

Break down must NOT commence until **1.00pm Saturday 26th June**.

# Additional Name Exposure Opportunities

Naming rights on a barista machine (2) Includes one conference registration \$3000+GST	<b>\$3000 + GST</b>
Naming rights for the talk by Dr Tom Mulholland ("healthy thinking") Includes one conference registration \$3000 + GST	<b>\$3000 + GST</b>
Naming rights for seminar rooms (2) Includes one conference registration \$2600 + GST	<b>\$2600 + GST</b>
Naming rights for trade buzz lounge (2) (t's and c's to be outlined) Includes one conference registration \$2000 + GST	<b>\$2000 + GST</b>
Naming rights for outside hospitality tent Includes one conference registration \$2000 + GST	<b>\$2000 + GST</b>
Sponsor of the Decorated Bee box Includes one conference registration \$1750 + GST	<b>\$1750 + GST</b>
Advertising in conference programme	
- Full page \$975 + GST	<b>\$975 + GST</b>
- Half page \$500 + GST	<b>\$500 + GST</b>
- Third page \$350 + GST	<b>\$350 + GST</b>

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



# General Information

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## Business Soap Box

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All sponsors are invited to submit an expression of interest for a 5 minute presentation on a new product/ technology/ innovation.

The presentations will take place in the ApiNZ Theatre: the area adjacent to the exhibition area set up with a stage and tiered seating (not in the conference room).

*For an expression of interest application form please contact:  
jude@corporatevenues.co.nz*

Spaces are limited -get in quick. Presentations are expected to be useful, informative and relevant to the conference.

Please note that photography is strictly prohibited during all soapbox sessions.

## Communications and Media

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We welcome promotional media articles referencing the conference. However, to ensure accuracy of information, these must be pre-approved prior to publishing. These will be responded to quickly.

*Please send all articles to [Jude@corporatevenues.co.nz](mailto:Jude@corporatevenues.co.nz)*

## Accommodation

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Please book accommodation early. Once you have confirmed your level of sponsorship/exhibition, a registration link will be sent to you giving you the opportunity to book your accommodation.

## Time Frames

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Production and print of conference programme book **26th May 2021**

# Exhibition Only Packages

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4.8m x 3.0m exhibition booth in Trade Buzz Arena \$2,750 + GST

Includes one conference registration

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4.8m x 1.8m exhibition booth in Trade Buzz Arena \$2,150 + GST

Includes one conference registration

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3m x 1.8m exhibition booth in Trade Buzz Arena \$1,575 + GST

Includes one conference registration

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Outdoor exhibition display in Trade Buzz Outdoor Arena \$1000 + GST  
6m by 6m area. Unless requested there is no access to power or water

Includes one conference registration

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# Terms and Conditions

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1. All sponsorship packages are available on a first in, first served basis
2. All booths which have common walls with other exhibitors must NOT go beyond the measurements of supplied booth
3. Please contact Jude Earles if you intend having any food or beverages within your booth or hire by your company
4. All applications to be in written form
5. Exhibitors wishing to run competitions must do so from their own site
6. All exhibitors agree to having all photos released on the website. No photos are to be used for commercial reasons without written permission
7. Exhibitors are not permitted to place any flyers or promotional material anywhere in the Energy Events Centre other than in their own booth. There are no tote bags this year
8. No private events to be held during formal conference hours 8.30am to 6.30pm inclusive
9. Please notify the committee if any private events are being planned in the Energy Events Centre after conference hours as this affects security and could incur extra charges
10. All invoices are to be paid within 21 days of securing a booth or by the start of conference, whichever comes first. All booths to paid in full prior to conference.
11. The production of all promotional material for distribution and/or display at conference is the responsibility of the sponsor
12. All images and logos to be supplied in high resolution digital format, specification will be provided
13. All exhibitors must comply with OSH regulations
14. Cancellations prior to 30 April 2021 will be refunded in full less a 25% administration fee
15. No refunds will be available after the 30 April 2021, unless the option can be filled from a waiting list. In this case a refund will be made less a 25% administration fee

# Conference Registration

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## **ApiNZ Member**

One day \$140+GST

Two days \$260+GST

Three days \$326+GST

## **Children (5-16 years)**

### **ApiNZ Member**

One day \$65 + GST

Two days \$122 + GST

Three days \$170 + GST

## **Non Member**

One day \$193+GST

Two days \$355+GST

Three days \$439+GST

### **Non-member**

One day \$83 + GST

Two days \$139 + GST

Three days \$196 + GST

**Thursday network drinks (Cash bar)** Complimentary

**Friday network drinks** Complimentary

**Thursday Roast** \$31 + GST

**Saturday Gala dinner** \$83 + GST

If you wish to become an ApiNZ member please visit:

<http://apinz.org.nz/membership-benefits/>

## **Registration Includes:**

- Social time (Thursday 24th June) in the Trade Buzz Arena. Cash bar and snacks can be purchased
- Trade Buzz (Friday 25th June) in the Trade Buzz Arena. Cash bar and complimentary snacks
- Attendance at conference keynote sessions, workshops and Trade Buzz networking
- Morning tea /lunch/afternoon tea in Trade Buzz Arena during conference hours
- Coffee carts in operation –Trade Buzz Arena
- Conference programme book & compendium
- App with all the conference information
- Wireless internet on site

# Summary of Costs

## Sponsorship Packages

**Premium** \$25,000 + GST

**Gold** \$7,500 + GST

**Silver** \$3,000 + GST

**Platinum** \$15,000 + GST

**Honey Award** \$7,500 + GST

**Bronze** \$1,000 + GST

## Exhibitors

**Booth 1** \$2,750 + GST

**Booth 3** \$1,575 + GST

**Booth 2** \$2,150 + GST

**Additional Staff** \$75 + GST/day

## Social Events

**Thursday Network Drinks** Complimentary (cash bar)

**Thursday Roast** \$31 + GST

**Friday Network Drinks** Complimentary (cash bar)

**Saturday Gala Dinner** \$83 + GST

## Delegate Registration

### Member

1 Day \$140 + GST

2 Days \$260 + GST

3 Days \$326 + GST

### Non-member

1 Day \$193 + GST

2 Days \$355 + GST

3 Days \$439 + GST

# 2019 Attendance

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Thank you to the 935 who attended and made the 2019 Apiculture New Zealand Conference and Trade Exhibition such a great success.

